

POWERline

A Quarterly Newsletter for the Electric Service Credit Union Family

SUMMER
2007

Merry Christmas in July???

That's right, and ESCU is playing \$anta Claus!



If you make a loan in the month of July, you will receive a gift from us. Need a new car? How about letting us buy your first tank of gas. Headed out on vacation and need some extra spending cash? We'll send you a gift card to help out with that new beach umbrella. Finally going to start those home repairs you have been dreading? We can help you out with a second mortgage and throw in a Lowe's card to help get you started. Come by the credit union and speak to a loan officer about details. But hurry, because Christmas only comes once (or maybe twice!)

Contact Information

Phone

(615) 747-3801

Fax (615) 747-3670

TellerLine

1-800-388-8380

Website:

www.escu.com

Hours:

**Monday, Tuesday
& Thursday**

7:30 a.m. to 4:30 p.m.

Wednesday

9:00 a.m. to 4:30 p.m.

Friday

7:00 a.m. to 5:00 p.m.

ElectricService

BOARD OF DIRECTORS

Dickie Johnson – Chairman
Gary Murray – Vice-Chairman
Kassie Tigg – Secretary
John Broadway – Treasurer
Kent Cochran
Randy Gregory
Chad Jones

Robert D. McCarthy, President

Credit Union vs. Banks

>>Did you know that by simply being a member of ESCU you are likely saving money? Credit unions usually have fewer fees than other financial institutions and those fees usually cost much less. One thing to remember is banks have to make money for their shareholders to stay in business while credit unions are not for profit and only work for you. Credit unions return their earnings to members through lower loan rates, higher deposit rates, and new services.



So, how does ESCU actually stack up? We offer totally free checking accounts. That means no monthly fees, no per check charges, and no ATM/debit card fees. According to www.bankrate.com, the average non-interest bearing checking account in Middle Tennessee charges about \$5 a month and \$2 a month for an ATM card. Many banks also have a minimum balance requirement or the fees may actually be higher. The same website lists average used auto rates at 7.32%, while the credit union rate is as low as 6.00%. Our certificate rates are above the average rate for our area, as well. And if that's not enough, we will match competitors' advertised rates if they are higher than our rates.

There's no reason not to do all of your business with ESCU. Why not give us a call and make the switch to put that extra money back in your pocket where it belongs!

The Credit Score Formula Revealed!

If you listen to talk radio, you have probably heard that there is a secret formula that the credit bureau companies follow to calculate a person's credit score. Equifax, TranUnion and Experian, the top three credit bureaus across the United States, have guarded this formula for years. Because consumers have become more aware of their credit over the past few years, the bureaus have begun to release some of this information to help people improve scores. According to Experian, there are five basic components of your credit score:

- 35% Reported Payment History
- 30% Capacity (Revolving Balances v. Limits)
- 15% Length of Accounts
- 10% Accumulation of New Debt
- 10% Mix of Reported Credit (Revolving v. Installment)

Knowing how lenders such as the credit union look at your credit bureau may help you understand how to improve your score. Remember, credit can affect many areas of your life such as applying for credit, applying for a job, renting an apartment, and purchasing auto insurance. Building good credit and protecting it will allow you to succeed in your financial future!

Lost or Stolen?

VISA DEBIT CARD
Call 800-472-3272

VISA CREDIT
CARD
Call 800-299-9842



Robert McCarthy Named President

Electric Service Credit Union is proud to announce that Robert McCarthy has been promoted to President. Robert has been an employee at ESCU for 10 years and has served as Vice-President for 7 years. He holds a Bachelor of Business Administration degree from Belmont University.

 **Just a note...**

Some members having consumer loans may have received an offer by mail to skip a payment from Reliance Federal Credit Union in King of Prussia, Pennsylvania. This letter was sent in error by our data processor in the labeling of the form letter. Please disregard the letter. We apologize for the inconvenience.

Mission Statement

The mission of the Electric Credit Union is to operate a sound financial cooperative for the members and to provide quality, personal service that meets or exceeds their needs. Our goal is to develop and promote competitively priced financial services.

RateLine

All rates were effective June 1, 2007

Deposit Rates:		Lending Rates *	
	<u>APY</u>	Vehicle Loans	
Regular Shares	0.75%	Fixed Rate Loans	Current Rate
Interest Share Draft	2.50%	New/Used	6.00% -12.00%
Over \$50,000	3.50%	New/Used Motorcycles	7.00% -11.50%
Christmas Club	0.75%	New/Used Boats	8.00% -12.50%
Special Accounts	0.75%		
IRA	2.75%		
Certificate Rates:		Real Estate Loans	
	<u>APY</u>	Second mortgage	
6 month	4.00%	Up to five years	8.25% -11.25%
12 month	4.50%	Up to ten years	8.25% -12.25%
17 month (Special)	5.20%	Up to fifteen years	8.25% -13.25%
18 month	4.50%	Home Equity Loans	7.25%
24 month	4.50%	Variable rate	
36 month	4.50%		
48 month	4.75%		
60 month	5.00%		
Market Rates:		Other Loans	
	<u>APY</u>	Signature	
\$2,500 to \$9,999	2.00%	Up to 60 month	9.90% - 17.90%
\$10,000 to \$24,999	2.25%	Line of Credit	15.00%
\$25,000 to \$49,999	2.50%	Share Secured	
\$50,000 and up	2.75%	Instrument rate	+ 2.00%

*Your rate may vary based upon your credit history and credit score. Rates vary by term of loan.

STAFF

Robert McCarthy,
President

Bethany Rogers,
Accountant

Josephine Griessel
Bessie Harris
Debbie Johnson
Sharhonda Kinnard
Michelle Pettus
Anna Sneed
Alita Sparks
Jeniffer Winchell

AUDIT COMMITTEE

Robert Copeland,
Chairman

Amber Blair,
Vice President

Nancy Poindexter,
Secretary

Jack Patel
Kevin Walker

Credit Card Fraud and How to Prevent It

If you keep abreast of current events, you may have noticed how credit and debit card fraud statistics have gone up over the past few years. The best way to protect yourself is to practice good habits when carrying cards. Below are a few suggestions to help you be a responsible cardholder.



Safe Card Tips

1. Sign the back of your cards with permanent ink.
2. Carry only the cards you actually use. Destroy any cancelled cards and leave the cards you seldomly use locked up at home.
3. Watch the merchant perform your card authorization. Make sure they are only running your card once.
4. Shred receipts as soon as you have checked them against your statement.
5. When traveling, have a neighbor check your mail or call the post office to hold your mail so statements do not sit in your mailbox.
6. Never respond to unsolicited e-mails asking you to enter your personal or card information.
7. Contact the credit union as soon as possible if you discover your card is missing or see any fraudulent activity on your statement.
8. Inspect ATM's for anything unusual, especially around the card reader slot. This could be a sign of tampering.
9. Make sure online shopping sites are secure. Check the bottom browser window for a picture of a padlock or look for a "verified by VISA" logo.
10. When performing any card transaction, check out your environment for safety. Always be aware of those around you and cover your PIN code entry if anyone is too close to you.



Holiday Schedule

The credit union will be closed on the following days:

INDEPENDENCE DAY

Wednesday, July 4

LABOR DAY

Monday, September 3