

2 | A Message From Our
President & CEO3 | Spend Happily
and Save Wisely4 | 'Tis the Season to
Be Aware of Fraud5 | **New!** GECU Giveback
Partners Program6 | Year-End
Investment Tips

How to Avoid Financial Stress

DURING THE SHOPPING SEASON

TIP #
1

Check Your FICO® Score

It's important to check in on your financial health to know where you stand so you can budget and spend accordingly. Get access to your FICO® Score for free within Online Banking and our mobile app.

TIP #
2

Stick to Your Budget

Use our free Money Management tool to break down your budget into specific amounts—groceries, gift list, big-ticket items—and stick to it with tracking alerts.

TIP #
3

Pick One Weekend and Have a List

When you're ready to shop, have a full plan in place. Try to get your shopping done in one weekend with a list of specific purchases in hand, otherwise *everything* could end up in your cart.

TIP #
4

Avoid Impulse Buying

Before purchasing an item that isn't on your list, give yourself a day to think it over. This will help you avoid impulsively buying it or other items.

TIP #
5

Consider a GECU Credit Card

Before you're tempted by discounts to open a store card with sky-high rates, consider one of our low-rate credit cards so you can earn rewards while shopping for others. Find your perfect card at: gecreditunion.org/credit-cards.

TIP #
6

Make It Personal

Get creative with gift-giving while spending only a fraction of the cost. Handmade presents are extremely thoughtful and making them can be a fun experience, too!

To learn more, continue reading this article on our *Money Minutes* blog at: gecreditunion.org/blog, and search for *How to Avoid Financial Stress During the Shopping Season* within our **Holidays** section.

A MESSAGE

From Our President & CEO

Timothy D. Ballinger

With 2020 on the horizon, I want to thank you for all you've done to make this year an incredible one for General Electric Credit Union. Your voice as a member has helped to not only elevate our products and services, but also shape the way in which we provide you with more options to do your everyday banking. Before 2019 comes to a close, we have a number of exciting developments to support our mantra of 'being the easiest financial institution to do business with.'

One of the ways we're making banking better, and easier, for you is through the expansion of our branch network. Having more locations better positions us to serve you throughout your financial journey. Our construction teams have been hard at work building new branches in Florence, Oakley, and Montgomery; all three are currently slated to finish construction in the fourth quarter of 2019. We're certainly not stopping there; in 2020, we will relocate our Eastgate branch to a nearby, free-standing

The introduction of our Interactive Teller Machines represents another exciting development and a new way to experience banking.

location, as well as open two more branches—one in South Lebanon and another at The Oaks, across from Liberty Center.

The introduction of our Interactive Teller Machines (ITMs) represents another exciting development and a new way to experience banking. With our ITM's self-service feature, you can perform transactions our tellers can do—such as cashing a check to the penny and making a loan payment—on your own, 24/7. We will be the first in our market with this level of technology that's available seven days a week, all day long. If you need additional assistance, you will also have the ability to speak with a local GECU team member through the ITM's two-way video chat technology during business hours. Simply put, our ITMs allow you to bank how you want to bank.

Our commitment to local communities has deepened greatly

in 2019. So far this year, 146 team members have volunteered more than 1,635 hours with our GECU Cares volunteer initiative. We recently expanded this outreach with the formation of the Giveback Partners Program, which provides us the opportunity to invest in nonprofits through financial contributions and volunteer manpower. Each year, we will pick three organizations that demonstrate the credit union philosophy of *People Helping People* to be part of our program. This year, we selected Matthew 25: Ministries, Habitat for Humanity, and May We Help. We are fortunate to align ourselves with those who continually make a positive impact on our communities (see page 6 for more details).

As always, I want to express my gratitude for your continued support and loyalty. You help make us better every day, and it's an honor to serve you.



Banking Your Way

Introducing Your Personal Teller

As we open our new branches in the next few months, we'll introduce you to a new banking experience—one that connects you to your finances like never before. Our new Interactive Teller Machine (ITM) technology is your Personal Teller so you can choose how and when you bank.

You may have experienced two-way video technology before; your Personal Teller can do that, **and more!** We're taking it to the next level by introducing a self-service component to the market, where you can perform typical teller-only transactions on your own, 24/7.

To learn more, visit: gecreditunion.org/itm

Spend Happily and Save Wisely

Collecting coupons is so last year. If you're looking to put money back in your pocket...or directly into your savings account, then these free checking account perks are just what you've been looking for!

Purchase Rewards. Use Purchase Rewards to collect cash-back deals right on your phone! Offers are unique to you and based on where you shop and dine using your GECU debit card. Purchase Rewards are like rebates; simply activate available offers within Online Banking or our mobile app, then shop using your GECU debit card. Your cash-back rewards will be automatically credited to your checking account at the end of the following month and there's no limit to what you can earn.

Any GECU debit cardholder using Online Banking or our mobile app is automatically enrolled in Purchase Rewards—just activate your offers and use your card.

The more you use it, the more offers you'll earn, and the more cashback you'll receive!

Round-Up. Turn every purchase into a savings opportunity with Round-Up! Every time you use your GECU debit card, we'll round your purchase up to the nearest whole dollar and transfer that amount from your checking account to the GECU savings account of your choice. **Plus, we'll match 5% of your rounded-up funds every month, up to \$350 a year!***

It's as easy as buying a cup of coffee. When you spend \$3.65 at the coffee shop, the remaining \$0.35 will be deposited into your chosen account.

Ready to Round-Up? Just let us know you want to enroll in this program when you upgrade or open one of our new checking accounts!



Learn more at: gecreditunion.org/checking

*Round-Up is only available for: Simply Free, Choice, and Amplified High-Yield Checking accounts. Match will be paid on eligible funds in member's chosen account at the end of the month. Match is reportable on IRS Form 1099. The annual match limit is up to \$350.

Add a little extra padding to your holiday budget **with Skip-a-Pay!**

Apply online at: gecreditunion.org/skipapay or visit a branch.

*Not available for all loans. Subject to approval. Conditions and fees may apply.



Do I Need an Estate Plan?

Discussing how your assets will be handled after death can be a difficult conversation. So it's no surprise that nearly half of all Americans don't have a will, and even fewer have an estate plan.

Consider meeting with an attorney to discuss your family's needs and whether an estate plan is necessary, as well as how to avoid common estate planning mistakes. Contact your **Legal Services** team at: **513.243.8300** to set up an appointment.



Ready to make the move in 2020?

If you're thinking of buying or selling a home in 2020, let us help you through the process. We're the right partner, with resources and access to valuable, money-saving advice that can help you every step of the way.

Contact **Real Estate Services** today at:
513.243.8600.



23rd Annual Robert A. Cunningham Memorial Scholarship

In memory of Robert A. Cunningham, we'll award five high school students who portray the spirit of volunteerism with a one-time scholarship of \$2,000 each.

For details and an application, visit: gecreditunion.org/promotions, stop by any office location, or give us a call. Applications must be postmarked or returned by 5 pm on **Tuesday, January 14, 2020.**

Please Make Note of Upcoming Holiday Closings

Columbus Day
Monday,
October 14th

Veterans Day
Monday,
November 11th

Thanksgiving Day
Thursday,
November 28th

Christmas Day
Wednesday,
December 25th

New Year's Day
Wednesday,
January 1st

'Tis the Season to Be Aware of Fraud

The holiday season is almost upon us. It's a time for special traditions, family get-togethers, and of course, what would the season be without a few last-minute shopping trips? There's no doubt the holidays can make our wallets a little lighter, but don't put yourself at risk of emptying them completely this season.

During this time of year, fraudulent activity is at an all time high, but keeping these tips in mind can help you steer clear of fraud:

- **Shred It:** Don't throw away your credit card statements or other financial documents. Shred them instead.
- **Be on the Lookout:** Use Online Banking or our mobile app to keep a close eye on your accounts and avoid fraudulent charges. If you see suspicious activity, contact your credit card company or financial institution immediately.
- **Avoid Public WiFi:** Though it's certainly convenient, free WiFi often has weak security protection and is much easier for hackers to access. When shopping online, use either your data or home internet connection, not public WiFi.
- **Use Secure Sites:** Ensure the online shopping sites you are visiting are secure. The URL should begin with 'https' instead of 'http,' and you should see a padlock icon in the address bar.
- **Scan for Skimmers:** Before you swipe your card, take a close look at the device being used. If it looks unusual, there may be a skimming device installed that's trying to get your information.

See how GECU is continuously helping to protect your accounts and personal information against fraud at: gecreditunion.org/security.



IMPORTANT REMINDER:

GECU will never initiate a phone call, email, or a text asking you to update, validate, or provide us with your personal information.

Don't give out personal information over the phone, email, or website, unless you know it is secure and you initiated the contact.

GECU Cares: Giveback Partners Program

Earlier this year, we launched our GECU Cares initiative encouraging team members to find their passion, give back, and volunteer in the community. Then, we took the next step to enhance our efforts by introducing the **GECU Cares: Giveback Partners Program**, to deepen our commitment to our communities by investing in local nonprofits that mirror our philosophy of *People Helping People*. To kick off this program, we selected the following three organizations as our Giveback Partners for 2019.

Matthew 25: Ministries: An international humanitarian aid and relief organization helping the poorest of the poor and disaster victims locally, regionally, nationally, and internationally. As a Giveback Partner, we not only made a monetary investment, but also committed to providing 100 volunteer hours at their local warehouse.

May We Help: A local organization helping people with disabilities become more independent by creating or modifying a device that doesn't exist commercially. Their team of volunteers design these solutions at no cost to their clients. As a Giveback Partner, we made an investment that will allow them to further their mission and help those in need of their services.

Habitat for Humanity of Greater Cincinnati: A non-profit housing ministry seeking to eliminate substandard housing locally and globally by building and renovating affordable homes to sell to families in need. As a partner, we'll be a Build Sponsor and provide at least 100 volunteer hours for the Rock the Block event in Lincoln Heights this fall.

We will also continue to give back to other organizations through monetary donations and volunteer opportunities!



Follow us on Facebook for new community events and updates!



Matthew 25: Ministries



May We Help



Habitat for Humanity of Greater Cincinnati



Make a Difference and Volunteer

We are seeking to fill three Board of Director positions.

To qualify: Candidates must be a primary member of General Electric Credit Union in good standing for at least three years, have an active savings and/or checking account, and be at least 25 years of age. Other qualifications apply.

For an application and full details, contact Angela Bachmann at: 800.542.7093 x264 or angela.bachmann@gecreditunion.org. Completed applications must be postmarked or returned by 5 pm, on **Friday, October 11, 2019**.



Upcoming Financial Seminars



October Seminars:

- **Oct. 10th:** Understanding Medicaid
- **Oct. 17th:** Financial Planning for 2020 and Beyond
- **Oct. 21st:** What You Need to Know About Social Security

November Seminars:

- **Nov. 6th:** Preparing for Long-Term Care
- **Nov. 7th:** Estate Planning Basics

Make Your Reservation Today

Seminars are free and take place at 6 pm in our Reading Road/Envendale Office Auditorium. Reserve your spot today at: gecreditunion.org/cu-events.

Reservations are required due to limited seating.

Year-End Investment Tips

*By Investment Services, provided by CFS**

As we head into the fourth quarter, there are some simple investment tips to consider before the end of the year.

Schedule and review your portfolio. Whether you are planning for retirement, college education, or buying a home—an annual checkup can help identify potential adjustments to stay on track. Was there a major life event? Do you need to realign your financial goals? How has the economy changed your plan? All of these can be addressed with a review of your portfolio.

Focus on your retirement savings. Did you change jobs? Did you retire? Do you plan on switching careers? To ensure you're meeting your savings goals and maximizing any tax benefits, you'll want to meet with an advisor to review your options and make adjustments if necessary.

Take advantage of any tax-saving strategies.** After a review of your portfolio, consult with a tax advisor and plan for tax-saving strategies this year. Is it the right time to make a donation to a favorite charity? How will any capital gains or losses you've had in 2019 affect your taxes?

Now's the time to reflect on 2019 and prepare for 2020.

Schedule an appointment with one of our CFS* Advisors in Investment Services today at: **513.243.6510** or contact Todd Blessing at: todd.blessing@cusonet.com or Erik Waldron at: erik.waldron@cusonet.com.

*Non-deposit investment products and services are offered through CUSO Financial Services, L.P. ("CFS"), a Registered Broker-dealer (Member FINRA/SIPC) and SEC-registered Investment Advisor. Products offered through CFS: **are not NCUA/NCUSIF or otherwise federally insured, are not guarantees or obligations of the credit union, and may involve investment risk including possible loss of principal.** Investment Representatives are registered through CFS. General Electric Credit Union has contracted with CFS to make non-deposit investment products and services available to credit union members. **CFS does not provide tax or legal advice. Please consult your tax and/or legal advisor for guidance.

Condensed Financial Statement

Number of Members.....**194,761**

Loans **\$2,660,932,914**

Shares..... **\$2,905,297,019**

Assets **\$3,275,209,753**

Ending August 31, 2019

Contact Us

Member Response Center (MRC)

513.243.4328 | 800.542.7093

memberservices@gecreditunion.org

MRC Hours

Mon-Thur: 8 am – 5 pm,

Fri: 8 am – 6 pm, Sat: 9 am – 2 pm

Online: gecreditunion.org/contact-us

Branch Locations

gecreditunion.org/locations

Sourceline

- During normal business hours, contact us at: 513.243.4328 and select Option 1.
- For after-hours cardholder services, call: 513.243.4328 and select Option 3.

Credit & Debit Cardholder Services



- During normal business hours, contact us at: 513.243.4328 and select Option 3.
- For after-hours cardholder services, call: 513.243.4328 and select Option 1.

Bright Horizons is published quarterly by GECU for its members. Availability, terms and rates of services are current at press-time; however, they are subject to change as determined by the credit union Board of Directors without prior notice. Questions about the newsletter should be directed to the Marketing department at: marketing@gecreditunion.org.

Insured by NCUA

Equal Opportunity Lender | GECU NMLS #449875



Follow GECU on  

Routing Number: 2420-7682-1