

In the Know



■ FEDERAL CREDIT UNION ■

IN THIS ISSUE

Chairman’s Message1
 Pet Insurance2
 GHS Awards.....2
 Student Scholarships.....3
 Nominations.....3
 Greg and Joanne3
 VITA4
 Platinum Rewards.....4

HOLIDAY CLOSINGS

(All offices closed)

New Year’s Day: Saturday, January 1st

Martin Luther King, Jr. Birthday:

Monday, January 17th

Washington’s Birthday: Monday, February 21st

Memorial Day: Monday, May 30th

BOARD OF DIRECTORS

- Leonard Lindenmuth, *Chairperson*
- Jeffrey J. Kerr, *Vice Chairperson*
- Patricia Clark, *Treasurer*
- Ann Marie Lenkiewicz, *Secretary*
- Mary E. Adams
- F. Paul Battisti, Esq.
- Mark H. Knebel
- Larry Maier
- Jeanette O. Tillotson



MESSAGE FROM THE CHAIRMAN

On behalf of GHS Federal Credit Union, its Board of Directors and employees, I would like to thank you for your membership. Whether you and your family have been members for decades or just joined GHS yesterday, we sincerely appreciate the trust you have placed in us, and we will do our best to exceed your expectations of what a credit union can do for its members.

The financial needs and wants of our membership were the driving force behind the changes in products and services offered by GHS in 2010. Members sometimes have unexpected expenses that make meeting loan payment obligations difficult, so GHS now offers Skip-A-Payment as an ‘anytime’ option instead of offering it just in July/August and November/December. We know an increasing number of members bank online and embrace the opportunity to ‘go green’ whenever possible, so we instituted eStatements.

As part of our ongoing efforts to reduce costs and increase members’ dividends, we now have Virtual Image Processing at our Court Street Branch. This allows us to scan checks and transmit them between financial institutions in an electronic format, thus saving money on couriers and improving access to funds. GHS has also installed brand new credit card machines at all three branches to streamline everyday transactions. As a direct result of putting our members first in all we do, GHS has documented another year of growth.

The dedication and hard work of our staff has resulted in public recognition and critical acclaim. We are truly proud of having won three design awards at the national level for our VISA® Platinum Credit Card. GHS also won two awards at the state level for community involvement, and was recognized by the Greater Binghamton Chamber for community involvement and elected Business of the Week, in addition to being named to the *Press & Sun-Bulletin* Readers Choice List as “One of the Best” banks/credit unions in the area.

Our commitment to growth and proactive change will again be evident throughout 2011 as we continue to introduce exciting promotions and roll out innovative products in addition to expanding volunteerism and deepening our involvement with the communities we serve.

This credit union is your credit union by choice. We will honor the choice you have made by doing everything possible to assist you in meeting your financial goals and objectives in the years ahead.

Sincerely,

Leonard Lindenmuth
Chairman of the Board



PET INSURANCE AT A GHS MEMBER DISCOUNT

Unexpected veterinarian bills can be a budget buster...especially so close to the holidays.

You can protect your pet's health and at the same time protect your budget by purchasing VPI Pet Insurance at a GHS member discount. As a responsible pet owner, this insurance will help you provide your pet with needed care without worrying about what the cost will do to your family's budget. Please visit www.ghsfcu.com and click on the "Insurances and More" tab for additional information or to get a quote. Start out the New Year right—with GHS Member discounted VPI Pet Insurance.



GHS FEDERAL CREDIT UNION WINS TWO FIRST PLACE AWARDS

In 2010, GHS Federal Credit Union was selected as the first place winner of two awards for community service initiatives completed during 2009.

GHS always strives to be a leader when it comes to giving back to the community. It is especially gratifying to be recognized for the hard work our staff puts into these projects in addition to the inherent good works aspect of these efforts.

GHS received the **Dora Maxwell Social Responsibility Award** for community involvement, specifically for hosting a "Holiday Celebration with Santa." The event was open to the community and was free to everyone. At the "Holiday Celebration with Santa," GHS celebrated the holiday season by hosting a free visit with Santa; children had the opportunity to have their photo taken with Santa, were given a picture frame, made holiday crafts, and enjoyed complimentary treats from GHS. More than 150 community members attended the event.

GHS was also awarded first place for the **Louise Herring Philosophy in Action Award** for Shred Day 2009, an event that provided the community a means of properly disposing confidential papers to avoid potential identity theft. GHS recognizes the real and common threat of identity theft and continues to be an active force to help prevent this offense. In collaboration with Rogers Service Group, a local shredding company, GHS provided this service free of charge to approximately 100 people.



GHS VISA® CAMPAIGN: AN AWARD WINNING SUCCESS!

Previously, GHS launched a campaign to promote its signature VISA® product line. The low introductory rates for balance transfers and purchases, plus tiered rates, resulted in 290 brand new VISA® accounts being opened. This garnered \$670,000 in balance transfers and approximately \$714,000 in overall net growth. Best of all, this campaign attracted 42 new members to GHS.

In addition, the card itself is noteworthy. The design was recently awarded an honorable mention for the 2010 Cameo Awards. The VISA® Platinum Card also made the winner's list for the CUNA Marketing & Business Development Council Diamond Awards, winning an Award of Merit trophy. It also won the

CUES Golden Mirror Award of Merit for design in the All Assets category.

Additional Accolades

Because GHS continuously strives to provide excellent products and quality service to the members it serves, we were selected in 2010 as "Business of the Week" by the Greater Binghamton Chamber of Commerce. The Chamber uses this opportunity to show their appreciation to Chamber members for supporting the Greater Binghamton Chamber of Commerce and investing in our community.

And last but certainly not least, *Press & Sun-Bulletin* readers have chosen GHS as "One of the Best" bank/credit unions.

GHS NOW ACCEPTING COLLEGE SCHOLARSHIP APPLICATIONS

GHS is offering college-bound high school seniors the opportunity to compete for statewide college scholarships.

Scholarships will be awarded in the amounts of \$1,000 and \$500 and may be used at a two- or four-year accredited educational institution.

There is no fee for submitting an application, but applicants **MUST** be: members of GHS; college-bound high school seniors at the time of application; and attending either a two- or four-year accredited educational institution for the first time in the fall of 2011. In early spring, applications will be judged against other submissions statewide. Winners will be announced in April.

Need more information?
Call GHS at (607) 723-7962.

Students can take advantage of this opportunity by completing three simple steps...

- 1 Stop in at any GHS branch to request a scholarship application form.**
If the student is not a member of the credit union, he/she can request a membership packet at that time. All scholarship applicants are required to be members of a participating New York credit union. (Membership packets and scholarship applications are also available online at www.ghsfcu.com.)
- 2 Complete the application form, write an essay and obtain the required transcripts, along with the signature of a parent or guardian.**
- 3 Return the completed form to GHS no later than January 21, 2011.**



NOMINATIONS NOW BEING ACCEPTED

GHS is all about members helping members. If you have been looking for a way to become more involved in your credit union, now's your chance. GHS Federal Credit Union is governed by a volunteer Board of Directors. Three Board of Directors positions are due

to be voted on at the upcoming Annual Meeting. Once the Board is established, they will then select a five-member Supervisory Committee. Current members who are interested in serving on either our Board of Directors or the Supervisory Committee

should submit a letter of interest, stating what you would contribute to the position, along with your resume to: Nominating Committee, GHS Federal Credit Union, P.O. Box 1490, Binghamton, NY 13902-1490. The deadline for accepting nominations is February 4, 2011.

GET YOUR FINANCIAL HOUSE IN ORDER!

Want to get started investing? Have an old 401k or retirement plan to rollover? Need a retirement income plan? Are your current investments on track?

We can help you address these concerns and more. We give clear, objective financial and investment guidance and offer non-proprietary, quality investment solutions tailored to your unique financial needs. Whether you are still saving, retiring soon or already retired, we can assist you with proper planning and investment strategies.

You are the focus of our business. We are passionate about what we do and believe in

the services we provide. Above all else, we strive to make today's financial world clear and easy for you to understand.

Contact us today for more information or to schedule a **free** consultation at your GHS Front Street, Court Street or Norwich locations.

Greg and Joanne Diehl are independent Financial Consultants associated with The Glen Wood Financial Group, Inc.

GREG AND JOANNE DIEHL, YOUR GHS FINANCIAL CONSULTANTS

(607) 723-7962 x2848 | (800) 732-4447 x2848

*Securities and insurance products offered through LPL Financial and its affiliates.
Member FINRA/SIPC. Not NCUA insured. May lose value. No credit union guarantee.*



On February 2, 2011 GHS will offer a Free Tax Preparation Program — you may be eligible!

The IRS Volunteer Income Tax Assistance Program (VITA) and the Tax Counseling for the Elderly (TCE) Programs offer free assistance for taxpayers who qualify. In general, if your total household income was less than \$49,000 in 2010, you may be eligible for the Earned Income Tax Credit and FREE income tax preparation. Visit www.ghsfcu.com for more information, then call for an appointment after January 24th!

It's Payback Time!

GHS is rewarding you with ScoreCard® reward points!*

What do you need to do to get in on this?

3 Ways to get ScoreCard® Reward Points:

- Sign up for eStatements...500 points
- Open a New Checking account** with a debit card... 1,000 points
- Member to member referral*...1,500 points
- BONUS - New Direct Deposit...500 points

ScoreCard® Rewards – Get 1 point for every \$2 purchased!

Use your VISA® Debit Card for everyday life. To purchase groceries. To pay for an oil change. Even to buy that last minute gift for a friend. So while you're busy taking care of your life, who's taking care of you? Your VISA® ScoreCard.

How to get points?

Just use your VISA® Debit as credit and get 1 point for every \$2 purchased! Skip the hassle of checks!

Redeem points & choose from brands such as:

Black & Decker® | Nike® | Toshiba®

*Offer valid until March 2011. With member referral, existing member gets points only, eligibility required, some restrictions may apply. GHS reserves the right to revoke this offer at any time. Credit union membership required with a \$25 minimum deposit and \$1.00 membership fee. Points will post when the qualifying criteria are met.

**Existing checking account holders do not qualify.



For more details, check out
www.ghsfcu.com.

GHS FEDERAL CREDIT UNION

Visit www.ghsfcu.com

910 Front Street, Binghamton, NY 13905
(607) 723-7962 | (800) 732-4447

105 Court Street, Binghamton, NY 13901
(607) 584-4643 | (800) 732-4447

54 East Main Street, Norwich, NY 13815
(607) 334-6461 | (800) 732-4447



STAR (Telephone Banking)
(607) 723-1192 or | (800) 343-1443

– Printed on Recycled Paper –

