

FOR YOUR

INTEREST

The Newsletter for Greater Nevada Credit Union Members | March 2011

In the Market for a New Vehicle? Tips from Greater Nevada's Lending Team

Auto
Rates as low as
3.297% APR*

Are you hitting the car or recreational vehicle lots soon? Before you do, Greater Nevada's Lending Consultant Team has a few suggestions for making sure the price is right:

1. Do preliminary research online for vehicle ratings, pricing, options, and other information. Kelley Blue Book and Edmunds.com are popular sites, and MSN Auto includes current rebates. Doing your homework helps you determine which car, boat, or RV you want and what price you should pay. If you plan on trading in a vehicle, you can get a good sense of its value, too.
2. Get pre-approved for your loan at Greater Nevada. That way, you can establish a comfortable budget before you shop, and then stay focused on negotiating the best price and maximizing dealer rebates. Plus, you can learn about our preferred dealers, who offer additional discounts to Greater Nevada members.
3. When negotiating price, don't include trade-ins or financing. Once you feel comfortable with final pricing, you can negotiate the value of your trade in and discuss financing you've secured at your credit union.
4. Purchasing a new vehicle is a big commitment. Don't feel compelled to buy right away. Take time to shop around or continue negotiating until you feel good about your decision.
5. When you're ready to buy, contact Greater Nevada. We'll help do any final loan calculations, based on the price you've settled on, and get your loan paperwork in order to expedite the buying process.



Consumer Loan Manager Marcus Wertz flanked by Loan Consultants Marla Wulf-Franke and Alex Wilson.

Ready to get preapproved? Visit ItsTimeToLiveGreater.com for payment calculators, current rates, and online applications. Or call (855) LIV-GR8R (548-4787) to speak with a Greater Nevada consultant.

*APR=Annual Percentage Rate for 36-Month New Vehicle Loans for well qualified borrowers. All loans subject to approval by Greater Nevada. Other terms and conditions may apply.

Did You Know Greater Nevada Offers Outstanding Insurance Products?

Protect yourself and your family through a selection of insurance products that are both affordable and dependable.



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Inside this issue of FYI:

- What Will You Do with Your Maturing CD?
- Shape Up Your Finances in 2011
- Greater Nevada Credit Union Scholarship Named One of the Best in Nevada
- Polar Plunge 2011
- Greater Nevada Mortgage Services: Answers to Common Questions

Join Us for the Annual Meeting

When: March 8, 2011 at 7:00 p.m.
Where: Greater Nevada Credit Union
451 Eagle Station Lane
Carson City, Nevada

All members are welcome to attend and will have the opportunity to meet the volunteer members of the Board of Directors, as well as members of the management team and staff.

Board of Directors Election

This year an election will not be held as we have only one member nominated for each open Board position. At the Annual Meeting the Board Chair will declare Rob Joiner and Alex Talmant (both incumbents) elected by general consent as stipulated in Greater Nevada's bylaws.





What Will You Do with Your Maturing CD? A Message from Greater Nevada Financial Services

Is your credit union CD maturing? Are you looking for alternative investment options? Do you need an objective opinion from someone that knows about investments?

Look no further. Greater Nevada Financial Services, located at Greater Nevada Credit Union, can help you determine what to do with the money from your maturing CD. We offer a variety of investment options and provide assistance in helping you determine your financial goals.

With so many investment options available, it's sometimes hard to sort through them all and feel confident in your decision. The objectivity and experience of a professional can help make you feel confident in your decision. Through Greater Nevada Financial Services you have access to a variety of insurance and investment options:

- Brokered CDs (federally insured)
- Mutual Funds
- Stocks and Bonds
- IRAs
- Variable and Fixed Annuities
- Brokerage Accounts
- Life Insurance

Contact Gregg Lapenta or BJ Willson for more information or to schedule a no-cost, no-obligation appointment.

Representatives are registered, securities are sold, and investment advisory services offered through CUNA Brokerage Services, Inc. (CBSI), member FINRA/SIPC, a registered broker/dealer and investment advisor, 2000 Heritage Way, Waverly, Iowa 50677, toll-free (866) 512-6109. Trust services available through MEMBERS Trust Company. **Nondeposit investment and insurance products are not federally insured, involve investment risk, may lose value and are not obligations of or guaranteed by the financial institution.** CBSI is under contract with the financial institution, through the financial services program, to make securities available to members. FR021123-61C6



Gregg Lapenta
(775) 334-3161 | gregg.lapenta@cunamutual.com
Serving Reno, Sparks, Ely and Wendover

I have a strong history of working with credit union members, their family and their friends. Over the last 6 years, I've developed deep, consultative relationships with my clients and helped them make sound financial decisions consistent with their risk tolerance, investment time-line and goals. Working together, we create a customized plan to help achieve three key financial goals: 1) wealth accumulation during your working years, 2) security and independence in your retirement, and 3) transfer assets in the most advantageous way.

I am an employee of Greater Nevada and a Registered Representative of CUNA Brokerage Services, Inc., member FINRA/SIPC. I am also a licensed representative of CUNA Mutual Insurance Society.



BJ Willson, CFP®
(775) 886-1343 | bj.willson@cunamutual.com
Serving Carson City, Dayton and Minden

Helping clients reach their retirement goals is my primary objective. There are a lot of options for your retirement but the first step is developing a strategy. As a financial services representative working with Greater Nevada Credit Union, my job is to help you, whatever your age, create a sound financial strategy for the lifestyle you want to live in retirement. Let's get together and create your retirement plan. Together we'll answer the tough questions to give you peace of mind: Are you saving enough? Will you outlive your retirement income? How much insurance should you have? Should you add stocks to your portfolio? Are your financial expectations realistic?

I am an employee of Greater Nevada and a Registered Representative of CUNA Brokerage Services, Inc., member FINRA/SIPC. I am also a licensed representative of CUNA Mutual Insurance Society.

Celebrating 35 Years with Greater Nevada

We are proud to celebrate 80 members who reached their 35-year membership milestone in 2010. During a special ceremony at our Annual Meeting on March 8th they will be recognized and presented with a personal inscribed mantle clock. We are most appreciative of their loyalty.



Shape Up Your Finances in 2011

GNCU members have access to some of Northern Nevada's best financial products and services. In fact, *MoneyTalkNews*¹ reported in September 2010 that on average, compared to bank customers, credit union members:

- save up to 2 percentage points on loans,
- pay lower fees for checking accounts, foreign ATM fees, and overdraft penalties, and
- enjoy the same convenient services as banking customers—with more personal service.

Make sure you're taking advantage of everything your credit union has to offer. Let us give you a quick and complimentary financial check up so you can begin to live greater today.

1. Reduce your debt.

Want to pay less on your loans or pay off your debt faster? Visit ItsTimeToLiveGreater.com or call (855) LIV-GR8R and talk to a Greater Nevada lending representative about how much you can save by refinancing your current vehicle or home loan. You could save hundreds, even thousands of dollars! **Bonus: Ask about Payment Protection to make sure your loans get paid in the event of an unforeseen event.**

2. Save more money and free your time.

Put your savings plan on auto pilot. Set up your paycheck for direct deposit, then ask a Greater Nevada representative to automatically move a specified amount from your checking account to your designated Greater Nevada savings account each month. Call (775) 882-2060 or visit your local Greater Nevada branch to get started. **Bonus: Sign up for free online and mobile banking, and free electronic statements to access and manage your accounts even faster.**

3. Build Wealth.

Greater Nevada Financial Services makes it easy for anyone to plan for a richer tomorrow. Simply call (775) 886-1468 to set an appointment with one of our representatives. You'll then have a clear picture of your investment options, including those with money-saving tax advantages. **Bonus: The meeting is complimentary and you'll receive a free personal financial analysis and report, great for household budgeting, too!**

¹<http://www.moneytalksnews.com/2010/09/30/7-reasons-you-should-join-a-credit-union-this-week/>



Feeling overwhelmed by debt? Call (775) 882-2060 and ask about our Member Assistance program, a free service that helps you get your finances back on track.

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Did You Know Greater Nevada Offers Outstanding Insurance Products?

- Auto Insurance: On average, members save more than \$350 per year!
- Home Insurance: Affordable coverage, for renters, too
- Life Insurance: Many options to protect your loved ones
- Long Term Care Insurance: Protects your assets during extended care
- Accidental Death & Dismemberment: Eligible members can receive \$1,000 of no-cost coverage and purchase more at group rates
- Disability Income: A steady income if you become disabled or unable to work
- Payment Protection: Know your loan payments will be made, no matter what
- Members Protection Plus: For additional convenience, savings, and peace of mind

For more information about Greater Nevada's insurance products, visit www.gncu.org/services/insurance, or speak with a Greater Nevada representative by calling (775) 882-2060.



Community Involvement

Greater Nevada Credit Union Scholarship Named One of the Best in Nevada

Greater Nevada Credit Union’s scholarship program was recently recognized as one of the “Five Best Scholarships for Nevada Residents” by *NewsMax*, a national news media organization. The GNCU scholarship program began in 2001, and since then Greater Nevada has awarded \$129,000 to 129 students.

Students who are planning to attend college or a trade school after graduation and are Greater Nevada members or children of members are encouraged to apply. Recipients are selected based on their financial need, academic performance, school and community involvement and recommendations from school and community leaders.

“Two of our students each received \$1,000 scholarships from Greater Nevada in 2010,” said Tim McCarthy, Guidance Counselor and Scholarship Chairman at Carson High School, where Greater Nevada also has a student-run credit union branch. “With money and finances as tight as they are, these scholarships are more important than ever for helping kids pursue a post-high school education.”

Applications for the Greater Nevada Credit Union Scholarship for the 2011/2012 school year are now available at all northern Nevada high schools or visit www.gncu.org/special-offers.html. Applications are due by March 31, 2011.

Greater Nevada Volunteers Over 2,300 Hours in 2010

The credit union philosophy of people helping people is an important part of who we are at Greater Nevada. Last year alone, Greater Nevada Credit Union employees volunteered a total of 2,333 hours for various causes within their communities. From helping people live better to encouraging them to reach their full potential, your credit union takes pride in promoting a culture of caring.

Greater Nevada supported many organizations and causes in 2010 including the following:

- American Cancer Society’s Relay For Life
- Special Olympics Bowling and Summer Games
- Advocates to End Domestic Violence
- Carson High Senior Projects
- Carson Middle School Mock Interviews
- The Salvation Army

To learn more about Greater Nevada’s community involvement and employee volunteer program, visit www.gncu.org/about-us/community-involvement/community-relations.html.

Polar Plunge 2011

On Saturday, March 19, 2011, a number of Greater Nevada employees will be braving the cold and plunging into the chilly waters of Lake Tahoe’s Zephyr Cove to raise money and awareness for Special Olympics.

You can help! Stop by any branch between now and Friday, March 18th to donate \$1.00 and put your name on a Polar Plunge Bear to be displayed in our branches.

Do YOU Dare to be a Bear? Take the plunge! Join the Greater Nevada Credit Union team or start a team of your own by visiting the Polar Plunge website at www.sonnv.org.

Special Olympics provides year-round sports training and competition to more than 3,900 children and adults with developmental disabilities in Nevada. A number of local athletes have gone on to compete at the state and even, world games.

If you would like additional information about the Plunge or other Special Olympics volunteer opportunities, please feel free to contact Joyce, a Northern Nevada Advisory Board Member, at (775) 886-1329.



At Your Service

Apply For A Loan

ItsTimeToLiveGreater.com (855) LIV-GR8R

eBranch - gncu.org

Member Resource Center

(775) 882-2060 or (800) 421-6674

Phone Activated Teller (P.A.T.)

(775) 885-0924, or outside of local calling area:

(800) 421-6674; press *, press 1

For Your Information

Greater Nevada Credit Union returns earnings to its members through higher dividends, lower loan rates, lower fees and enhanced products and services. For more information and our current rates, please contact a Greater Nevada representative or visit gncu.org.

Deposit Products

Your deposits are insured up to \$250,000 at no additional cost to you!*

- Christmas Club
- Dividend and Non-Dividend Checking
- Individual Retirement Accounts – Traditional & Roth
- Money Market Account
- Savasaurus Club (for young savers)
- Senior Privilege Program
- Share Savings
- Small Business Checking & Savings
- VISA® Debit Card – Greater Rewards

*As a Greater Nevada member your account is insured up to at least \$250,000 by the National Credit Union Administration (NCUA), a U.S. Government agency.

Services

From no-cost financial management services to convenient online banking, Greater Nevada's services are designed to save you time and money.

- 24-hour Phone Activated Teller (P.A.T.)
- eBranch FREE Online Banking
- ePay FREE Online Bill Pay
- eStatements FREE Monthly Statements Online
- Education Savings Planning
- Financial Planning
- FREE Credit Counseling
- FREE Nationwide ATM Network
- FREE Nationwide Shared Branching Network
- Payroll Deduction & Direct Deposit
- Wire Transfers

Loan Products

Greater Nevada offers a full range of loan products with a variety of terms to meet your personal budget.

- Vehicle Loans
- Home Loans through Greater Nevada Mortgage Services
 - Conventional
 - FHA
 - NRHA
 - USDA Residential
- Home Equity and Lines of Credit
- Personal Loans/Lines of Credit
- Recreational Vehicle Loans
- Share & Certificate Secured Loans

Other Products and Programs

Take advantage of these additional products and programs through Greater Nevada Financial Services.

- Accidental Death and Dismemberment Insurance
- Annuities/Bonds/Stocks
- Auto & Homeowners Insurance
- Brokered CDs
- GAP Coverage for Vehicles
- Identity Theft Protection & Other Services through Members Protection Plus
- Life Insurance
- Long-Term Care Insurance
- Major Mechanical Protection (Extended Warranty)
- Money Orders
- Mutual Funds
- Payment Protection (Life, Disability, Involuntary Unemployment and Others)
- Reloadable Debit Card
- Travelers Cheques
- United States Savings Bonds
- VISA® Gift Cards

Branch Locations

Carson City

451 Eagle Station Lane (ATM)
Carson City, NV 89701

4131 North Carson Street (ATM)
Carson City, NV 89706

Carson High School
1111 North Saliman Road
Carson City, NV 89701

Dayton

555 Highway 50 East (ATM)
Dayton, NV 89403

Ely

1008 Veterans Boulevard (ATM)
Ely, NV 89301

Minden

1545 Highway 395 (ATM)
Minden, NV 89423

Reno

6745 Sierra Center Parkway (ATM)
Reno, NV 89511

Spanish Springs

1101 Los Altos Parkway (ATM)
Sparks, NV 89436

West Wendover

900 North Alpine Street (ATM)
West Wendover, NV 89883

Greater Nevada is part of the CO-OP and CU Service Centers networks. These networks provide free ATM and Shared Branch access nationwide for all members. For a complete listing of ATM and Shared Branch locations visit gncu.org.



Executive Team

Wally Murray, President/CEO
Dean Altus, EVP/COO
Joyce Whitney-Silva, EVP/CFO

Audit Committee

Jon Steele, Chair
Daniel Thomas, Member
Steve Watson, Member

Board of Directors

Rob Joiner, Chair
Paul Richey, Vice Chair
Alex Talmant, Treasurer
Teresa Larson, Secretary
Bill Arensdorf, Director
Barbara Byington, Director
Vernon Dalton, Director

Financial Statistics

	As of December 2010	As of December 2009
Members	49,051	51,303
Assets	\$465,853,458	\$503,081,667
Share Deposits	\$437,734,540	\$469,253,582
Loans	\$298,899,366	\$374,446,056



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Carson City, NV 89702

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Nick Serrano - Sales Manager for
Greater Nevada Mortgage Services

Greater Nevada's Mortgage Assistance Program

As a truly local lender, Greater Nevada Mortgage Services is committed to each and every one of our borrowers. We understand that there are events and circumstances which can cause people to feel that their mortgage is no longer manageable. We may be able to help through our Mortgage Assistance Program. For more information about this program call (775) 888-6999 or toll free at (800) 526-6999, or visit us online at www.gncu.org/mortgage/mortgage-quick-links/assistance-programs.html.

Greater Nevada Mortgage Services: Answers to Common Questions

The home buying market continues to change, so we asked Greater Nevada Mortgage Services Sales Manager Nick Serrano to share his thoughts on common questions regarding mortgage loans.

Q: Is now a good time to buy a house in Nevada?

A: Low rates and large inventories of homes in our area provide a window of opportunity for many buyers. Of note are the many programs still available for first time homebuyers, which offer down payment assistance and affordable rates.

Q: Can I afford a home?

A: Greater Nevada Mortgage Services consultants take the time to understand your unique needs, including how much money you can put down on your mortgage, what you can comfortably afford in monthly payments, and how long you want to finance your home. Our job is to help you understand your options and make an informed decision before making a long-term commitment.

Q: I already have a mortgage. Is it a good time to refinance?

A: That depends on your situation, though now is a great time to talk to a Greater Nevada Mortgage Services consultant about that. These historically low rates may not last much longer, and depending on your current mortgage rate and term, you could save thousands of dollars in the long run through refinancing.

Q: Who can I talk to about getting a mortgage?

A: Contact Greater Nevada Mortgage Services at (775) 888-6999, or visit www.gnms.com to find a consultant in your area. Consultations are free, and you'll have a better understanding of why now might be the best time to apply for your new mortgage.

