

FOR YOUR

INTEREST

The Newsletter for Greater Nevada Credit Union Members | September 2010

It's Time To Live Greater!

Looking for a new vehicle to better fit your life? It's Time To Live Greater with exceptional rates and flexible terms on vehicle and RV loans at Greater Nevada. Our friendly and knowledgeable Loan Consultants are ready to help you find the right loan to fit your budget and lifestyle.

For great prices on new or used vehicles, check out our **Preferred Dealers** – a select group of northern Nevada dealerships specially chosen to offer our members no-nonsense pricing and outstanding service. Find them at gncu.org and click on Auto Loans. You can shop their inventories online, or simply visit the dealers and tell them you're a Greater Nevada member.

Find your next vehicle at our Preferred Dealers and your best financing options at Greater Nevada. Call us at (877) 771-GR8R or apply online at anytime at ItsTimeToLiveGreater.com and start Living Greater today!

All loans subject to approval by Greater Nevada. Other terms and conditions may apply.



Inside this issue of FYI:

- President's Message
- Take Control of Your Personal Finances
- Board of Directors Nominations Open
- Scholarship Winners
- Write Your Last Rent Check

Branches Closed on Columbus Day

All Greater Nevada branches will be closed on Columbus Day, Monday, October 11, 2010 to conduct our annual company wide staff training. Our telephone service center and eBranch will be available. You may also conduct in-branch transactions using our Shared Branching Network. To find a location near you visit gncu.org and click on Services.



Missing Overdraft Coverage on your GNCU Debit Card?

If you did not choose to keep your debit card Overdraft Advantage by August 15 you are no longer covered by this valuable and convenient service on your debit card purchases and ATM transactions. New government regulations now require you to "opt in" to the program in order to be covered. (The new regulation does not apply to paper checks.)

If you've ever been caught a little short before payday and still need to put food on the table or gas in the tank, you know how valuable Overdraft Advantage can be in an emergency. It costs you absolutely nothing to have Overdraft Advantage in place and ready if you ever need it. You will only be charged our customary non-sufficient funds fee if you use Overdraft Advantage to cover a transaction.

You can still opt in to keep your Overdraft Advantage online at gncu.org or over the phone at (775) 882-2060 or toll free at (800) 421-6674.



From the President



Is This The Best We Can Do?



We see it day after day. The headlines on the TV news shows, in the newspapers and over the blogosphere repeat the pattern continually. It doesn't matter if the topic is economic, political, human interest or even something supposedly lighthearted, like sports and entertainment. Regardless of the subject matter or the nature of the story, the formula seems to be the same:

1. Find the bad news angle to report
2. Figure out who to blame for the bad news
3. Apply 20-20 hindsight to point out why the bad news situation should never have happened
4. Seek to stir up impassioned debate about the bad news, preferably at high decibel levels
5. Figure out who to blame for not immediately fixing the bad news situation
6. Move on to the next bad news story

Nobody would deny the fact that we must contend with troubling societal issues on a daily basis. And clearly a Pollyannaish approach along the lines of "Don't worry, be happy" isn't the answer. Simply closing our eyes, clicking our heels and pretending all is well certainly will not make things better.

- But what would be wrong with considering a more balanced, inclusive approach to addressing issues that arise?
- What about trying to focus on coming up with realistic solutions to resolving matters? (Or, heaven forbid, perhaps occasionally even shining some light on some of the positive things that occur?)
- Whatever happened to taking the approach that good people trying to do their best in an imperfect world are sometimes going to make mistakes?
- And is everyone who doesn't agree with the positions we hold automatically a horrible person who is not worthy of our respect?

More often than not, those who have accepted the responsibility to communicate news apparently believe their sole duty is to cover ad nauseam the latest titillating, scandalous situation that has been revealed. But this isn't just a media thing. It also seems that those in positions of influence with the ability to use their bully pulpits to advance ideas and find common ground have generally become far more interested in attacking the people with whom they do not agree. Is that really the best we can do?

This is not a political message, nor is it meant to criticize anybody for views they may hold. Instead, the hope is to encourage all of us to consider a different approach in trying to deal with the challenges of today .

Take Control of Your Personal Finances with BALANCE

Greater Nevada is dedicated to helping you achieve all your financial goals. Through our partnership with **BALANCE** we provide you with access to an online personal finance education center and free, unbiased and confidential money management and financial counseling assistance.



Financial education from BalanceTrack allows you to explore all of the essential elements of personal finance. Each of the learning modules is interactive with links to helpful resources and a quiz to allow you to test your knowledge of the subject.

Certified financial counselors can answer many of your questions and concerns – from how long a credit problem stays on your credit report to whether it's better to lease or buy a car. For more complex issues, such as debt elimination or budget development, an appointment will be scheduled – giving you the personal attention you need to meet your objectives. If bills have gotten out of hand, your counselor may be able to arrange a Debt Management Plan in which your creditors may reduce interest and fees so you can pay your debt quickly and efficiently.

We recognize that financial concerns can have a serious effect on our quality of life. To bring your personal finances back into BALANCE, go to gncu.org, click on Services, then Other Services and follow the BALANCE link or call toll free (888) 456-2227.

These are certainly very serious times with some very serious issues. Clearly our best chance for solving them is to have our "best and brightest" working together, and there are many great folks who could be part of that effort. But that won't happen if we're not more willing to shift our focus toward working collaboratively for a greater good .

You know, kind of like they do in those things called credit unions.

Best Regards and God bless,

Wally Murray

Board of Director Nominations Open

Interested in serving your fellow Greater Nevada Credit Union members? Now is your chance as we have two positions available on the Board of Directors for three-year terms beginning March 8, 2011.

The Board of Directors sets the strategic course for the credit union and oversees its general activities. Directors serve as volunteers and therefore receive no compensation. However, we do cover the costs of training that our Directors may need in order to be more effective. To qualify for nomination as a Director, a Greater Nevada member must:

- Be the primary member on a Greater Nevada Credit Union Share Savings Account
- Possess knowledge, experience and interest pertinent to the credit union's future
- Be honest, of high integrity and willing to act solely for the interests and benefit of the credit union and its membership
- Be able to devote the time necessary to attend monthly meetings and other functions, including some overnight, out-of-town travel
- Maintain a solid personal financial history, which includes consistently keeping their credit union accounts and loans in good standing

The Nominating Committee evaluates all submitted applications. All qualified nominees participate in a general election by the membership, which will be held from February 1 to March 4, 2011.

If you would like to become a candidate, please call (775) 886-1304, or write to the following address to request an application form:

**Nominating Committee, Greater Nevada Credit Union
P.O. Box 2128, Carson City, NV 89702**

Applications are also available online at gncu.org.
Completed applications must be received by November 12, 2010.

Financial Planning and Investment Solutions from Someone You Trust

A Message from Greater Nevada Financial Services located at Greater Nevada Credit Union

- Is your retirement money invested properly?
- Will you have enough income in retirement?
- How will you pay for a child's education?
- What would happen to your family financially, if you died?
- How will you pay for long-term care?



The Greater Nevada Financial Services Program located at Greater Nevada Credit Union has one objective: to help you reach your financial goals. We're here to help you make sound financial decisions consistent with your risk tolerance, investment timelines and goals.

The program works in cooperation with Greater Nevada Credit Union and complements the products and services the credit union makes available to you. Together we can provide a total package to help you realize your full financial potential.

When it comes to insurance and investments, we understand the importance of a trusted partner. Contact your Greater Nevada Financial Services Representative today at (775) 886-1468 for 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. **Non-deposit 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.

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Community Involvement



Relay For Life

Greater Nevada's Relay For Life teams culminated five months of fundraising for the American Cancer Society's Relay For Life with the final local event on July 24-25 at Lampe Park in Gardnerville.



This year, Greater Nevada employees participated in local Relay For Life events, raising over \$21,500. Our Greater Nevada teams raised \$11,200 in Carson City, \$1,990 in Douglas County, \$5,650 in Ely and \$2,720 in Reno/Sparks.

Relay For Life events celebrate cancer survivors, remember those lost and raise money to fight the disease. Because cancer never sleeps, teams camp out overnight with the goal of keeping one person on the track at all times. The funds raised for the American Cancer Society support their mission of the elimination of cancer through research, education, advocacy and patient & family services.

Visit the American Cancer Society at www.cancer.org to find out more about Relay For Life and other ACS sponsored events.



Make *gncu.org* Your Financial Headquarters

You don't need a filing cabinet full of statements, or a desk overflowing with monthly bills. You can consolidate all of your finances in one secure location, and you can access your records any time, any day at gncu.org.



- *eStatements* deliver your monthly statements electronically, faster than paper, and keep them safe and sound. You can also access a convenient archive of the statements from the past year.
- *ePay* our online bill payment service makes it easy to send off a payment in just seconds, and you can review your payment history at a glance. You can also receive your bills online, cutting out even more paperwork.
- *eBranch* our online banking service lets you keep track of all your Greater Nevada accounts 24/7. You can also transfer funds between accounts, set up automatic payments, establish custom account names and much more. It's like having your own personal GNCU branch on your home computer.

Simplify your life, manage your money more efficiently and save a tree, all on your own time schedule. Our website has all the tools you need. Visit gncu.org today!

Greater Nevada Academic Scholarship Winners

Sixteen students from across northern Nevada have been selected to receive \$1,000 scholarships for the 2010/2011 school year. Join us in congratulating these winning members.

- Jonathan Anthony
- Jenna Calloway
- Jacquelyn Edwardson
- Craig Kondoff
- Kaitlin Babbitt
- Rachel Davis
- Maria De Jesus Gutierrez-Garcia
- Mariah Druann Martinez
- Justin Barlow
- Kyle Marc Dazey
- Elisabeth Hatheway
- Sarah Owens
- Alyssa Brown
- William Dominquez
- Kayla Hunter
- Morgan Wall

Greater Nevada is proud to play a part in helping these students achieve their dreams and congratulates all recipients on their hard work and commitment to continuing their education.

At Your Service

Apply For A Loan

ItsTimeToLiveGreater.com (877) 771-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!*

- Certificates of Deposit
- Christmas Club
- Dividend and Non-Dividend Checking
- Individual Retirement Accounts— Traditional & Roth, Shares & Certificates
- 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
- 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 Highway 6 (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.



Branches will be closed on:

Monday, Oct. 11, 2010 – Columbus Day (staff training)
Friday, Oct. 29, 2010 – Nevada Day
Thursday, Nov. 11, 2010 – Veterans Day
Thursday & Friday Nov. 25 & 26, 2010 – Thanksgiving

Member Resource Center available 24 hours a day, seven days a week.

Financial Statistics

	As of July 2010	As of July 2009
Members	49,958	52,511
Assets	\$495,452,069	\$529,022,768
Share Deposits	\$464,930,385	\$491,225,415
Loans	\$332,699,766	\$393,278,510



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



P.O. Box 2128
Carson City, NV 89702

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STANDARD
U.S. POSTAGE
PAID
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92799

FOR YOUR

INTEREST

Write Your Last Rent Check

Spend a few minutes with the easygoing lenders at Greater Nevada Mortgage Services and we'll walk you through the benefits of owning a home. We pencil out the tax advantages*, discuss today's low rates and loan options, and help you pre-qualify** so you know how much house you can afford. We can even help you find potential down payment opportunities that may be available to first-time homebuyers.

Greater Nevada Mortgage Services is the leading local lender in northern Nevada. This month we received the highest award ever presented to a lender, the "Most Valuable Partner", presented by Nevada Rural Housing Authority (NRHA). "Greater Nevada Mortgage Services is not only the top producer this year, they are following in a tradition established in 2006 when they joined the NRHA lender team", said Gary Longaker, Executive Director of NRHA. "We found that they are one of the most accessible companies when looking for feedback and direction about our many services."

Visit us at gnms.com or call us at (775) 888-6999 or (800) 526-6999 and see how we can help make your homeownership dreams come true.

*Consult your tax advisor.

**All loans subject to GNMS approval.

It's Time To Live Greater.

