

March 2018 Newsletter

CEO Comments

2018 is well upon us; March is here and we are a quarter of the way toward the finish line already. The older I get, I marvel at how fast time seems to go. I know it is no faster than when I was younger, but my perception is that time increases speed every year I am here. Maybe I am just slowing down!

As for my personal life, I turned fifty years old in January. The staff at CFFCU made the day a memorable one, not soon to be forgotten. It is great to work with such a wonderful group of people who really are more like an extended family to me. I have been working here for over twenty years now and have seen a lot of growth. When we started, we had a total of five people working at one branch for our Credit Union; now, we have 42 people working for three branches. I am amazed by how far we have come over the last twenty years, and I look forward to see where we can still go. I am fortunate to have my two sons working within close proximity to where Jen and I both reside. We still try to have family dinner every Sunday and get together to talk about the good things that happened to us over the past week. Currently, one of our nephews has moved into the area and has become a regular on Sundays as well. It is always a treat to spend time with your family and reminisce about life and how blessed we all are. I hope each of you find time to spend quality time with your loved ones over the coming year. One of my favorite quotes relating to family bonds is from former First Lady Barbara Bush: "At the end of your life, you will never regret not having passed one more test, not winning one more verdict, or not closing one more deal. You will regret time not spent with a [spouse], a friend, a child, or a parent."

On the business side of CFFCU, the annual meeting is coming up and will be held in Lakeview. See further details in the newsletter. We hope to see you there. We have hired six new people since our last newsletter. Please stop in and welcome Teri Kirby, Reed Carpenter, Lori Dobbrastine, Alex Castle, Shiane Hartman, and Lindsay Christensen to our team.

I am looking forward to 2018 as we have some exciting plans in our future. Stayed tuned to our website as well as our social media accounts to monitor the upcoming news.



Community First Federal Credit Union



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Spotlight on Community



Left to Right: Pat Clark, Lynnsey Ellafrits, Brookelyn Reed, Dawn Bartell, Colleen Allen, Penny Sapp, Matthew Aldridge, Alanna Hodges, and Michelle Archibald

At CFFCU, we value the importance of volunteering throughout our Community. Since January, staff have participated at several local events; participation included blood drives, the Lakeview Middle School book fair, Lakeview High School Athletic Booster Sportsmen's Banquet, and concessions stand for a high school basketball game.

Product Spotlight

Introducing our *Penny Savers Youth Accounts!*



We are so excited to kick off April's National Youth Savings Month by officially introducing Penny the Fox! Penny is the new face of our youth program. You will see her in upcoming festivities this year. April is a great time to encourage your child to save money in their very own savings account. Throughout April when your child comes to any three of our branches and makes a deposit in their account, they earn a prize! Encourage your child to make regular, small deposits each week. If they make this a routine, they'll quickly see their savings grow. Who would have known saving could be so fun?! For an added bonus, your child can even be entered into a drawing to win up to \$1,000 when they make a deposit in April.

Credit Union Advantages

- Free \$1,000 AD&D Insurance
- Discounted Auto Owners insurance
- Discounted Michigan Adventure Tickets
- Auto and Recreational Vehicle Loans
- Home Equity & Home Equity Line of Credit Loans
- Long-term Mortgages
- Mobile Banking
- Share Branching with Xtend and COOP

www.LoveMyCreditUnion.Org

As a member of CFFCU, you can cash in on some great deals through Sprint, TruStage insurance, and TurboTax, just to name a few!

CFFCU Rewards You!

Don't forget to check out the prizes and gifts you can get, simply by using your CFFCU Debit or Credit card. Visit www.dreampoints.com/CFFCU to view your rewards.