

InTouch

InTouch with your credit union, InTouch with your accounts.

FALL 2011

Member Spotlight:
Gordon Krentz



Centris
FEDERAL CREDIT UNION



President's Message

Recently I had the opportunity to review the results of the bi-annual member survey that we conducted to determine how we are doing from the perspective of our members. I look at this survey as your report card on how Centris management is doing in meeting your financial needs and providing you with excellent service. This provides the management team with valuable insight on our performance and areas that we can continue to improve. Thank you for taking the time to complete the report card on us.

The survey was conducted during the March/April time frame. Raddon Financial Group conducted the survey on our behalf by sampling 4,500 members. During the same time period Raddon also conducted similar surveys on 150 other credit unions nationwide. A total of 998 surveys were completed by our members for an overall response rate of 22%. The response rate

from our members was outstanding indicating the depth of your feelings about Centris. We received almost four times the response rate as the rest of the country.

The key conclusions that we see from the survey results are:

- We receive a higher percentage of new members from referrals by friends and family members as compared to the national peer group.
- Our average length of membership is much longer than the peer group and a significantly higher number of our member's children have accounts at Centris than the national average.
- You use Centris to meet more of your loan needs as compared to the peer group.
- You use Centris for more overall financial products than members at other credit unions.
- Our members continue to use our branch locations more often than the rest of the country indicating that a physical office presence is still important to you.
- A higher percentage of our members consider Centris to be their primary financial institution than our peer group.
- Overall our members are more satisfied and engaged with Centris than credit unions nationally who participated in the survey.

While we are extremely pleased with these results, we know that we need to improve in a number of areas to better serve you. For example we know that our branch facilities in North Platte, Council Bluffs and South Omaha are inadequate. We are working to address

these needs. A remodel project has been started at Council Bluffs that will continue through next spring. We met with our Board of Directors in August and presented our recommendations for addressing our branch needs in North Platte. Following the advice from our Board of Directors we are continuing to explore alternatives for North Platte.

We are also working on improving our electronic delivery products and services. We intend to introduce a new home banking platform in the first quarter of 2012 that will also include mobile banking service for handheld devices. We also plan to introduce several new products and services for the “underbanked” segment of our community including prepaid reloadable cards and check cashing services.

Thank you again for your participation in the member survey and for your loyalty to Centris. We will continue to work hard to meet all of your financial needs and goals.

If you have any questions or comments that you would like to share with me, please call me or send an e-mail to KevinP@centrisfcu.org.

Kevin Parks
President / CEO

Council Bluffs Branch Remodel

Renovations Underway

As you may know, Centris announced in April that we would be renovating our Council Bluffs branch at 2825 Avenue G. Construction on Phase I would have begun on June 6, 2011, however due to the uncertainty associated with the Missouri River flood situation, plans were placed on hold for this extensive remodel until that threat had subsided.

Since the river has begun receding, we were able to begin construction on the branch. We anticipate the construction period will last for several months and we ask for your patience during this time. We are very confident that our members will be pleased with the finished product. Some of the enhancements will include an increase in the number of teller windows and enhanced drive-thru services.

We will be conducting our renovations to the branch in phases in order to better serve you. August 22nd was the official start date of Phase I. Updated information about each phase will be provided through our website, the Centris Facebook page and Twitter feeds.

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Do You Want To Increase Your Knowledge On Investment Options?

Here is your chance! Plan to attend one or both of these back-to-back seminars being offered by Centris Investment Services: “**The Return of Conservative Investing**” and “**Managed Account Investing**” in today’s environment.

Join us for an educational seminar presented by Anthony Bumgarner, Financial Advisor and special guest Alex Spencer, Regional Director of CUNA Mutual Group & Members Insurance & Investments, on “**The Return of Conservative Investing**” to be held on **November 8, 2011 at 7:00 pm** at Centris Federal Credit Union’s Headquarters, located at 11825 Q Street, Omaha, NE.

What are your investment options? While many individuals are familiar with conservative savings vehicles like certificates of deposit (CDs), many are not aware of the advantages that other investments - like annuities - can have as part of a financial plan. This seminar will address these issues and answer more of your questions:

- How can conservative investments help you face today’s economic risks?
- What are the differences between CDs and annuities?
- What are the different types of annuities and the benefits of each?
- How do you decide which conservative investment is right for you?

On **November 9, 2011 at 7:00 pm** our educational seminar will cover “**Managed Account Investing**” also located at Centris Headquarters at 11825 Q Street, Omaha, NE. This seminar will cover the changing investment landscape and the benefits of using alternative investment strategies. Many individuals have seen the rise and fall of investments over the previous years and are asking how to invest with the changes that are occurring with the current economic conditions. This seminar will address these issues and answer more of your questions:

- Why does the average investor fall short?
- What benefits are available for individual investors?
- How does this approach benefit you personally?

Seating will be limited for both of these no-cost, no-obligation seminars so make your reservations soon! For more information or to reserve your place please call **Kara** at **(402) 697-6771**.

All guarantees are based on the claims-paying ability of the issuer. Representative is not a tax advisor. For information regarding your specific tax situation, please consult a tax professional.

There are distinct differences between fixed annuities and certificates of deposit (CDs). Most CDs are considered short-term investments, while annuities are considered long-term investments. CDs are insured by the federal government, either through FDIC or NCUA. The investment in a fixed annuity is guaranteed by an insurance company. Like CDs, annuities have a penalty for early surrender, and withdrawals taken before age 59½ from an annuity may also be subject to a 10% federal tax penalty. Insurance products are issued by CUNA Mutual Insurance Society.

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. **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. B2MM-0710-9009



Prevent A Holiday Credit "Hangover"

The holidays are just around the corner and holiday gifts can take a big bite out of your wallet so planning ahead will help keep your budget under control.

- Shop early for gifts. This allows you to take advantage of sales, specials and bargains.
- Make your own gifts. Use skills you have to sew, bake, paint or make crafts. Or family members may also appreciate an IOU to mow the lawn or wash the car in the spring.
- Use layaway plans if possible. Most retailers allow you to pay at a rate you can afford either weekly or monthly.
- If you have a large family, consider drawing names to exchange gifts.
- Shop your local craft fairs and shows for specialty items.
- If you plan to fill stockings for children, coloring books, fruit and scratch pads make great inexpensive fillers.

Finally, don't forget to plan ahead for expenses such as holiday decorations, special candies, baking supplies, increased utility bills, food consumption and wrapping paper. These expenses are rarely considered and can really add up fast!

From Accel Members Financial Counseling, www.accelservices.org

3.00% Fixed APR*
Auto Loan Sale

PLUS Get A Chance To Win Nebraska Football Tickets!**

GO! GO! GO! with a Auto Loan from Centris! With no prepayment penalties, you won't lose ground on your next drive. Don't get sidelined by a loan that doesn't make the cut. **RUSH** in to Centris where we'll help you make forward progress.

Federally Insured By NCUA *Fixed rates start as low as 3.00% APR and term of up to 60 months. Rates are based on creditworthiness. \$10,000 new money required. Loan needs to be secured by a new or used vehicle that is 2008 or newer model. Requires automatic payment. Rates and terms subject to change. Inquire at Centris for complete terms and conditions. **Membership with Centris Federal Credit Union required for promotion. Members who are approved for an auto loan during the promotion which runs 9/19/11 to 11/1/11 will automatically be entered. No purchase necessary. To enter drawing without loan financing: clearly print name, address, Centris account number and "Auto Loan Promotion Fall 2011" on a plain white sheet of paper and mail in an envelope to Centris FCU, Attn: Marketing, 11825 Q Street, Omaha NE 68137-3503. Do Not Send Postcard. Valid entries must be received by 11/1/11. Odds of winning depend on number of entries received. A total of three (3) prizes will be awarded during the promotion. One entry per eligible person and/or household. Centris employees, volunteers and advertising partners and their immediate family and/or members of their household are not eligible. Other restrictions apply. Void where prohibited by law. Not redeemable for cash. **Visit centrisfcu.org or any Centris location for complete rules.** An Equal Housing Lender. Sponsor: Centris Federal Credit Union, 11825 Q Street, Omaha, NE 68137-3503.



Member Spotlight

Gordon Krentz

Centris member, Gordon Krentz, wakes up each day knowing he will potentially make a difference. The lives in which he may make that difference are for those who cannot speak for themselves. Gordon is the Director of Special Events for the Nebraska Humane Society and in his role he organizes fundraisers and charity events to bring awareness to what he calls the “Plight of the Homeless Animal”.

Gordon has been helping to get the word out about the NHS for the last 10 years, even before he was employed by the shelter. In his previous position, Gordon was involved with the NHS through Cox Communications. Cox was the media sponsor at Cause for Paws,

one of the NHS’ biggest “friend-raisers” because it didn’t bring in a lot of money but it was a great event for celebrating the companion animal and raising awareness that the NHS was more than just “the pound”.

Cause for Paws was also the reason Gordon became a member of Centris. Through the credit union’s sponsorship and support of the event, Gordon began building relationships with the Centris staff who coordinated, organized and even volunteered at Cause for Paws and as a result, he became a member.

Gordon says his volunteer work at Cause for Paws was almost like an interview process for him. After four years, he was offered his current position with the organization. But going from a corporate business to a non-profit can be a big jump financially and Gordon did not take the decision lightly. In fact, one of the first people he contacted after the job offer was his trusted financial planner at Centris. They worked together to create a new budget he could follow and that helped him to ease his concerns about the transition and accept the position.

One of the first things Gordon did in his new position was to evaluate the event he had been a part of for so many years and determine if it was the right event for the Humane Society to continue hosting. The campus is large enough to hold the crowds it was bringing in, as it is the largest one-shelter organization in one location in the country, but because it was more “friend-raiser” than fundraiser Gordon was able to convince other NHS staff to scale it down and move Walk for the Animals back to the campus in its place.

Walk for the Animals began about 20 years ago at Standing Bear Lake and through the years was moved to various

other parks, including Elmwood Park. In all locations, the area the shelter was given to use was rather small and due to limited time frames to set up and take down equipment that needed to be hauled back and forth, it was taxing on employees and volunteers alike. Plus, Gordon knew the event could include more as well as be less stressful for those coordinating it if it were brought back to the expanded NHS campus.

Sure enough, his decision to move it back was the right one. The event now puts the focus on the shelter animals by featuring all available adoptees, instead of just a few, as well as hosting an Alumni walk where past adoptees and their new families are recognized. Plus, with the addition of a silent auction in the “Flealess Market”, Vendor Village, the Pancake Man and pre-event fundraising efforts by individual teams, Walk for the Animals has become the organization’s biggest fundraiser.

Funds raised from the Walk as well as the variety of other events Gordon coordinates each year goes to continually improve and expand the campus facilities, allowing the NHS to create and maintain the calming, caring and stress-free environment it has. Added facilities also allow the shelter to house and offer services such as training, grooming, daycare, cremations, behavior help and a retail store. Proceeds from each of these services stay with the shelter and also help to raise further awareness about the mission of the NHS as well as provide pet owners a place to seek assistance when dealing with the ups and downs of owning a companion animal.

Gordon insists that if the NHS didn’t have the reputation they do in the community they would not be as large or as well-known as they are.

He attributes the successes the shelter has celebrated in their growth to the support received from the community. “The community listens to us,” says Gordon. “But it’s not for sitting around it’s for getting out there like we do.”

Gordon’s passion for the companion animal falls right in line with the other staff members at the shelter, including President and CEO, Judy Varner. Gordon says that the NHS campus is Judy’s dream shelter come true. In speaking with Gordon, it is easy to see that his current role with the shelter has also become a dream realized.

Founded in 1875, the Nebraska Humane Society is the fifth oldest Humane Society in the United States and serves as the sole organization within the Omaha area designated for the protection of animals. The NHS provides education, gives sanctuary to animals, encourages adoptions and promotes responsible pet ownership.

For more information about the NHS pet adoption process, how to become a volunteer or any upcoming events the NHS hosts, visit www.nehumanesociety.org

Editor’s Note

Are you a Centris member making a unique contribution to the community? Know someone who is? Tell us your story for a chance to be featured in the **Member Spotlight** of the Centris Newsletter. Simply contact us at marketing@centrisfcu.org or by phone at (402) 758-6520.



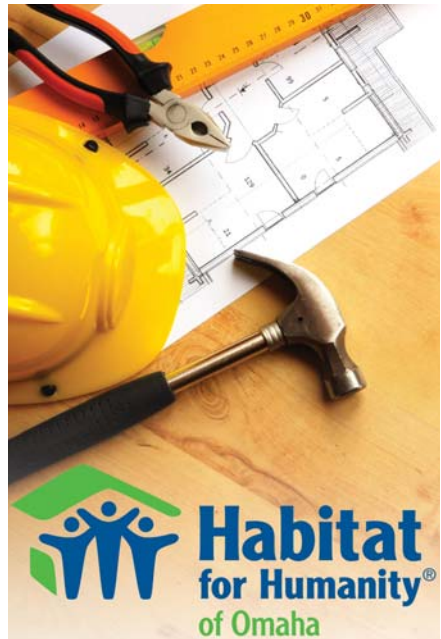
Reduce Credit Card Debt: Pay Biweekly

The sooner you make a payment to a credit card company, the less interest you'll pay. And you'll save more in interest charges by making a payment days or weeks early. Federal law requires credit card companies to process payments the day they arrive.

If you only can afford to pay the minimum each month, there's still a way to accelerate your payoff. Stop charging on the card - and make payments every other week rather than every month. Never decrease the payment amount until you pay off the card.

For example, take a credit card with a \$5,000 balance, a minimum monthly payment of \$100, and an annual interest rate of 14%. By paying \$100 each month, you would pay the card off in six years and four months, with a total interest cost of around \$2,547.

By sending \$50 payments biweekly, you would pay off the card almost 10 months earlier - and save \$339 in interest. If you're managing to pay the minimum payment, consider the biweekly pay-down method. You just need to be organized and financially disciplined for it to work.



Helping To Build Dreams

Habitat for Humanity builds houses in partnership with families whose income is 30 to 50 percent of median for the Omaha area and need safe, affordable places to raise their children.

Habitat relies on the generous support of members of the community in order to help cover the costs associated with the construction of the homes as well as offering affordable mortgage loans to the families they serve. Last year, Centris Federal Credit Union donated \$250,000 worth of interest-free mortgage loans so that not just one family but rather multiple families may realize their dreams of owning a home.

This year, Centris decided to donate the same once again. Other financial institutions have also assisted Habitat in this way however, Centris is the first credit union in the Omaha area to do so.



Your Neighborhood Mortgage Experts

If you're in the market for a new home, look no further than your nearest Centris branch. Our neighborhood mortgage experts are here to assist you through the home buying process. From pre-approval to closing, Centris has the products and services you need with some additional benefits you won't find anywhere else, including a new program designed specifically for first time home buyers!

- Fixed rate mortgages
- Adjustable rate mortgages
- Balloon loans
- As little as 3% down
- FHA loans
- Piggy Back (First and second purchase)
- Competitive closing costs, rates and fees
- My First Home Program

All Centris mortgage loans are underwritten and serviced locally so you can still make your payments with us. And, because we're local, you can be sure we'll make decisions that are right for you. That's what makes a credit union mortgage special, we provide the care, knowledge and experience to find a mortgage loan that's in your best interest and in your budget.

Apply in person, online or call and get pre-qualified before you shop for your new home. We'll show you why Centris is your trusted neighborhood mortgage partner.

Plus for a limited time, you'll get the opportunity to win a FREE mortgage for a year! (Up to \$10,000. Odds of winning based on number of entries received*)

Contact Us For Complete Information.

***12 consecutive monthly mortgage payments (principal and interest only) of not more than \$833.33 per month ("Monthly Maximum Prize") totaling up to \$10,000 in the aggregate.** Exact prize amount will be determined by amount of eligible winner's mortgage payment. Winner must pay any portion of winner's monthly mortgage payments not attributable to principal or interest or otherwise in excess of Monthly Maximum Prize. **Odds of winning depend on number of eligible entries received.** Number of written prize notices to be distributed will depend on number of inquiries about the promotion. Beginning 3/1/11 through 12/17/11, when you open a mortgage loan with Centris Federal Credit Union ("Centris") in Nebraska or Iowa, you will automatically be entered to be drawn as a winner in the "Centris Federal Credit Union Free Mortgage Giveaway". Participants and winner(s) must be Nebraska or Iowa residents at least 18 years old as of December 16, 2011, and have a valid driver's license. To enter, you must be Centris members and have closed and have received funds for a mortgage loan or mortgage refinance from Centris on or after February 19, 2011. One entry per person and/or household. If a winner is disqualified or cannot accept the prize as stated, Centris reserves the right to determine an alternate winner in its sole discretion. Prize is not transferable, redeemable for cash or exchangeable for any other prize. Centris may require winner to complete, execute and return affidavits of eligibility, liability releases and publicity releases prior to taking possession of prize. Failure to sign these documents, or if winner cannot be notified, or if winner is found to be ineligible or not in compliance with these Official Rules, will result in disqualification and an alternate winner will be selected. DOCS/974343.2



Thanksgiving: A Time To Help Feed Families

This is one of our favorite times of year at Centris. One of the highlights is when we can gather with family and friends to share a traditional Thanksgiving meal. Due to challenging economic conditions, many families in our community will have difficulty affording it this year. Centris is asking for your help.

From now until **November 13**, you have the opportunity to fill the holiday season with hope by providing a Thanksgiving meal for local families in need. Centris has teamed up with Together Inc., an Omaha metro-area agency working to meet the needs of hundreds of families struggling with the basic necessities of life.

For every **\$15** raised, each family will receive all the basic food items to prepare a traditional Thanksgiving holiday meal. Centris in turn, will donate **\$10** for the purchase of a turkey to complete the meal.

To make your monetary donation to this worthwhile cause, simply visit any Centris branch or call (402) 334-7000 / (800) 334-2328.



Centris' North Platte branch raised over \$5,300 in efforts to benefit the Lincoln County Chapter of Relay For Life.

Committed To Our Community

As a community credit union, Centris is committed to making a difference in the neighborhoods we serve. We support the causes and organizations whose missions and goals are similar to our own. We also “give back” in a sense, to our members by showing them how much we appreciate their membership through various appreciation events.

Since July of this year, Centris was busy hosting events that celebrated our members, such as: Member Appreciation Night at Werner Park and Rafferty Club Member Appreciation Day at the Omaha Children's Museum, as well as participating in other fundraisers and charity events such as: MAHA Music Festival, Nebraska Humane Society's Walk for the Animals, Susan G. Komen Race for the Cure - Nebraska Chapter, Food Drive benefiting Food Bank for the Heartland, Brush Up Nebraska's Paint-a-Thon and Habitat for Humanity's Brew Ha-Ha.

Please enjoy the photo collage that captures many of the events Centris has been involved with this past summer and fall.



WERNER



(402) 334-7000 or (800) 334-2328
www.centrisfcu.org

Scan here for the latest promotions and info!



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Holiday Schedule

Offices are closed in observance of:

- Veteran's Day** **Fri., November 11**
- Thanksgiving Day** **Thur., November 24**
- Christmas Day** **Mon., December 26**
- New Year's Day** **Mon., January 2**
- Martin Luther King Day** **Mon., January 16**



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