

# InTouch

InTouch with your credit union, InTouch with your accounts.

FALL 2009



Member Spotlight:  
**Pearl Scheid**



It's where you *belong.*



## President's Message

The national economy remains a “mixed bag” of not so good news and “getting less painful” news. There are some signs of improvement in the economy. However it will be several months before we see any real growth in the economy. The change in unemployment has improved with fewer jobs lost. However, total national unemployment remains close to 10%. Consumers are spending less and they are using less credit. Total consumer credit declined at a seasonally adjusted rate of 10.4% nationally in July from the prior month. This will continue to impact the chances of a strong economic recovery in the near future.

At Centris we have continued to meet our goals for new loans and deposits. However we are below our year-to-date net income goal. Fee income is significantly lower than planned due to the change in consumer spending patterns. We also have increased our provision for loan losses to reflect the increase in consumer bankruptcies, loan delinquencies and foreclosures. We will continue to work through

these challenges and manage the credit union in a manner that keeps Centris financially strong and well capitalized.

We are continuing to emphasize the importance of our mission to serve our members. We have undertaken a number of internal initiatives to communicate our mission and service promises to our staff. We are also providing our staff with additional training focused on service and helping you with your financial needs.

We have improved our branch offices to provide you with better service and a more friendly experience. During the last few months we have completed the remodel of our 99th & Giles, 168th & Center and South Omaha offices. Grand re-openings were held at all three offices to celebrate these improvements. I invite you to visit these offices and see our new look inside. I think you will like what you see.

We also plan to expand our mortgage lending business to better meet your mortgage financing needs. Please let your friends and relatives know that Centris is your local mortgage lending expert and we would welcome their business and membership. All of these are positive changes intended to provide you with better service. I hope to see all of you at our 75th anniversary member celebration on November 1st at the Strategic Air & Space Museum. Thank you for your membership!

If you have any questions or comments that you would like to share with me, please call me or send an e-mail to [kparks@centrisfcu.org](mailto:kparks@centrisfcu.org). Thank you for your membership and the opportunity to serve you.

Kevin Parks  
President / CEO

# Board Of Directors Call For Candidates

Your Board of Directors is comprised of seven volunteer members whose ideas reflect the entire membership. Two positions are up for election in 2010. If you are interested in running for election to the Board of Directors, please send a statement of your qualifications and a signed Terms of Agreement to:

Board of Directors  
Nomination Chairperson  
Attn: Marketing Department  
Centris Federal Credit Union  
11718 M Circle  
Omaha, NE 68137-2219

Qualifications for candidacy are outlined in the Terms of Agreement which can be found in the “**What’s New**” section of the Centris website. To view and download the form go to <http://www.centrisfcu.org/home/info/whatsnew/#nominationform>. Copies of this form will also be available at any Centris branch. Statements of qualifications and Terms of Agreement must be received by 5:00 p.m., 10/30/2009.

## Nominations By Petition

Nominations for vacancies may also be made by petition. The petition must be signed by at least 1% of Centris Federal Credit Union’s membership, which as of August 31, 2009 was 68,549. Valid petition nominations must be filed at:

Attn: Marketing  
Centris Federal Credit Union  
11718 M Circle  
Omaha, NE 68137-2219

Petition nominations are due no later than 5:00 p.m., January 19, 2010. Watch for voting details, a list of nominees for open positions and information on the Annual Meeting in your January InTouch newsletter.

# 75th Anniversary Celebration With The Pancake Man

Sunday, November 1, 9:00 am to 12:30 pm at the Strategic Air and Space Museum. Bring the family for **FREE** pancakes by the famous Pancake Man, enjoy **FREE** admission to the Museum and dine in the hangar. You won’t want to miss this! Special prizes will be given throughout the party.



## Santa At Centris 2009

**Saturday, December 12, 2009**  
**From 9:00 a.m. - Noon**

Bring your family for refreshments and a **FREE** photo with Santa! Watch for more information with a listing of locations on our website at [www.centrisfcu.org](http://www.centrisfcu.org).

**75th Anniversary 4**

**Member Spotlight 6**

**Your Money 8**

**In The Community 10**

**Investments 11**

It's where you belong

## Celebrating 75 Years Member Testimonials

Throughout the year, Centris has been celebrating 75 years of being your life-long trusted financial partner. We're so lucky to have you as members and friends. Many of you stop by the branches or call to share your appreciation for a job well done, or an experience that made your day.

To keep the celebration going strong (and because we're certain that no one could say it better), we asked for your comments and you replied in overwhelming numbers! Here's just a sampling of your best wishes, congratulations and compliments.

*I have been doing business with Centris since the early 1980s as I remember. I use them for checking, savings, and loans and have never been unhappy with their service. I find their people extremely helpful and personable. There are very few places you can go today and be greeted with your first name - I love that! I am a loyal Centris customer and don't even consider going any place else! They have earned my trust and my loyalty. - Judy F.*

*Through marriage, mortgages, opening Rafferty accounts for our 4 children, financing dozens of cars, home improvements, CD's and more, Centris has always been the best. During our last vehicle purchase the dealer ran the application through their 'preferred' bank. He was certain he had the best rate. I was certain you would beat it. I insisted he run it through Centris. You saved us over \$100 per month and a year less on the loan! - Peg R.*

*In 1977, I relocated to Omaha, Nebraska and I continued my account here in Omaha. Today in 2009, I have my account with you folks along with my husband, my kids and we have an account for our grandkids with Centris. We have a financial adviser with Centris, savings accounts, checking, IRA, other retirement accounts and you are always there for us. When I go into any of your locations, I always receive a smile. I have recommended your credit union to many folks over the years. I feel very secure with Centris and it is wonderful to access my accounts online now and know that every transaction is safe and secure. Thanks so much for your reliable, safe and secure services all these years! - Maria M.*

*Congratulations on marking 75 years of outstanding service to members like myself. And by the end of 2009, I will have completed 50 years as a member. During that time I started and raised a family, and of course, used about every service you provide, while taking out countless car, home, and school loans and other incidental services. More recently I pay bills almost 100% from my computer. That also saves on trips to the credit union. Being retired I sometimes pay bills when out-on-the-road by logging in. Makes life easy and worry-free. So carry on helping families grow and get-on-their-feet. It worked for me. Thanks for every smile and wise counsel when needed. - Darwin F.*

*I have been banking with Centris since I was 15 years old, now 25 years old. I would say that Centris is the best company that I have ever worked with and I am happy to be a member. Across the board I would say 5 stars! - Stephanie M.*

*I have been a loyal Centris member since they were Bell Federal back in 1992. For the past 17 years Centris has been there when I needed them. I have financed three cars, and now rely on Centris for my business accounts as well. The Centris employees have always been helpful and friendly. Keep up the great work! - Sincerely, Gil C.*

*We have been with Centris (Bell Federal) for over 45 of their 75 years. We have enjoyed working with all of their offices. When we were in need of a "loan" for whatever, we had to go no farther than one of their offices. No matter what we were in need of, they were always there to help with very professional employees. We believe they have also helped us in gaining our current credit score. Again, thanks Centris for all your years of service. - Joe and Ruth V.*

*I have been a member for 46 years. I have borrowed money, saved money and made money through the credit union. For all these years I have not had one problem to complain about. For me you just can't beat it. - Larry B.*

*I have been a member since the early 1970s when the credit union was Bell Federal! Over the years I have had my home loan, many car loans, savings and checking accounts at Centris. The personal service really makes a difference! No matter what I have needed, Centris has been there to help. Everyone who I have worked with is always friendly and knowledgeable. I appreciate on-line banking and that Centris keeps providing more services all the time. Thank you to all at Centris! - Patti W.*



*Family members of Pearl Scheid pictured left to right: Susan, David, Emily and Charles (bottom-center).*

## Member Spotlight

# Pearl Scheid

Surely, growing up most of us heard the saying, “A penny saved is a penny earned.” Nowadays many of us don’t even count our pennies, tossing them aside for more noteworthy denominations. Not Pearl! Pearl Scheid retired independently wealthy by saving 10% of each paycheck, a paycheck that sometimes amounted to mere pennies because they came during difficult times – during the Great depression and World War II.

Just who was Pearl Scheid? And what does she mean to Centris? A great deal! To us, she’s #1...literally. 75 years ago, she was the first to sign the Omaha Telephone Employees Federal Credit Union charter. It seems Pearl not only had money smarts, but the luck of the draw. At that first meeting, in 1934, account numbers were distributed to each of seven attendees. Pearl, the only female, contributed her \$7 and signed herself into the pages of Centris history. The original dollar amount necessary to found the charter was only \$49, but was

enough to pay for bookkeeping ledgers and office supplies. In an excerpt from a 1984 Omaha World-Herald article celebrating Bell Federal’s 50th year, she said, “I never doubted the success of the credit union, which was established for employees of Northwestern Bell in the Omaha district and for members of their immediate families.”

Seventy-five years later Pearl’s #1 account remains in the family. Her only son, Charles “Chuck” was named on the account, as was her granddaughter, Susan Smith and subsequent great grandchildren. Since Centris has over 68,000 members, practically every time Susan Smith relays her account number to a teller she’s met with a slightly puzzled look along with this question, “One? What’s the rest of the account number?”

Until the 1984 article came out Susan Smith said, “I never even knew my grandmother did anything like this. She had pride in it and understood the historical importance, but she never made a big deal out of it.” When Susan asked Pearl her reason for wanting to

start Nebraska's first credit union, she simply explained she wanted to "help the girls and give them a safe place to put their money," in reference to the females within the phone company. Pearl left behind numerous powerful words of wisdom, not through preaching or lecturing, but through conversations with her son and granddaughter.

It seems no one could better understand the need to have autonomy over finances and shelter over her investments than Pearl. Married at the age of 18 and soon divorced, Pearl became a single mother at a time when a woman's role wasn't necessarily that of a provider. A can-do determination and work ethic was her only safety net. While she lived with extended family for a time, she was mostly on her own. Throughout those early years she continued working at the telephone company, saving 10% of each and every paycheck.

In her mid 30s she remarried and moved to Atchison, Kansas, all the while keeping her accounts with Centris. In Kansas, her husband worked for the railroad and she paid her way through cosmetology school with her savings. Her educational investment paid off as she opened her own beauty shop, the Cut n' Curl. A "good head for business", she turned the salon into a five-chair, money-making success. She was even named the 1980-81 Professional Business Woman of the Year by the Atchison Chamber of Commerce. While this self-starter remained self-reliant even in marriage, she continued to take care of "the girls" that worked for her. Susan, described her as, "incredibly generous", helping people who were down on their luck and anyone else who needed it."

Perhaps it was this dedication to help others, along with her cooperative spirit that kept her at the credit union. Maybe

she recognized and appreciated that, like she herself, the credit union's philosophy of "people helping people" is key to having a rich, full life. Susan recalled a time when she and her husband were thinking of opening some accounts at another financial institution. Pearl was "upset". She said, "The credit union is where you put your money, plain and simple!" Susan Smith delighted. "She was very firm on that". Needless to say, Susan and her husband have kept many accounts at Centris. Also, in keeping with her grandmother's advice, Susan opened Rafferty Club savings accounts for both of her kids. Now in early adulthood, they too have kept their accounts with Centris.

To portray just how practical Pearl was when it came to money, Susan told that her grandmother made sure to complete her taxes while in the hospital for the last time before succumbing to leukemia in 1989, at the age of 83. "It was just what Pearl did. She just did the right thing," Susan Smith said.

Although Pearl never made a fuss over herself, or sang her own praises she is by very definition an unsung hero. Pearl's willingness to do the right thing along with an investment of \$7.00 continues to make a substantive contribution in the lives of 68,000+ members and over 200 Centris employees.

## 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](mailto:marketing@centrisfcu.org) or by phone at (402) 758-6523.

# Money Smart Nebraska Week November 9 - 15

Learning lessons from the financial crisis can benefit students and adults alike. Nebraska Money Smart Week aims to take those lessons and turn them into teachable moments to build a stronger financial future for Nebraskans.

Money Smart Week, sponsored by the Nebraska Financial Education Coalition, is a public awareness campaign designed to help people of all ages better understand and manage finances. The week, which runs November 9 - 15, 2009 features **FREE** educational events across the state. A searchable calendar of events is available at [www.moneysmartnebraska.org](http://www.moneysmartnebraska.org).

Centris is a proud partner in this year's Money Smart Nebraska and will be hosting three events that are open to the public. While these events are **FREE**, please RSVP so we know how many to plan for. Please call (402) 697-6729 to reserve your space.

**Understanding Your Credit**  
November 10 from 7 to 8 pm  
Featured at two locations!

**Ackerman Elementary School**  
5110 South 156th St., Omaha

**Charles Drew Health Center**  
2915 Grant Street, Omaha

Learn more about your credit report. If you're like many Americans, reading and understanding your credit report can be a challenging experience. But it doesn't have to be. Become knowledgeable in topics such as: What is a credit report? What is a credit score? How can I obtain my personal credit report? How does my credit history affect me? At the Understanding Your Credit workshop, you'll get the answers to these and many other questions. Don't miss it!

**Kids And Money**  
November 12 from 7 to 8 pm

**Charles Drew Health Center**  
2915 Grant Street, Omaha

Parents will learn why kindergarten through 8th grade students need to learn about money, what motivates children to learn about money management, how children learn about money, how to use goal-setting, budgeting, saving, working, and investing as teaching tools, and how to use an allowance as a teaching tool.

BE MONEY SMART

**MONEY  
SMART**   
**NEBRASKA**







## Our Rates Will Keep You Rolling

Would you rather drive your new car or truck -  
or park it at work while you put in overtime to pay for it?

What might seem like a small difference in loan rates can make a big difference in your monthly payment. At your credit union, low vehicle loan rates are one of our specialties.

We have rates and terms to fit every member's needs.

So before you pick out a car that moves you, arrange for financing that will keep you rolling. Give us a call for more information today.

**2.75%** Introductory  
APR\*

### Auto Loan Sale

- Limited Time 75th Anniversary Offer!
- Up to 60 days to make your first your payment.
- Extended Service Protection Plans available.



### Contact Us For Complete Information.

\*Introductory rates start as low as 2.75% APR and are based on credit worthiness. Introductory rate listed above is fixed until 9/30/10. Then on 10/1/10, rate rolls to a fixed rate as low as 5.25% APR. \$10,000 new money required. Loan needs to be secured by a new or used vehicle that is a 2006 or newer model. Requires automatic payment from a Centris account. Rates and terms subject to change.

**Inquire at Credit Union for complete terms and conditions.**

# Give Thanks By Giving Back

We at Centris are very thankful for all that we have and the start of the Thanksgiving season is a great time to reflect and to take a personal inventory on the many things we may often take for granted. A wonderful way to give thanks is to give back to those who's situation may be less fortunate.

During the month of November, Centris Federal Credit Union members and employees are encouraged to donate unused personal hygiene products to assist the **Siena Francis House**, the area's largest homeless shelter serving men, women and children for the past 30 years. Items will also be collected to benefit **Hope Harbor** in Grand Island and **The Connection** in North Platte. The following products can be dropped off at any Centris location through Monday, November 30, 2009.

## Requested Personal Hygiene Items

- Deodorant
- Shampoo / Bath Soap
- Disposable Razors
- Toothbrushes / Toothpaste
- Toilet Paper
- Disposable Diapers
- Facial Tissue

Cash donations will also be accepted by our tellers at all Centris locations. Centris would like to thank all those in advance for their assistance in this worthwhile effort.



Centris Cares



## Credit Unions Top Satisfaction Survey

Credit unions are meant to serve their members, and they are known for achieving high customer satisfaction. So it comes as no surprise that a recent study shows credit unions outperform both large, national banks and community banks in terms of customer satisfaction with online banking.

A 2009 ForeSee Results/Forbes.com study of online banking gave credit unions a customer satisfaction score of 86, higher than both large banks and smaller, community banks. Why are credit union members so satisfied with their online banking? They are happier with tasks, transactions and website performance. Plus, they feel more comfortable with the privacy of their online banking.

“When it comes to personal attention, high-quality service, and low fees, credit unions continue to knock the socks off other providers in the financial services marketplace,” says CUNA President and CEO Daniel A. Mica. “Credit unions are not-for profit cooperatives, which means member service is their reason for being.”

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# The Challenges Of A Lengthy Retirement

Content developed by CUNA Brokerage Services, provided by Anthony Bumgarner at Centris Investment Services

Everyone hopes to live a long, healthy and happy retirement. While the definition of healthy and happy remains much the same, the definition of “long” has changed dramatically over the past few decades. Medical innovations, healthier lifestyles, less physically demanding work and new drug therapies have all contributed to longer life expectancies.

Living a long life definitely has its rewards. Being able to see children grow-up and getting to know your grandchildren are among the greatest joys of living longer. But a long life can also come with drawbacks.

## Outliving Your Money

For someone who retires at 65, then goes on to live another 30 years to age 95, having enough money throughout those years is a challenge. Most people will need to supplement Social Security and any pensions with withdrawals from their savings and investments. This can be a tricky venture without proper planning.

Retirees need a different investment strategy than workers accumulating money for the future. A spend-down investment strategy is complex and comes with risks such as inflation, market performance and interest rate fluctuations. Many financial advisors are now specializing in retiree spend-down strategies to help mitigate some of those risks.

## Funding Good Health Care

Medicare health insurance kicks in at

age 65, even if you claim Social Security early at age 62. Although Medicare is a good insurance program, it does not cover everything. There are deductibles and co-pays. A supplemental insurance policy can help cover these expenses. But as with everything, you have to pay for the supplemental policy.

## Long Term Care

Another option for getting the care you may need in the future is to plan to pay for long term care. This care can be provided in your own home, through an assisted living facility, or through a traditional nursing home. While long term care insurance can be expensive, long term care can quickly drain your savings.

## Opportunities And Challenges

While we all hope for a long and healthy retirement, it is important to realize that our increased longevity presents a new set of challenges. To make sure you are prepared for both the opportunities and challenges of a long retirement, work with a financial advisor who understands the full impact.

Anthony Bumgarner is a Financial Advisor with Centris Investment Services located at Centris Federal Credit Union. No cost, no obligation consultations are available to all of our members at most Centris branches. Please contact Anthony at (402) 697-6726 or [anthony.bumgarner@cunamutual.com](mailto:anthony.bumgarner@cunamutual.com).

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It's where you *belong.*

(402) 334-7000 or (800) 334-2328

[www.centrisfcu.org](http://www.centrisfcu.org)

## Holiday Schedule

Offices are closed in observance of:

<b>Veterans Day</b>	<b>Wed., November 11</b>
<b>Thanksgiving Day</b>	<b>Thur., November 26</b>
<b>Christmas Day</b>	<b>Fri., December 25</b>
<b>New Year's Day</b>	<b>Fri., January 1</b>
<b>Martin Luther King Day</b>	<b>Mon., January 18</b>
<b>Presidents Day</b>	<b>Mon., February 15</b>

Offices will close at 1:00 p.m. in observance of:

**Christmas Eve**  
**Thur., December 24**



*In Omaha* 402-334-7000 | *Outside Omaha* 800-334-2328 | *TDD* 402-758-6066

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