

Summer 2008

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A Proud History of Credit Union Service

We are often asked about the Credit Union's background and its relationship to Jefferson County government. It is an interesting story and one full of success and service to members.

Jefferson County Employees Credit Union was formed in November 1941 by a small group of County employees seeking access to a financial institution in which they had confidence and could cooperatively control to obtain good rates on loans and savings. Times were troublesome; the depression that began in 1929 was lingering, and World War II was at hand. In fact, just a few days after the Credit Union was chartered, Pearl Harbor was bombed and the United States became heavily involved in the war. One of the first actions by the newly formed Board of Directors was to pass a resolution to encourage Jefferson County employees to buy "War Bonds" (U.S. Savings Bonds) to support America's war efforts.

For the first 35 years, Credit Union membership was limited to County employees and retirees. In 1976 membership was expanded to include family members of County employees. Later, the Credit Union adopted a '*once a member, always a member*' policy. Today, connection to Jefferson County government is not a requirement to become a member. Roughly, 2,800 members are Jefferson County employees, and 4,500 members are former county employees, retirees, family members and others who are eligible through the Credit Union's community charter.

The Credit Union is owned by its members and operated by professional management under the direction of a member-elected

board of directors, which serves voluntarily and without pay. Jefferson County remains our sponsor, as it was in 1941, but the Credit Union is not governed by the County. This separation, along with the Credit Union's high standards of privacy, provides maximum security and confidentiality for Credit Union members. The Credit Union leases office space in the Courthouse in order to best serve all our members. However, the Credit Union does not have access to County personnel records, and the County does not have access to Credit Union records.

The Credit Union is not involved in any bond deals with Jefferson County, or any other form of municipal bonds issued by cities, counties or state governments. We make loans to our members, and we invest in federal agency securities backed by the full faith and credit of the U.S. Government. Savings accounts are insured up to \$100,000 by the National Credit Union Share Insurance Fund, and Individual Retirement Accounts are insured separately up to \$250,000.

The Credit Union's self-governing structure has allowed us to maintain financial integrity while successfully helping thousands of County employees, and countless others, reach their financial goals. The Credit Union has grown to more than \$56 million in assets; it is well capitalized, and it has the power to pay high rates on shares, charge low rates on loans and provide a wide array of convenient services for members.

If you have any questions about the Credit Union, stop by and visit us; call us at (205) 325-5683; or e-mail us at memberservices@jcecu.org.

Honest, Fair
Treatment
for Every Member,
Every Time



www.jcecu.org

Save Money Every Month!

Take advantage of all the benefits of credit union membership. As a member of a not-for-profit financial cooperative, you have the opportunity to pay less and receive more for your money.

Move Your Checking Account

Still paying monthly service fees at a bank? With a JCECU Checking Account you can save money every month. Plus, you'll have access to FREE Online Banking and Bill Pay 24-hours a day at www.jcecu.org, a FREE VISA® Debit Card, and a FREE box of basic style checks when you open your account. A member services representative can walk you through the simple process of moving your account today!

Refinancing Loans

Take a look at your home, vehicle and line of credit loans and compare them to JCECU's low rates. Chances are you can save on interest charges and lower your monthly payments.

Call (205) 325-5683 today for a FREE, no-obligation loan analysis and find out how much you can save!



Sizzling Summer Used Auto Sales Event



Hundreds of Top-Quality Vehicles to Choose From At Enterprise Car Sales

It's a fact: New cars depreciate in value as soon as you drive off the lot! So why buy new when you can have a nearly new late model car for thousands less? Check out the Enterprise Car Sales location near you and choose from vehicles that have been hand-picked for their exceptional quality and value.

Special Offer! Blue Book Plus \$500 Trade-In Value*

For a limited time, Enterprise Car Sales will give you Blue Book® trade-in value PLUS \$500!* Offer ends July 31, 2008!

Visit one of these convenient Enterprise Car Sales locations today:

- 9800 Parkway E. in Birmingham. Phone: 205-520-0218
- 8461 Airport Blvd. in Mobile. Phone: 251-633-7601

Preview the red-hot selection of late-model use vehicles at jcecu.org and click on "Enterprise Car Sales".

More Hot Deals Coming in August!

Watch the web site and your inbox for another month long special with Enterprise Car Sales set for August. You won't want to miss it!

**See Enterprise for details and restrictions.*

JCECU Supports March of Dimes

As part of our commitment to the community, JCECU participates in several charitable events each year. This last spring, employees of Jefferson County Employees Credit Union donated \$300 to the March of Dimes March for Babies. On April 26th, employees of the credit union teamed up with employees from Jefferson County and participated in a walk to raise money for the event. A great big "Thank You!" to everyone involved in raising money for this worthwhile cause.

About March of Dimes

March of Dimes is the leading non-profit organization for pregnancy and baby health. They are dedicated to improving the health of babies by preventing birth defects, premature birth and infant mortality. For more information, visit www.marchofdimes.com.



Feather Your Nest

With Certificates of Deposit from JCECU

Earn more on your savings by investing in a CD (Certificate of Deposit) at JCECU! It's the perfect option when you have at least \$1,000 to invest, and you'll earn a higher rate of return than regular savings since you invest your money for a specific amount of time.

Customized Options

The interest you earn on your CD can be added to your investment, you can have a check mailed to you, or have the interest amount transferred to your savings or checking account. When your CD matures, you can choose automatic renewal, transfer to checking or savings, or roll your investment into a different type of CD.

Relax! Your Money is Safe!

All deposits at Jefferson County Employees Credit Union are federally insured for up to \$100,000 by the NCUA – an agency of the federal government. IRA account deposits are insured separately for an additional \$250,000 by the NCUA.

There is a penalty for early withdrawal on CDs.



Learn How to Make the Most of Your Money

Online Resource Center

In today's tough economy, it's more important than ever to manage your money wisely. A great place to get information and tips is JCECU's Online Resource Center. Learn how to set up a budget, begin investing, calculate loan payments and more! Simply go to www.jcecu.org and click on "Resource Center" in the top right corner of the home page.

Financial Counseling Available

As a member of Jefferson County Employees Credit Union, you can receive confidential financial counseling at no cost through the Accel program. Ask any JCECU representative for more information or to set up an appointment.



For Our Youngest Members

Cool Cash Kids Club Coming Soon

If you have a special youngster in your life, you'll be excited to know that soon they will be able to have their very own account at JCECU! With a Cool Cash Kids Club Account, kids ages 0-12 will learn the value of saving and watch their money grow. It's the perfect place to keep allowance, gift and earnings money. Plus, they'll also be eligible for special incentives, contests and more!



Get the Scoop!

Credit Union Information Delivered Via E-Mail

Sign up for the JCECU's email list, and you'll receive information on the latest promotions and events, as well as valuable financial tips. To sign up, simply send an email to e-info@jcecu.org with "Subscribe" in the subject line or visit www.jcecu.org and sign up directly on our web site! JCECU respects your privacy, so at any time you may choose to unsubscribe to our email service.

You've Got the Green Light!

Go For Convenient Vehicle Financing at JCECU!

It's as easy
as 1-2-3!

One-Stop
Shopping
With
CUDL –
Credit
Union
Direct
Lending



1. Find a participating dealer at www.jcecu.org by clicking on the "Apply, Sign & Drive" link, or stop by any branch office for a list.

2. Let your salesperson know you want to finance your purchase at JCECU.

3. Complete your loan documentation at the dealership and save a trip to the Credit Union!



Perfect for All Your Summertime Needs

*JCECU's VISA® Credit Card –
New Redesigned Look!*

Summer is the perfect time to take advantage of all that your JCECU VISA® has to offer. For vacations, use your VISA® to make airline, hotel and car rental reservations, and be sure to utilize the added benefits such as travel accident insurance, and rental car insurance coverage. When it's time for back-to-school shopping, use it any traditional or online merchant that accepts VISA® for clothes, books, supplies, tuition and more. Call (205) 325-5683 to request your card today!

Already have a JCECU VISA® Credit Card? Keep your eyes peeled for your brand new card with an updated design, expected to hit your mailbox on July 17, 2008!



JEFFERSON COUNTY
EMPLOYEES CREDIT UNION

LOCATIONS

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716 Richard Arrington Jr. Blvd. N.
Birmingham, AL 35203
205-325-5683

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BOARD OF DIRECTORS

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David Penuel, Secretary
Tracie Hodge
Carl Johnson
Jim Parr

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Vice President of Member Service

