

# HORIZONS

A quarterly publication of East Idaho Credit Union

SUMMER 2011

## Did You Know?

Since 2007, thanks to you, East Idaho Credit Union has contributed over 3500 pairs of shoes to children in need, has handed out over \$15,000 in Scholarships, given \$173,680 to Children's Miracle Network, sponsored plays and summer movies for kids to the tune of \$29,500 and supported our communities with an additional \$133,621.00 in donations and sponsorships. We love East Idaho and know you do too. On behalf of the people of our communities we thank you and look forward to many more years of service.

## Mark your calendar

### Events

7/4 Independence Day

7/15 Gym Bag Night at the Chukars

8/1 Credit Union Night at the Chukars

9/5 Labor Day

### Holiday Closings

7/2 - 7/4

Independence Day

9/3 - 9/5

Labor Day

## Budget-friendly summer vacations

There's nothing like a summer vacation to help you relax, recharge, and reconnect as a family. If your budget is a little tight this year, consider these four vacation strategies:



### 1. Go condo!

Instead of renting hotel rooms by the night, look for a condo, villa or house you can rent. This is a big money-saver if you are traveling with a group of people. It also allows you to cut down on restaurant bills.

Start here: [www.vrbo.com](http://www.vrbo.com)

### 2. Swap homes.

Want to visit Rome? Maybe an Italian family would like to visit your home town! Naturally, this option isn't for everyone. But the trend is catching on.

Start here: [www.homelink.org](http://www.homelink.org)

### 3. Think off season.

Summer is high season at Disneyland, but you just might have a swanky ski resort or a Caribbean beach all to yourself. Off-season travel can save you 50% or more on accommodations.

Start here: [www.getawaytoday.com/partners/EastIdahoCreditUnion.aspx](http://www.getawaytoday.com/partners/EastIdahoCreditUnion.aspx)

### 4. Come see us.

East Idaho Credit Union has a no fee credit card as low as **7.9% APR\*** or affordable signature Loans starting at just **10.50% APR\*** for 12 months. You can get cash for your entire vacation, and then make easy monthly payments. Be sure to ask about our prepaid travel cards as well.

Start here: [www.eastidahocu.org](http://www.eastidahocu.org)

Bon voyage!

\*APR = Annual Percentage Rate. Quoted rate is the lowest available rate. Your rate will be based on your credit history and may be higher. Rates and terms subject to change without notice.

# In the market for a new car? Now is the time to start your research



Late summer and early fall is the perfect time to research buying your new car. The current model year inventories are known, and the dealerships are preparing for the new model year stock to start arriving. They'll also know which car models are being discontinued and which ones are unveiling a new design. All that information will factor into which cars they need to move with lower prices, incentives, and rebates.

If you like a certain car and there's been no announcement on the 2012 model being a redesign, you could negotiate a good price for the current 2011 model. End of the month and end of the year sales quotas are not a myth and could prove beneficial to your negotiations.

A discontinued model could mean a greatly reduced selling price, but could negatively affect your depreciation rate. A redesign could mean a lower price, if you don't mind driving around in an "outdated" model.

Depending on your financial situation and your personal buying habits and desires, a great car deal is yours if you do a little homework first. Check out Kelley Blue Book at [www.kbb.com](http://www.kbb.com), Edmunds at [www.edmunds.com](http://www.edmunds.com) and NADA at [www.nada.com](http://www.nada.com) for articles, tips, checklists, and information for smart car buyers.

## Fee Reform Act Update

On June 8, 2011 the United States Senate voted on a bill (Fee Reform Act) that would delay the modification of Interchange fees. The bill needed 60 votes in order to pass; the final vote was 54-45. This means that the new limits and responsibilities of interchange fees will take effect on July 21, 2011.

The Fee Reform Act (AKA Durbin Amendment) limits what retailers must pay to be able to accept debit cards — that is, it limits "interchange" fees. Specifically, the amendment suggests a cap of no more than a \$0.12 fee for any debit card transaction. Currently, the price of interchange is variable, dependent on the total amount of the transaction. Merchants typically pay debit card issuers (banks and credit unions) about 1.65 percent of the transaction.

East Idaho Credit Union uses Interchange fee income to offer free checks, no fee debit cards, free checking and to protect your cards from fraud and security breaches.

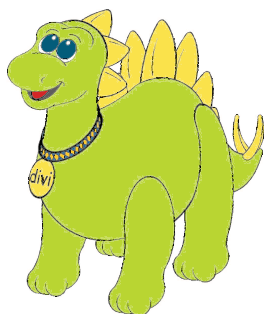
We are diligently working to find a solution that will allow us to maintain our services and keep our costs low. We appreciate your support and will continue to provide quality financial products and service.

## Congratulations to our Scholarship Winners

\$1000	\$500	\$500	\$500
			
Tristen Crawford	Zachary Hansen	Leslie Wanstrom-Smith	Jasmine Bloemeke

## Dino Share Club

Quarterly Drawing Winners:



Branch	\$5 Winner	\$2 Winner
Main Office	Luneth S.	Abigail P.
Freeman	Sterling H.	Taber H.
Ammon	T'Kierra W.	Preston C.
Shelley	Kari K.	Leland S.
Rexburg	Kailey G.	Lexxi I.
St. Anthony	Ayden D.	Matthew C.
Dubois	Hannah G.	Steven S.
Arco	Vivian P.	Gunner W.
Challis	Angelina B.	Ashlyn A.
Salmon	Lexi B.	Keagan V.

## Savings Rates\*

	APY**
<b>Classic Savings</b>	.25%
<b>Savings Plus</b>	
\$1,000 min.	.20%
\$2,500 min.	.30%
<b>Money Market</b>	
\$2,500 min.	.45%
\$20,000 min.	.65%
\$75,000 min.	.85%
<b>IRA</b>	
<b>Floating Account</b>	1.01%
<b>Premier &amp; Golden Access Checking</b>	
\$500 min.	.05%
\$2,500 min.	.10%
\$10,000 min.	.15%

\* Anticipated annual dividend rates. All rates are subject to change without notice.

\*\* Annual percentage yield. Deposits are federally insured up to \$250,000 and Individual Retirement Account (IRA) deposits are insured up to \$250,000 by the National Credit Union Administration (NCUA).

All rates are shown as Annual Percentage Yield (APY). Early withdrawal of funds may affect the Annual Percentage Yield (APY) and a penalty may be imposed. Rates are set by the Board of Directors and are typically updated weekly. Online rate schedule may not reflect most current rate changes and are subject to change without notice. Please verify rates with your local branch for complete accuracy.

## Branches

- Idaho Falls Branch**  
865 S. Woodruff Ave.  
Idaho Falls, ID 83401  
208.523.9068
- Freeman Park Branch**  
1170 Science Center Dr.  
Idaho Falls, ID 83402  
208.523.9069
- Ammon Branch**  
3255 E. 17th Street  
Ammon, ID 83406  
208.528.5430
- Shelley Branch**  
418 W. Fir Street  
Shelley, ID 83274  
208.357.7680
- Rexburg Branch**  
412 Grand Loop  
Rexburg, ID 83440  
208.356.0191
- St. Anthony Branch**  
99 N. Bridge Street  
St. Anthony, ID 83445  
208.624.4352
- Dubois Branch**  
227 W. Main Street  
Dubois, ID 83423  
208.374.5574
- Arco Branch**  
302 W. Grand Avenue  
Arco, ID 83213  
208.527.3941

**Challis Branch**  
1307A Highway 93 S.  
Challis, ID 83226  
208.879.4545

**Salmon Branch**  
777 Shoup Street  
Salmon, ID 83467  
208.756.3329

**Call Center**  
208.523.9068 or  
1.800.727.9961  
Monday-Friday: 9am-5:30pm  
Saturday: 10am-2pm



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