

# Insights

VOLUME 7 ISSUE 1 | January/February 2009



## The Credit Union Has A Deal You Can't Refuse...

### Money To Lend For A Car Loan

If you need a new or used car, you're probably wondering how you can possibly get it financed in today's marketplace. News reports are bleak and indications are that loans are not available from many banks. You need to take a serious look at getting a loan at Delta Community.

We have great rates and more importantly, money to lend. The credit union has always been a conservative lender with responsible lending practices, so unlike many other financial institutions we can still offer quality loans to our members. With car prices lower than they've been in a long time, now's the perfect time to get pre-approved for a car loan. That way, you'll be able to take advantage of that great deal when you find it. To make the process even more convenient, connect with Car Solutions, our car-buying service and let them do all the looking for you.

To get preapproved, simply submit your application online at [DeltaCommunityCU.com](http://DeltaCommunityCU.com). You'll get an answer back within 24 hours. And if you've purchased a car in the last few years and financed the loan elsewhere, take the time to compare our rates. You may find that you can lower your payment by re-financing your loan at the credit union. We offer very competitive rates and flexible repayment options.

**So don't worry any longer about how you'll finance your new car or truck. The credit union is ready to help.**



## Rick's Insights

We have closed the books on 2008 and in spite of the market conditions that financial institutions are encountering, your credit union experienced a good year of growth, both in assets, facilities, and product enhancements. Deposit growth was strengthened with our **StandingStrong** CD, an outstanding promotion in the marketplace. Loan growth was also strong, particularly with our mortgage products. We continue to manage your credit union in a conservative, thoughtful manner to bring maximum value to you, our members.

Again this year, Delta Community was able to share our success by giving back Patronage Rewards to our members. On January 1, a special Patronage Bonus was deposited to most Primary Savings accounts based on Savings, Checking, IRA, HSA, CD, Money Market and Business Deposit balances. A Patronage Refund of loan interest was applied as a deposit to the Primary Savings Account based on consumer, business and home loans interest paid during the year.\* The Patronage Reward is just one of the many benefits of being a part of Delta Community. We opened six branches in 2008, to bring more convenience to our members. We will continue bringing innovative products and special promotions to you again in 2009.

We support the communities we serve through our Partners in Education program and our Scholarship Program for incoming college freshmen. We will be letting you know the details soon about this program which we will be offering for the fourth year.

I am very pleased to let you know also that DCCU employees raised over \$100,000 in 2008 for Children's Miracle Network at Children's Healthcare of Atlanta, which the credit union will match for a total contribution over \$200,000. Our branches in Southlake, TX, Florence, KY and at the Salt Lake City airport also raised significant amounts of money for the children's hospitals in their areas.

As you can see, the employees of Delta Community were busy in 2008, and they are already on track to accomplish even more for you, our members, in this New Year of 2009.

Thank you for your loyalty and business.

Sincerely,

Rick Foley  
President & CEO

\*Deposit accounts that have been charged-off or have a negative balance were excluded from the Patronage Bonus. Charged-off loans, loans delinquent more than 30 days as of 12/31 and loans included in bankruptcy were excluded from the Patronage Refund.

## Atlanta Metro

### ATLANTA

1025 Virginia Avenue  
Atlanta, GA 30354

### ATLANTA

Hartsfield-Jackson Atlanta Int'l Airport  
Atlanta, GA 30320  
(Located on Concourse A)

### BUFORD (in Kroger)

3300 Hamilton Mill Road  
Buford, GA 30519

### CANTON (in Kroger)

6766 Hickory Flat Road  
Canton, GA 30115

### FAYETTEVILLE

140 Highway 92, South  
Fayetteville, GA 30215

### MARIETTA

2627 Dallas Highway, SW  
Marietta, GA 30064

### MARIETTA

1205 Johnson Ferry Road  
Marietta, GA 30068

### NEWMAN

1825 Highway 34, East  
Newnan, GA 30265

### PEACHTREE CITY

Braelinn Village Shopping Center  
472 Crosstown Drive  
Peachtree City, GA 30269

### PEACHTREE CITY

315 Highway 74, North  
Peachtree City, GA 30269

### SANDY SPRINGS

1100 Hammond Drive, Suite 100  
Sandy Springs, GA 30328

### STOCKBRIDGE

285 Center Pointe Parkway  
Stockbridge, GA 30281

### STOCKBRIDGE

5006 Mt. Zion Parkway  
Stockbridge, GA 30281

### SUWANEE (in Kroger)

2121 Lawrenceville-Suwanee Road  
Suwanee, GA 30024

### VININGS

3250 Riverwood Parkway  
Atlanta, GA 30339

## Out of State

### FLORENCE, KY (CINCINNATI METRO)

4885 Houston Road  
Sibcy Cline Building, Suite 102  
Florence, KY 41042

### SALT LAKE CITY

Salt Lake City International Airport  
765 N. Terminal Drive, Delta Terminal 2  
Salt Lake City, UT 84122  
(Located behind airport security)

### SOUTHLAKE, TX (DALLAS METRO)

Southlake Corners  
100 North Kimball Avenue, Suite 103  
Southlake, TX 76092

## Delta Air Lines

### ATLANTA (TECHNICAL OPERATIONS CENTER)

1775 Aviation Boulevard  
Atlanta, GA 30320

### ATLANTA (WORLD HEADQUARTERS)

1050 Delta Boulevard  
Atlanta, GA 30320

See [www.DeltaCommunityCU.com](http://www.DeltaCommunityCU.com)  
for branch and drive-thru hours.

## Coming Soon

### DULUTH (Opening Spring 2009)

1980 Satellite Boulevard, NW  
Duluth, GA 30097

# Sandy Savers™ Club Offers More To Young Members

## A New Look With New Friends For A New Year!

Delta Community has some exciting news for our Sandy Savers™ Club members. Last month we mailed our club members an announcement that showed Sandy's new look and gave a preview of his new friends. Because the club is now divided into two age groups, children will get financial educational material that is more relevant to their age.

It has always been a great savings club for children ages 0-12, but now it's even better. Children will receive introductory newsletters this December so they can get to know Sandy and his new friends and what to expect in future newsletters.

For the 0-6 age group Sandy Saver will partner with five feathered friends to bring informational articles for parents, some fun activities for the kids and of course the once a month coloring contest.

The 7-12 year-old newsletter features Sandy's older friends who are so cool they're called the **Cool Cash Kids**. Children will get to know the whole gang and their teacher in these quarterly newsletters about earning, saving and spending money. They'll also get the chance to enter contests and win prizes.

Providing our youngest members with a good start in the financial world is something your credit union strongly believes in. And Sandy Saver is proud to be able to have good friends that help him spread valuable financial information.

We hope your children enjoy the new Sandy Savers Club and we look forward to providing them with quality information to help them become good savers and spenders in the future.



# New Business Members Can Enjoy Full Benefits

## We Want To Help You Do Business Better!

We're pleased to introduce Delta Community Business Services, a full-service product line that's been developed to meet your individual business needs. Offering business products and services to the metro- Atlanta community is another demonstration of our commitment to providing quality financial solutions for every aspect of our members' lives.

### What's different about our business services and products?

We have a team of trained professionals who want to partner with you. They will strive to understand your business and provide financial solutions that are tailored to help you be successful.

**Our product suite is best-in-class and offers many options that allow you to do business better. We offer premier products and services including:**

#### Business Deposit Products

- Business Savings – Interest-bearing account with no monthly fees
- Money Market – Tiered interest rate with no monthly fees
- Value Checking – Convenient 24-hour access to your funds with Online Banking and a Visa® Business Check Card
- Business Checking – The benefits of our Value Checking with greater transaction flexibility and a tiered interest rate

#### Business Lending Products

- Business Line of Credit – Convenient access to withdraw funds whenever you need them
- Business Term Loan – Secured loan with a fixed rate
- Commercial Real Estate Loan – Commercial mortgages at fixed rates
- Visa Business Platinum Rewards Credit Card – Low fixed interest rate with Rewards and no annual fee

If you are thinking about starting a business or already have an established company, consider taking advantage of the one-on-one personal advice and support you will receive from our expert team of Business Relationship Managers.

For more information, visit our web site at [DeltaCommunityCU.com/Business](http://DeltaCommunityCU.com/Business) or contact us at **1.866.608.3228**.

# Choosing Beneficiaries Wisely

Content developed by CUNA Brokerage Services, provided by Delta Community Investment & Insurance Service

When you join an employer's retirement plan or open an IRA, you are asked to designate a beneficiary to receive the proceeds at your death. Unfortunately, many people give little thought to this decision. It's important to remember that the beneficiary you name can make a big difference in how the benefits will be distributed and how much the people you care about will receive.

## Don't use your will

If you don't name a beneficiary, insurance proceeds and retirement benefits will be paid to your estate to be distributed under your will. Your family won't be able to receive the assets until your estate is probated, which could take months or even years.

## Naming Your Spouse

Naming a spouse as beneficiary for retirement assets provides the greatest planning flexibility. If you have not yet begun receiving minimum required distributions, your spouse can begin taking distributions based on his or her life expectancy immediately, even if he or she is younger than age 59½ without the 10% tax penalty. A spouse also has the option of rolling over the assets into his or her own IRA.

## Considering the Children

You also should designate at least one contingent beneficiary in case your primary beneficiary predeceases you or dies before all the benefits are distributed. Children are a frequent choice for contingent beneficiary.

## Reviewing Beneficiaries:

While making the initial beneficiary designations is important, you also must review these decisions whenever you have a significant change in your life. Here are some reasons to review your beneficiaries:

- You've married or divorced
- Your beneficiary has died
- A new child or grandchild has been added to your family

## Take Time to Make the Wise Choice

When you are filling out your retirement plan or IRA paperwork, it's easy to skim over the beneficiaries section. But these are important decisions not to be taken lightly.

Terry Anderson, Howard Brown and Julie Bates are Financial Advisors with Delta Community Investment & Insurance Services located at Delta Community Credit Union. If you have any questions, or would like to provide feedback, regarding the information presented in this article, you may contact Terry, Howie or Julie at 404-677-4890 or 800-544-3328 ext 4890.



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# Investment & Insurance Services Schedules Seminars & Workshops

## To Help You Meet New Financial Challenges

Delta Community Investment & Insurance Services will host events throughout the year on topics of interest to members. They will be on a wide variety of subjects that are important in both the investment and insurance fields. Knowledgeable speakers from our staff, as well as experts from the financial community, will present interesting material and be available for questions.

A quarterly schedule will be posted on the **Community** section of our web site under **Events & Education**. Take a minute now and check the calendar to see what might be of interest to you. You can make reservations online to attend. There is no cost to participate in these informative presentations, so take advantage of this opportunity and attend as many as you like.



# TURBOTAX® ONLINE MAKES TAX TIME STRESS-FREE

It's tax time again, but there's no need to stress. We're going to help make your tax process easier! We're once again offering TurboTax on our web site. When you log on to [www.DeltaCommunityCU.com](http://www.DeltaCommunityCU.com), look for the TurboTax link and get started. Use this great tool to prepare your taxes and even submit your taxes online. The forms are easy to download and complete, and the directions are simple to follow.

This year, again, we're offering access to the Free Edition which is great for the 1040EZ and other simple returns. However, most returns will require the Deluxe or Premier editions which are offered at discounted prices starting at \$29.95.

To get started, access and complete your return through the TurboTax links on the Delta Community Credit Union web site. Also, read the **Tax-Time Tips** below to make your entire experience stress-free.



## TAX-TIME TIPS

Tax season can be a New Year's downer unless you are prepared. Here are a few tips to make it through April 15 without any added stress.

### Get Organized.

A very simple tax return may not require a lot of additional information beyond the standard W-2 forms from your employer. But, if your return is more complicated because of itemized deductions, a business that you own or multiple investments, you may have more work. Gather receipts in advance and organize your financial records to make the process easier when you sit down to do your taxes. Being organized can save you time and prevent stress.

### Know Your Options.

If you cringe at the thought of doing your own taxes or don't like the price tag of hiring someone to do it for you, there are a number of tax software options available to you. Delta Community offers discounted TurboTax® software for our members to make the process easier. TurboTax asks simple questions about your income, family, and life changes that help you to derive the amount of taxes owed or the amount of the refund you are eligible to receive.

### Think Ahead.

Start thinking of next year's tax season now. The Internet has plenty of helpful information available about personal finances. If you take the time to research your options you can find a number of opportunities that can save you money on your next tax return and help you plan for the future.

Do research to learn about contributing to funds like IRAs which may be tax deductible. Also, look for information on some college savings plans which can be easily set up and can earn extra deductions.

Most likely, taxes will not be the highlight of your new year, but using these tax tips can help take the sting out of filing and get your 2009 off to a great start.

## FIVE GOOD REASONS WHY YOU SHOULD HAVE A DELTA COMMUNITY VISA® CREDIT CARD.

With the current state of the economy and the scarcity of available credit, consumers are finding it more and more difficult to obtain new loans. Not just personal and mortgage loans, but unsecured credit card lines.

In addition, consumers with credit cards from other financial institutions have discovered that either their interest-rates have increased or, their credit limit has decreased.

If you are looking for a solid credit card product that will be a solution to your financial needs, look no further. The Delta Community Visa credit card has always offered the most advantageous features and benefits with no hidden gimmicks or fees. Here are five reasons why you should get a Delta Community Visa credit card today:

**Low Fixed Rate** – We offer competitive fixed rates, so you never have to worry about your interest rate fluctuating from month-to-month.

**No Annual Fees** – You never have to pay an annual fee for the great benefits and features the Delta Community Visa credit card offers.

**Reward Points** – You can earn points for virtually any type of reward with just one card. Redeem for merchandise, travel, cash back, gift cards, or donate your points to a charity!

**Security Guarantee** – We offer Zero Liability if your card is ever compromised and Verified by Visa, which protects you from fraudulent online purchases.

**Simplicity & Convenience** – You can enjoy 24-hour access to your account with Online Banking. In addition, you can track your account, real-time with eAlerts.

Find out more about our Visa credit card products at [www.DeltacommunityCU.com](http://www.DeltacommunityCU.com).



# Step Up To Big Savings As A Home Owner Today

## Make Your Next Move with Delta Community

There are many reasons purchasing a home is a good financial decision. A home is an investment that generally appreciates over time. Being a homeowner also positions you to be able to take advantage of some significant savings opportunities.

As you prepare your federal income tax returns this year, notice that the government helps to subsidize the purchase of a home through certain tax deductions. The interest and property taxes you pay in a given year can be deducted from your gross income, which reduces your taxable income.

Property taxes are deductible, too. Whatever property taxes you pay in a given year may also be deducted from your gross income, further reducing your tax obligation.

If you're already a home owner and are considering a Home Equity Loan, know that the interest paid on a Home Equity Loan may be tax deductible. Consult with your tax advisor for more information.

Getting a house with a fixed rate is a much better alternative than renting, provided of course that you have the financial resources to secure the mortgage. If you're renting, chances are the price you pay will increase each year - if not more often. But when you get a fixed rate mortgage, the amount you pay stays within a certain range for the life of the loan, whether it's 10, 15, 20, or 30 years! Compare that against rent adjustments over the same time period.

Another great benefit of buying a home is the built-in savings it provides. Having a house is like having an automatic savings account. As you pay your mortgage each month, a portion is applied to the principal. At first the amount going toward the principal isn't that much, but over time it accelerates. This builds equity in your home that can convert to profit when the home is sold.

There has never been a better time to purchase a home than right now! Interest rates remain favorable and it's a "buyer's market," meaning if you have the funds and can qualify for a loan, then you're in the driver's seat for great savings and value.

Delta Community Credit Union is ready to help! We offer a variety of mortgage products to fit your home buying needs, including outstanding money saving 1<sup>st</sup> mortgage options.

We also have Home Loan Specialists conveniently located in our community branches throughout Atlanta. They'll be happy to talk with you about how Delta Community can help simplify the home buying process. They're friendly, helpful and informative.

To find a Home Loan Specialist near you, visit [www.ChooseLibertyLoans.com](http://www.ChooseLibertyLoans.com)

You can apply for a mortgage and learn more about our real estate products and services at [www.DeltaCommunityCU.com](http://www.DeltaCommunityCU.com)

So make the move to Delta Community Credit Union today!

**And remember, you'll always be at home with us.**

Source: Realestateabc.com



**FINANCIAL STATUS AS OF NOVEMBER 30, 2008**  
 Assets: \$2,842,000,000 Deposits: \$2,304,000,000 Loans: \$1,853,000,000 Members: 179,701

**GREAT CONNECTIONS**  
 Loan Line | 1.888.243.2629  
 Audiotape | 404.715.4627 or 1.800.334.7536  
 Mortgage Line | 1.866.472.4071  
 Web Site | [www.DeltaCommunityCU.com](http://www.DeltaCommunityCU.com)

**HOLIDAY CLOSINGS**  
 Mon. Jan. 19 | Martin Luther King, Jr. Day  
 Mon. Feb. 19 | Presidents' Day

*Insights is a bi-monthly publication for the members of Delta Community Credit Union. Issues are archived on our web site for easy reference.*

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**NCUA**  
 This credit union is federally insured by the National Credit Union Administration. Accounts insured up to \$250,000.

**EQUAL OPPORTUNITY LENDER**

**Delta Community**  
 CREDIT UNION  
 Presorted Standard U.S. Postage PAID PSB 92799

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