



Kent Credit Union
We Make Banking Better.

SERVING ALL OF PORTAGE COUNTY! CommonBond

SECOND QUARTER 2009

NEWS AND SPECIALS FOR MEMBERS-OWNERS OF KENT CREDIT UNION

VOLUME 7



Message from the President/CEO

Dear Valued Member,

I would like to thank you once again for your continued loyalty and business. I also want to assure you that your credit union continues to operate in a safe and sound manner, despite the current economic conditions facing our country.

You are probably aware of the many uncertainties that have occurred in our financial markets and economy in the past year. The mortgage crisis and credit crunch have negatively impacted the condition of many banks and other financial

institutions. In spite of this, Kent Credit Union remains extremely financially sound and currently has capital exceeding \$3.5 million. You can trust us to ensure the safety of the funds that you have on deposit. For added peace of mind, your funds are federally insured by the NCUA to at least \$250,000 and by Excess Share Insurance for an additional \$250,000. We ended 2008 with over \$36 million in total assets, which is more than a \$2 million increase from 2007.

We continue to move forward with many of our strategic initiatives to improve the value of your member-ownership. We recently launched a completely re-designed website and newsletter as part of our overall re-branding process. I hope you find the website easy to use and navigate.

In the coming months we will be unveiling an updated home banking platform which will also allow you to receive your monthly statements online rather than by mail. We look forward to continuing to find new and innovative ways to serve your financial needs.

Sincerely,
Joseph D. Crawfis

We've Got a New Face!

Kent Credit Union is proud to launch the first phase of our new branding with an updated, modern website www.kentcu.com and newsletter featuring our new logo! And we have you to thank! Last year Kent Credit Union surveyed its members to find out how we can best serve them. Response to the survey was a huge success and helped us to identify members' needs, desires and satisfactions as well as the intangible elements of what Kent Credit Union means to you. Based on this information, we were able to create a new brand that symbolizes four core values that represent our members and reinforce the mission statement and vision set by our Board of Directors.

Kent Credit Union Core Values

- **A Financial Partner:** Kent Credit Union shall be recognized by its members as not only a provider of financial services, but also a partner in achieving personal and financial success.
- **Dependable:** In order to build members' trust with their money, Kent Credit Union shall provide constant member reassurance through education, service, and communication.
- **Honest Counsel:** Kent Credit Union recognizes that members look to us as trusted experts for honest financial counsel.
- **Family Oriented:** Families are important to Kent Credit Union and to many of our members, and we recognize that the decisions we make impact the families we serve.

Our slogan **"We Make Banking Better"** differentiates us from other financial institutions and highlights our enduring commitment to serve all members with honesty and compassion.

Our attractive and inviting logo demonstrates the foundation of Kent Credit Union in "Tree City" and reflects the themes of stability and growth. The leaves are also indicative of money, and the font reflects our stable and trustworthy reputation.

Over the next several months, you will see a continuance of this new branding in our offices. As we make some of these transitions, we want you to know we are your financial partner; you can depend on Kent Credit Union for honest counsel and to be a part of your every day life. You are the reason we are here.



Are you a credit union member? If you are a current credit union member, or if you are eligible to become a credit union member, then you qualify to participate in "Invest in America", a program designed to give you an exclusive supplier discount when purchasing most GM or Chrysler automobiles.

Contact KCU and get pre-qualified for a vehicle loan and save even more with our low auto loans rates (check rates at www.kentcu.com). How can you learn more? Just go to www.lovemycrreditunion.org, click on the "Credit Union Discount from GM" logo or the Chrysler "Cruise into Cash Back" logo, and get information on how to take advantage of this program and do your part to invest in America.



create amazing loyalty through mortgages

Financing your home has never been easier! KCU has partnered with myCUMortgage to offer our members competitive rates and reliable service when purchasing a home. Access myCUMortgage by logging on to www.kentcu.com or contact our Loan Department at 330.678.2274 for detailed information.



“Hats Off to Hattie” Family Fun Day

Saturday, June 6th 11am - 3pm

Third Annual Charity Drive to benefit the Hattie Lartham organization sponsored by participating Liberty Corners Merchants

Liberty Corners Plaza (corner of Rt. 43 and Market Square Drive)
Find upcoming announcements and updates at www.kentcu.com.

Get Your Tax Refund Fast!

Have your tax refund direct deposited into your credit union account. Just check the box on your tax return, fill in our routing number 241279234 and save delays with the mail! Consult your tax advisor for complete details.



Vacation Club Transfer May 1st

In today's economy, a KCU Vacation Club is the perfect way to save for a vacation! Open this free account and begin saving methodically to reach your goals. Members who participate in KCU's Vacation Club Account will have their contributions and dividends deposited to their regular savings account on May 1. (Contributions made through payroll deduction will continue unless we are notified otherwise.) Questions? Contact us at 330.678.2274 or online at www.kentcu.com.

Congratulations to Our Graduates

Congratulations to all of our high school and college/university graduating seniors for 2009! Best wishes as you pursue your future education and career path. You can place your confidence in KCU to provide you with personalized financial products and services, many of them free, designed especially for your needs... just contact us.

“Portage Pets in Need” Collects Funds for Local Animal Shelter

Thanks to the generosity of KCU's members and staff, our third annual “Portage Pets in Need” campaign during the month of February was the best yet! In addition to the many items collected at our three branch office locations, \$600 in cash was donated to benefit the Portage Animal Protective League. For more details about this successful event, log on to www.kentcu.com, go to “member services”, and select “press releases”.



Holiday Closings

**Mon., May 25th
Memorial Day**

**Sat., July 4th
Independence Day**

Please use our audio response teller at 330.677.2395, our online services at www.kentcu.com, or your ATM/check card, all available 24/7!

IRA Contributions for 2008 Tax Benefits

The cutoff date is fast approaching for making contributions to your IRA account and claiming a tax deduction for 2008. April 15 is the deadline for 2008 contributions, so be sure to contribute before then if you plan to take advantage of the tax deduction. If you don't have an IRA, stop by KCU before April 15 and open one. You don't have to make a huge initial contribution to get started. Start small and let it grow. We make it easy to transfer money from your checking or savings account into your IRA on a regular basis, so your money will grow safely and securely.



Kent Credit Union
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KENT
6020 Rhodes Road
Kent, OH 44240
Phone: 330.678.2274
Fax: 330.678.6252

RAVENNA
271 So. Chestnut Street
Ravenna, OH 44266
Phone: 330.298.0400
Fax: 330.298.0404

STREETSBORO
9350 Market Square Drive
Streetsboro, OH 44241
Phone: 330.626.3200
Fax: 330.626.3259

HOURS
Mon. - Thurs: 9 a.m. - 5 p.m.
Friday: 9 a.m. - 5:30 p.m.
Saturday: 9 a.m. - Noon

TOLL FREE
888.221.7556

WEBSITE & ONLINE BANKING
www.kentcu.com

ART TELEPHONE BANKING
330.677.2395

ATM NETWORKS



SAVINGS PRODUCTS

Savings Accounts
Share Certificate Accounts
Christmas & Vacation Clubs
IRA Accounts
IRA Share Certificates

CHECKING PRODUCTS

Free Checking Accounts
ATM/Check Cards
Online Bill Pay

LOAN PRODUCTS

First & Second Mortgages
Home Equity Loans
New & Used Auto Loans
Consumer Loans
Student Loans
Stretch Pay Loans

OTHER MEMBER BENEFITS

Direct Deposit
Payroll Deduction
Free Notary Services
CUNA Insurance Products
Money Orders
Traveler's Checks
Wire Transfers

Each individual account is insured for up to \$500,000 by the National Credit Union Administration and Excess Share Insurance.

