

Alternatives Federal Credit Union Members Quarterly



Cover and inside spread from the 2015 Annual Report.

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Upcoming events

- July**
- 9** 3rd Annual Kindness Bootcamp for Women (co-sponsored event)
 - 12** Captivating Audiences From Stage
 - 15** Lending 101
 - 15** Twitter Fundamentals for Business
 - 21** Business CENTS: Coffee Talk
 - 29** Leveraging Instagram for Business
- August**
- 1** Member Appreciation Event
 - 10** Becoming a Business Owner 101 (Series: August 10, 17 and 24)
 - 16** Choosing Your Email Market Provider
 - 18** Business CENTS: Coffee Talk
 - 23** Standout Subject Lines
 - 27** Food Shopping and Local Resources
- September**
- 17** Money Management: How to Get What I (Really) Want
 - 15** Business CENTS: Coffee Talk

Details and how to participate are online at alternatives.org.

Artist of the month

- July**
Peter J. Panek
- August**
Kathy Troy

September
Linda Zeito

A special thank you to our last quarter Artists of the Month:

- Lindy Joy Cummings
- Nicolas Carbonaro
- Inge M. Alexander

01 Mobility+

As we kick off July and enjoy the lazy days of summer, Alternatives is moving full speed ahead in bringing the latest and best technology services to our membership.

We are pleased to announce that our members with Android phones can now enjoy the same mobile payments benefits as our members with Apple phones, with the activation of Android Pay. After downloading the app, simply activate your Alternatives Visa Debit card into the phone, and enjoy the benefits of using your debit card without having to give your card number out to the merchant.

Our members with Samsung phones get a special treat with Samsung Pay, also available now. With its unique Magnetic Secure Transmission technology, members can use their phone to pay at any store, regardless of whether the store takes digital payments or not. Just download the app, load your Alternatives Visa Debit card, and away you go!

And don't forget Visa Checkout - it is a great way for our members to make their online shopping experience quick, easy, and super smooth.

With all these great ways to use your Visa Debit card, keeping track of who bought what and where can become daunting. Fortunately, with the Transaction Alerts feature in our Online Banking, this task is much easier. Simply log onto your Online Bank, hit the Alerts Tab (between Statements and Reports) and set up an email or text alert for any kind of transaction or situation.

02 Annual Meeting

Alternatives celebrated another year of service for the community at our Annual Meeting on June 16.

The event was held at the Space at GreenStar. Members heard updates from officers of the credit union, and

were treated to a humorous, inspiring and thoughtful keynote address from **Michelle Courtney Berry**.

A slate of candidates for the Board was approved. Selected for new terms were **Jim Fravil, Gvozden Dokic, Brian DeYoung** and **Kenneth McLaurin**. In addition, several awards were given to outstanding members and employees.

Student Credit Union Award:

Dan Cogan and Cristin Baker

Credit Union Volunteer of the Year:

Betty Falcao

The Jeff Furman Award for Social Responsibility in Business:

Strebel and Strebel

The Lotus Award (presented to outstanding employee): **Brendan Wilbur**

We appreciate the support of all of our devoted members who attended the meeting. If you missed the meeting and would like a copy of our annual report, stop by the branch or read it online at **alternatives.org**

03 Award winning brand and design



Tammy S. Drost, Director of Brand Marketing, is all about connecting the dots, building relationships and breaking down silos to deliver a fully integrated and synchronized approach to doing business by employing a combination of business acumen, brand strategy, marketing, communications, creative solutions and technology.

In February 2015, Tammy took the reins of the Marketing Department, bringing with her years of experience building

one of the top financial brands in the world. Armed with a strategic plan and teaming up with a design firm, **The Visual Team (Kim and Steve Macauley)**, Tammy has been leading Alternatives through the monumental journey of rebranding.

And their efforts are paying off, Tammy, along with The Visual Team recently submitted six projects to Graphic Design USA's 2016 InHouse Design Competition. Out of 6,000 entries, 15% were award recipients and chosen for publication in **Graphic Design USA Awards Annual Alternatives 2014 Annual Report, Mobility+ campaign and Business CENTS Coffee Talk Campaign** made the cut along with a few Fortune 500s, small business and top universities and museums in the US.



Grow your business support network at Coffee Talk
Share advice, experience, brainstorm and problem solve

Alternatives Federal Credit Union
125 N. Fulton St.
Ithaca, NY 14850
EISP Accredited
For more info: coffee@alternatives.org or (607) 256-5476



Throughout 2016 and 2017, we will continue to rebrand our advertising, marketing materials, website and the branch. For more information contact **Tammy Drost** at **tdrost@alternatives.org**

04 Alternatives comes to Collegetown

Cooperating for convenience.

Alternatives will be opening a staffed branch with an on-site depository ATM at GreenStar's third location at 307 College Avenue in the soon-to-be-completed Collegetown Crossing building. The anticipated opening date is Wednesday, August 17 pending any construction delays.

In anticipation of the opening date, we will offer joint Alternatives/GreenStar memberships at our upcoming August 1 Member Appreciation event at Alternatives 125. N. Fulton St. location. Also, look for Alternatives at Cornell University's Ho Plaza for Cornell's Banks on Campus event August 19-20.

05 Providing unique mortgage solutions

Karen and David "Jamo" Jamarusty have been Credit Union members since 1985. Their story about how they discovered the Credit Union is an interesting one. David grew up in Ithaca. He loves this town, this area, the beauty, the people, the community. He wanted to build a log cabin back in 1972 but as a self employed musician and artist, his income was small. A friend offered to give him a couple of acres to build his cabin. As he says, "I'm a musician, not a carpenter" but he figured out how to build a small cabin with no running water and no electricity. He and Karen got married and had a daughter and lived in their little cabin for a number of years. They added electricity and a well and septic and stayed warm with a wood stove. About fifteen years ago, they decided it was time to really improve their home. They wanted to add a painting studio and bathroom, upgrade other rooms and add central heat. They went to their long time bank to apply for a mortgage. The bank turned them down because they did not have central heat. The bank did not care that part of the money was

going to be used to put central heat in the house. A friend told them to talk to Alternatives about the loan, "they help people like you".

They found a very different welcome at Alternatives. The loan officer was excited about their house and the improvements they wanted to make. Jamo and Karen also talked about all of the repurposed materials they used in their house; windows from Central School, a bathtub from an empty house, a fireplace from a house that was being torn down. They were quickly approved for a first mortgage and a home equity loan, the improvements were made. Karen then joined the Credit Union Board of Directors in order to continue the good work the Credit Union does. She served on the Board for nine years! We are happy Karen and Jamo were turned down by their bank years ago.

To learn more about how Alternatives mortgages can work for you, contact **Brian Kunk-Czaplicki** at bkc@alternatives.org or (607) 216-3409, or **Phil Shay** at pshay@alternatives.org or (607) 216-3474.

06 Ticket to ride



Ask us how to save on your auto loan.

Alternatives worked with me to help get my family a safe, reliable car. I was able to get a great car loan with a good interest rate.

— Julie Kitson, Happy Member

Whatever your choice of wheels, Alternatives offers great rates for new, used (up to eight model years old) and

older model car loans (up to eleven model years old). If you are looking to refinance, we have solutions designed to save you money. Come see us so you can get out and enjoy the summer.

Apply online at alternatives.org or contact Consumer Loan Officers, **Rubi Noe** at rnoe@alternatives.org (607) 216-3408 or **Trisha Jones** at tjones@alternatives.org or (607) 216-3474

07 Women making a difference



Women in Tompkins and Cortland Counties were invited to help address the need for affordable housing throughout our community during Habitat for Humanity of Tompkins and Cortland Counties' (TCHF) 6th Annual Women Build Weekend event. This two-day build was part of Habitat for Humanity International's 8th Annual National Women Build Week. TCHF is one of more than 300 Habitat affiliates nationwide hosting Women Build projects with support from Lowe's, Habitat's longtime partner in the event. The week is meant to spotlight the homeownership challenges faced by women.

On Saturday, May 7th, Kim Hazelton, Alternatives Federal Credit Union Chief Operations Officer and Women's Build Team Captain, along with our 2016 Women's Build Team: Becky Bordonaro (with sister Jennifer and friend Nancy), Amy Chapman, Mary Chapman, Carol Chernikoff, Heather Hoover, Sullymar Pena-Vazquez, and her daughter.



08 Mad City Money



table, where Fate asked students to roll the dice and determine whether the month-long period represented by the simulation would bring them good or bad luck.

Volunteers from Alternatives staffed a Credit Union table to show the students how cooperative non-profits can help them make sense of economic realities. Volunteers uniformly reported that the students impressed them by their commitment to understanding and

succeeding at balancing their finances during the event. Alternatives plans to provide this experience to Ithaca High School students annually. To find out how to bring Mad City Money to an organization of your own, contact **Joe Cummins** at jcummins@alternatives.org.

On April 1, Alternatives collaborated with Cornell Cooperative Extension, the Ithaca City School District, Ithaca High School and more than 70 volunteers to stage a financial reality fair called Mad City Money. While Alternatives has organized several of these events since 2010, approaching a rate of two per year, this event was the biggest in our history.

Kenneth McLaurin, Financial Management Educator from Cornell Cooperative Extension and Director from the Alternatives Federal Credit Union Board, and Brian Keating, Consumer & Financial Program Committee member, volunteer and regular participant in Alternatives Business CENTS program, reached out to Alternatives' Community Development Educator Joe Cummins to plan this extraordinary simulation.

In the past 10-20 students have participated, in venues such as the Alternatives Board Room. On April 1, we saw 270 seniors in the cafeteria at Ithaca High school. Ithaca City School District Superintendent Dr. Luvelle Brown, and Ithaca High School Principal Jason Trumble helped staff the central

Alternatives IMPACT

Alternatives Impact is the bridge that connects funders and community members to the good work of our Community Development Credit Union, Alternatives FCU. We raise funds to support economic justice work and rely on our expert team of Community Program practitioners to serve everyone, especially those among us that have not been served by mainstream financial institutions.

We're looking forward to a busy summer here at Impact. We will be deploying ambassadors and a new outreach person to bring word of our mission to where it's needed most, looking at local trends to assess priorities. We are implementing a more evidence-based approach to evaluation. For years, thrilled clients have offered us happy anecdotes about how we've helped them improve their lives. Now, we are moving beyond stories and satisfaction surveys to new, more rigorous techniques that promise continuous feedback and improvement.

As a Community Development Credit Union, Alternatives cannot and does not operate like a mainstream financial institution. We rely on dollars donated to Alternatives Impact to expand our capacity in much-needed areas and to better serve our community.

For more information about how you or your business can support Alternatives Impact, visit alternatives.org/Impact or contact **Liz Hudson**, Development Director at lhudson@alternatives.org or **Rebekah Scott**, Program and Development Assistant at rscott@alternatives.org, or call (607) 216-3426.