

This Issue

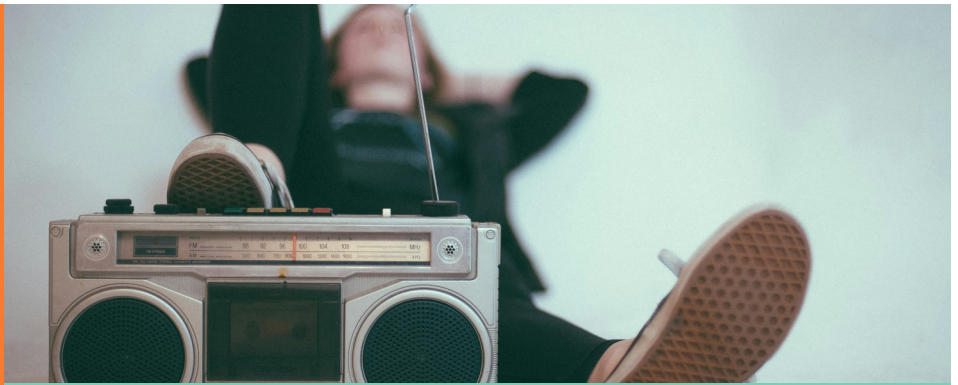
Renovate to the Max

Bad Brand Confessions

69th Annual Meeting: One for the Ages

Sprout Young Saving Skills

Branch Closings



Money Matters

THE NEWSLETTER OF LAKE COUNTY EDUCATIONAL FEDERAL CREDIT UNION

SPRING 2024

Renovate to the Max with Our Amped-Up Home Project Loan Mute the credit cards. We've got your jam.

If you're looking to take on a long-overdue home project this spring, you can always reach for a home improvement store credit card. That would be temptingly convenient – although unnecessarily expensive. But let's face it, you're a little too punk rock for that. That's not how credit union people roll.

What if you could take advantage of a low-cost home improvement loan that's 100% collateral-free, quick and easy to apply for, and can put the funds in your hands, same-day? Our **Home Project Loan** is made for small to medium-sized projects, up to \$10,000, and offers a refreshingly fixed rate, not-for-profit style. Now you're talking.

There's no better time to crank up the volume on your dream home renovation. Whether you want to overhaul that schlumpy bathroom into a modern-day masterpiece, or finally replace those sad, outdated windows and appliances, our high-octane Home Project Loan can help turn it up to 11.

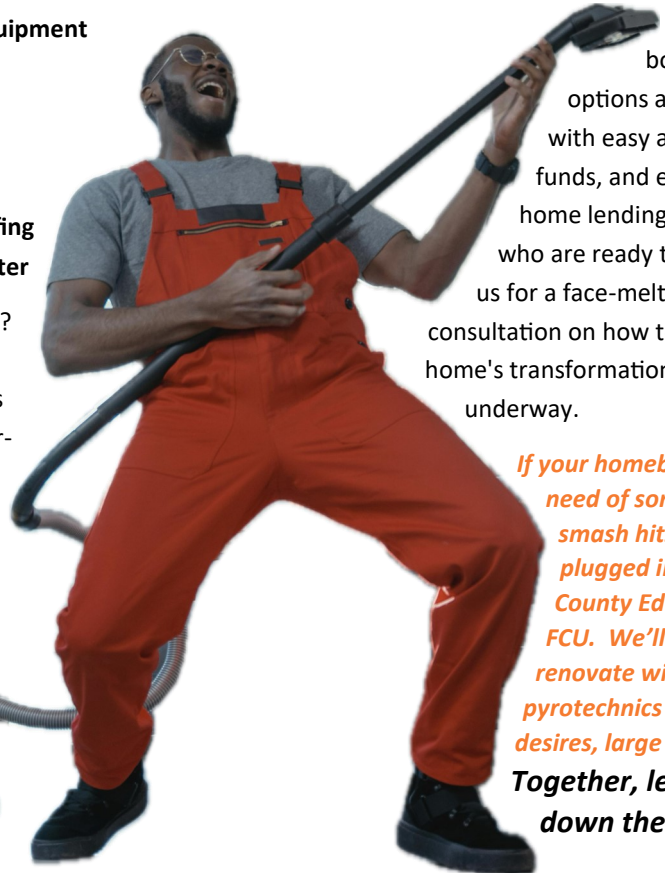
The Home Project Loan is the ultimate backstage pass for any renovation you have in mind:

- Furniture
- Appliances
- Flooring
- Deck & Patio
- Landscaping
- Basement
- Home Office
- Exercise Equipment
- Insulation
- Solar
- HVAC
- Roofing
- Waterproofing
- Home Theater

Got bigger plans? If your home renovation ideas are stadium tour-level epic, then we've got two

headlining borrowing options to make those dreams a reality. For homeowners looking to go platinum, we're offering up a **Fixed Equity Loan** and a **Home Equity Line of Credit** that'll blow the roof off. Whether you need a lump sum of cash, or a dedicated line of credit, these are the most affordable borrowing options available - with easy access to funds, and experienced home lending rock stars who are ready to help. See us for a face-melting consultation on how to get your home's transformation underway.

If your homebase is in need of some new smash hits, get plugged in with Lake County Educational FCU. We'll help you renovate with all the pyrotechnics your heart desires, large or small. Together, let's bring down the house.



BAD BRAND CONFESSIONS

The Unfiltered Story

You certainly don't need us to point out that our name, "Lake County Educational Federal Credit Union," is a mouthful. That's more than obvious, to be sure, but its relative verbosity is only half the problem. We would just use our initials, if we could, but there's another credit union here in Painesville with those exact initials – and that has been confusing people for decades. Moreover, our name doesn't exactly compliment our North Olmsted branch, especially since it's based in Cuyahoga County. We've clearly outgrown our ungainly name. And let's face it. Our logo hasn't been winning any beauty contests, lately.

You may recall our misbegotten attempts to rebrand back in 2019. We had selected the name, "Achieve," as our future brand identity, with ambitions of unveiling it before year's end. However, our plans encountered an unexpected brick wall when another credit union here in Ohio secured the rights to that name days ahead of our own filing. You can't make this stuff up.

The onset of the global pandemic unfortunately stymied our rebranding momentum, for a short while. Happily, though, this transformative project has been reinvigorated in 2024, with the full endorsement of our Board of Directors. We have engaged the services of Origo, a renowned branding and marketing consultancy, to help guide us through this undertaking.

Our strategic objective is to unveil our new name and brand identity before the third quarter of this year. You can expect frequent communications over the coming months as we solidify these exciting enhancements. We view this as the dawn of an invigorating new chapter for our credit union. But here's what we need to underscore:

A new brand identity does not mean a different credit union. We are not changing, not merging, not being acquired, not losing our education focus – none of that. We'll be the same credit union you love and trust, just with a more appealing brand. So we may be losing our ugly name, but our values will always remain beautiful.

69TH ANNUAL MEETING

one for the ages

We had a fantastic turnout for Lake County Educational FCU's 69th Annual Meeting. It was our first live gathering since COVID, and it was an absolute joy to see so many old friends and new faces. If you weren't there, we're afraid that you missed an epic event.

Members enjoyed an informal lunch, a shared sense of fellowship, and the inimitable prize-drawing madness. In celebration of our best year ever, we lined up \$2,000 in total cash prizes.

Event highlights were next-level. First up, we announced a brand identity refresh coming in 2024, discussed in more detail here in **Money Matters** (column left). We also introduced an innovative new membership path that can extend our reach to even more people. There were plenty of upgrades for our existing members, too. Get ready for an exquisite new online and mobile banking platform hitting the digital scene this year. We're talking game-changing functionality and a crisp, user-friendly experience. And if

branching-out is more your style, big news: our Painesville location will unveil a state-of-the-art ATM this May for all your on-the-go banking needs.

We extend a huge congratulations to Robin Channels on her well-deserved board seat term renewal. And we officially welcome Scott Greenlee as our newest elected Board member. His experience and fresh perspectives will be truly indispensable.

Finally, it came time to bid farewell to a legendary figure - Jackie Cawley. As she prepared for retirement from the Board, the outpouring of love and gratitude flowed. Jackie's decades of selfless devotion to the credit union moved many to tears. While she may be departing her official role, Jackie will forever remain a beloved figure to us all, and a family member for life.

One message rang clear as the 69th Annual Meeting drew to a close - this is so much more than just a financial institution. We are a fiercely loyal, nurturing community bound by authentic relationships and a shared cooperative spirit. United we'll forge boldly ahead into new adventures together.

Sprout Young Saving Skills: April is Youth Month

All April long, we're celebrating young credit union members. Prizes will be awarded for any member, age 13 or under, who makes a deposit in April. A \$100 drawing will be held for all teens, ages 14 – 18, who make a deposit during Youth Month.

Parents and Grandparents: Give your young loved ones a head start on financial literacy. Open a youth account and let them learn about saving and spending wisely, free of the interests of corporate banks.

They'll develop savvy money habits early, on a hands-on path to financial independence.



BRANCH CLOSINGS
ECLIPSE DAY: APR 8
MEMORIAL DAY: MAY 27
JUNETEENTH: JUN 19



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