



Family Matters

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A quarterly newsletter from **Family Horizons Credit Union**

Q&A with Family Horizons President Keith Wright

“I’m pleased and excited with our progress.”

Our members have embraced our new products, making them popular from their introduction. It’s because we listen.

*Keith Wright
President and CEO
Family Horizons Credit Union*

Amidst the economic turmoil, how healthy is Family Horizons Credit Union? Like everyone else, FHCU has been impacted by the economic downturn. Many of our challenges come when members lose their job and cannot make payments on their loans. Of course, we work with our members to do everything we can to help them get back on a regular payment plan. Still, even with higher loan delinquencies, we remain strongly capitalized. With member deposits insured up to \$250,000 by the U.S. Government, Family Horizons continues to be a safe and secure way for people to do their banking. We continue to successfully grow as a credit union because our members have confidence in us. And even as some members move away, they’ve remained loyal Family Horizons members, taking advantage of our Shared Branch Banking and Home Banking services. I’m proud to report we now have members in 44 states!

But you recently closed a branch. Isn’t that a sign of decreasing membership? No, quite the contrary. We continue to add members all the time. We closed our Park Fletcher branch because we were concerned for the safety of our members and staff in the midst of declining traffic, instability of the surrounding neighborhood and an increasing potential for crime. Still, we continue to look for a better location and have been working with the FAA for more than a year to place a branch within their facilities. This has proved to be a slow process but we’re optimistic we can open a branch to serve our members who live or work in that area.

Family Horizons has recently launched several new products and services. How are they doing? Our members have embraced our new products, making them popular from their introduction. We *listen* to our members. And while we can’t always launch a product immediately after we get a request, we start the behind-the-scenes due diligence to get the product started. This has helped us introduce Money Market

savings, IRAs, paperless statements, Online VISA® and more.

What products do you think you might offer in the coming year or so? We have some exciting new products on the horizon. Some I can share with you today. Others we’ll announce in the months ahead. One product we believe will be very popular among members is Family Horizons Long-Term Care Insurance. This product will allow our members to protect themselves and their families from the financial burden that can be imposed by having to place someone in a long-term care facility. With this protection, Family Horizons members will know that they, or someone they love, can afford the care they deserve, without depleting hard-earned savings.

Of course, in addition to new products, we continue to find creative ways to help our members work out loans, consolidate debt and generally get through unexpected, short-term economic hardship. That’s one of several ways we separate ourselves from large banks that aren’t based in the community.

Other than that, how do you see credit unions differing from banks? Non-profit institutions don’t have to answer to Wall Street expectations of high profits. We place any money we make back into the credit union for future growth, new products and new services.

Family Horizons gets involved in the Central Indiana community. Why? As a proud member of every community we serve, we feel it’s important to contribute by helping neighborhoods, towns and cities prosper. Our involvement in fairs, educational services, community events, team sponsorships, neighborhood shred days and more demonstrates our commitment to making the communities we serve even better. We continue to look for opportunities to help our members, their families and their communities.



Family Horizons funds new workstation to help children learn. Family Horizon’s Colin Murphy and Dianne Osborne, CEO of Hancock County Public Library, proudly sit in front of the library’s new early literacy station, funded by a Family Horizons grant.

UPCOMING HOLIDAYS

Family Horizons branches will be closed September 6 for Labor Day, October 11 for Columbus Day, November 25-26 for Thanksgiving, December 24-25 for Christmas and January 1 for New Year’s.

www.FamilyHorizons.com

With Family, you’re home.



Family Horizons
CREDIT UNION



Shred Day success. Family Horizons expanded Shred Days to include events at Greenfield and 21st Street branches. With more than 100 families bringing sensitive documents for secure disposal, this is a program we plan to repeat. Watch for future Shred Day events at your favorite branch!



Family Horizons at Riley Days. Visit the Family Horizons booth during Greenfield's Riley Days, October 7-10. Plan to stop by, enter to win some great prizes and pick up some Family Horizons gifts.



Stop by our booth at Irvington Festival. Join our Eastside neighbors on Saturday, October 30, as we provide treats for visitors and their pets. Drop by and say "Boo!"

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Thank you, Bob, for your service on the Board and for 56 years of membership.

Bob Reinhardt, longtime Director on the Family Horizons Board, retired recently after *more than 12,000 days of voluntary service* on behalf of Family Horizons members. We appreciate Bob's extraordinary involvement over the decades and believe many of our members might appreciate hearing Bob's views of how Family Horizons has changed over the decades.

Bob joined shortly after the credit union opened in 1954. A few years later, he was asked to join the team of individuals who voluntarily oversee the operations of the credit union.

Looking back on the changes that have occurred since Bob joined the credit union presents a quick reflection of banking history. As Bob recently shared, "In 1954, account balances were maintained in a 'passbook' while calculations were performed on mechanical adding machines.

"We've made tremendous strides – with our membership and with the people we have now," explains Bob. "The people running Family Horizons are just doing a tremendous job. I'm proud to have been part of it and I feel like I'm leaving it in good hands.

"Keith Wright has introduced a lot of new ideas since becoming CEO. We've made improvements that help our members and Keith's focus demonstrates a new way of thinking. Our credit union has changed – *a lot* – all for the better.

"Our senior management does well and as a result, Family Horizons has done well as a credit



Longtime member Bob Reinhardt recently retired from the Board of Family Horizons.

union. I think we're only going to continue to grow.

"We're not as large as some other credit unions, yet I think we're right up there as far as management and ideas, and the way we continue to work on growth. We offer products and services that are as good as – if not better than – those offered by even the largest credit unions. I rate us number one in the state, that's for sure, in service, and in services. The friendly tellers and member services representatives – I think they're top-notch.

"I'm proud that we've already met many of our 2010 goals, so that type of success is what keeps our credit union vibrant.

"I'm so pleased with what we're doing, I'm not sure I can think of anything we can do better. Keith and his people seem to look for and find ways to better serve member needs. In my opinion, our credit union has the best leadership we've ever had."

Do **YOU** still have overdraft privilege service?

A new banking regulation now requires members to opt in to access their overdraft privilege service, because we can no longer pay overdrafts for ATM and everyday debit card transactions unless you've opted in. If you haven't opted in, you no longer have access to overdraft privilege service for these types of transactions.

But you can still take advantage of Family Horizons Overdraft Privilege Service. Opt in now. When you do, any authorized ATM or

everyday debit card transactions that exceed your account balance will incur our standard overdraft fee, yet still get processed.

To opt in for Overdraft Privilege Service, stop by any Family Horizons branch or call us at 317.352.0423 or toll free at 800.944.0423. **Or take a couple of minutes to opt in by visiting www.FamilyHorizons.com.**

Don't risk embarrassing situations due to refused transactions. Act now!