



Fall 2008

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the official newsletter of Minnesota Family Involvement Council

On The Money



Affinity Plus Federal Credit Union, in partnership with the Star Tribune and WCCO TV, developed a new program in June 2008 called “Affinity Plus On the Money” to help consumers make smarter choices with their money. Through television commercials, newspaper articles and online resources, this program aims to provide sound, unbiased information to dispel common money myths and help consumers

make responsible financial decisions.

Affinity Plus was selected as the financial expert for this program because of its dedication to promoting financial literacy through the Affinity Plus Foundation. The Foundation works to provide financial education and is committed to helping children, families, immigrants, and the elderly achieve

success by understanding and properly managing their finances. Additionally, Affinity Plus Federal Credit Union is an important player in the communities it serves. As not-for-profit financial cooperative, the

credit union returned more than 90 percent of profits in 2007 to its members and communities.

“At Affinity Plus, we recognize the need for sound financial education, since many people are hesitant to discuss their finances with others,” said FIC Member Amy Jo Hanson, Affinity Plus Federal Credit Union’s Business Development Manager. “That’s where ‘On the Money’ comes in. We wanted to create a place for consumers to go to get straightforward answers to the questions that they have but may be afraid to ask.”

“Affinity Plus On the Money” provides consumer education on relevant financial topics, including:

- how to pay off loans faster and with less interest;
- what you need to know about “fine print”;
- making the most from your savings and investments; and
- when the time is right to invest in your home.

Through the program, Affinity Plus also established an 800 number and e-mail access, allowing consumers to ask questions.

“This program gives people the confidence they need when it comes to making financial decisions and provides the answers that will help take the mystery out of money,” Hanson said.

Each month, “Affinity Plus On the Money” is updated to include new information from Affinity Plus Federal Credit Union’s financial experts. The information is presented online at www.onthemoneymn.com and through commercials on WCCO TV, newspaper articles in the Star Tribune, and video clips on YouTube.

Achtenberg honored by National Youth Involvement Board

FIC Chair LeAnn Achtenberg was recognized with the NYIB Advocate Award in July at the National Youth Involvement Board (NYIB) Annual Conference held July 28-31.

This new award recognizes an individual’s continued dedication to the NYIB, both as a true advocate of the organization and as an active member of the NYIB Network. Achtenberg was the first recipient of the NYIB Advocate Award, which will be presented on an annual basis.

“Through the years, LeAnn has carried the NYIB flag and has worked hard to promote the organization as a true advocate,” said John Faries, NYIB Chairman Emeritus.

As a long-time proponent of financial literacy, Achtenberg has been actively involved in NYIB for more than a decade. From 1997-2004, she volunteered with the NYIB in the capacities of regional coordinator, secretary and media manager. She also served as chair from 2002-2004. During her time as chair, Achtenberg spearheaded the creation of the Googolplex@school program, a unique financial literacy program for middle schools.

Her passion in promoting NYIB and financial education is ongoing through her work at Anoka Hennepin Credit Union and her service as chair of the FIC.

Start 2 Go selects 2009 recipient

Congratulations to Midland Co-op Credit Union, which was randomly selected to participate in the Family Involvement Council’s third annual Start 2 Go program. Midland Co-op CU will receive resources and personal assistance from members of the FIC to help them develop a new kids club.

With questions about this program or other FIC projects, contact any member of the committee or check us out online at www.mnfc.org.

Minnesota Family Involvement Council

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FIC – planning ahead for 2009

Your Minnesota Family Involvement Council is already making plans for next year’s FIC Silent Auction...and we hope you are, too! Each year, donations to the Silent Auction fund our annual Scholarship Program, which wouldn’t exist without your support. Please be sure a plan for the FIC in your 2009 budget.

As our only fundraiser of the year, 100 percent of the money generated from the Silent Auction (held during Minnesota Credit Union Network’s Annual Meeting) goes to the Scholarship Program. In 2008, we awarded \$8,500 in scholarships, and next year we will award \$11,000. Your support continues to grow the program and allows even more Minnesota credit union members to achieve their educational goals.

The program not only supports education, it promotes the Minnesota credit union movement,

and it now provides you with important member feedback. Additionally, contributing to the program makes even more sense because FIC is a committee of the Minnesota Credit Union Foundation in St. Paul, a tax-exempt 501(c)(3) organizations. So for tax purposes, your contribution may be tax-deductible.

Watch for a letter from FIC in early 2009 and don’t miss your opportunity to participate in this important program.

FREE Services

- ❖ **NYIB 2008** session notes are available online. Just go to www.mnfc.org/education.html then scroll down to NYIB Conference. Check out the helpful session notes from conference attendees.
- ❖ **Classroom Reporting** – Is YOUR credit union involved in financial education? Report it! For a step-by-step brochure on reporting, visit www.mnfc.org and click on the “presentations” button.

www.mnfc.org



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2009 scholarship applications now available

Being able to award \$11,000 in scholarships is pretty exciting. What’s even more exciting is tailoring our annual scholarship essay topic to elicit responses from credit union members that give us the opportunity to learn from them.

The 2009 essay portion of the Family Involvement Council’s Scholarship Program is: “Financial education is a high school graduation requirement in several other states. Explain the pros and cons of Minnesota doing the same.”

We are excited to hear the diverse answers this year’s scholarship question will bring. We are also excited to share those answers with you!

To help you promote the scholarship availability, packets have been sent to your credit union. Electronic copies of the scholarship are available for distribution, and you can add a link to your web site for members to apply online. For additional information, click the “scholarships” button on the FIC web site, located at www.mnfc.org.

Log classroom presentations

When it comes to credit unions providing financial education to members, students, and their communities, knowledge of credit unions’ efforts is powerful. If you are making presentations on financial concepts, credit union background or other topics to students, young members and/or community groups, we urge you to take a few minutes to report your work at the newly-updated National Youth Involvement Board web site, www.nyib.org. NYIB is a volunteer network of credit union educators, marketers and other advocates for youth financial education and credit union services for young members.

Statistics collected from these reports are valuable pieces of information for credit unions when faced with threats from other financial institutions. These reports show legislators the

important work credit unions are doing to promote financial literacy as well as the commitment we have to financial education and the financial future of our youth.

According to 2007-08 figures, Minnesota ranked 15th in the nation for number of presentations conducted and 13th for number of students reached. Let’s move Minnesota into the top 10 in the nation! For more information on reporting, go to www.mnfc.org and click on the “Report Classroom Presentations” icon, or go directly to www.nyib.org.



MNFC web site

Check us out online at www.mnfc.org. It’s your source for educational information on financial literacy. You’ll find information on Dollar Works 2 – a program through the University of Minnesota Extension and the NEFE High School Financial Planning Program, plus much more.

