

Alternative Currents

Spring 2007

A publication for Alternatives Federal Credit Union members

125 N. Fulton St., Ithaca, NY 14850 • 607-273-4611

From the CEO

It's a little early in the CEO transition at Alternatives to ask, "Did I leave the water running? Was the stove on?" But, as you will see from Leni's article, the process of changing leadership at Alternatives is moving along.



Bill Myers

I'm resolved to build a second career and to try my hand in another arena. To my unblinking soul this change yields a surprising anxiety, which I must hope is Kierkegaard's "dizziness of freedom." In a dream of retirement I walked up to the abyss and stepped over. The ground rose to meet my feet.

I hate looking back; so many selves left behind. But I ask myself, "Why is this such a special group?" I won't miss noticing dirt on a banister railing or the soiled rug. But I do enjoy sniffing out and removing a loan term that disadvantages a member. I enjoy that Alternatives is a collaborative effort that depends on individual achievement.

As a representative of the Alternatives community, I recognize that we aren't just small, we're tiny. But we are making waves, stirring up motion that over years can bridge an ocean. Our vibrant mission will continue to require constant nurturing.

Bill Myers

CEO Search Update

The search for a new CEO for Alternatives is in full swing. In an effort to recruit a deep pool of candidates, the Search Committee hired an Executive Search firm that specializes in credit union searches. After numerous conversations about the mission and unique programs of Alternatives, the Search Committee, made up of four board members and four staff, was confident the Search firm would represent us well. They've made contact with people in well over 200 credit unions and community development organizations. We look forward to bringing finalists to Alternatives for interviews with staff and board in early May.

Leni Hochman

Mark your calendars!

Combined Annual Meeting and Celebration for outgoing CEO Bill Myers. We know you'll want to be there for this festive and historic event.

WHEN: Thursday, June 14, 6PM

WHERE: Alternatives Parking Lot



Youth Internship to Honor Bill Myers

In 1990, CEO Bill Myers started Alternatives' Student Credit Union (then named Dollars for Dreams). Over the years, this program has expanded to branches or savings clubs in seven area schools, and more than 1,200 youth savers. Students have learned the importance of saving and acquired valuable job skills by working as tellers, loan officers and marketers for their credit union branches.

Anticipating CEO Bill Myers' retirement after 28 years of dedicated service to the Credit Union, Alternatives' Board of Directors chose a way to preserve Bill's legacy with a program that honors and extends his commitment to youth. The Bill Myers Summer Youth Internship will provide a meaningful work experience at Alternatives Credit Union and a significant stipend for a recent high school graduate. We are now raising funds for a \$40,000 endowment that will permanently support this program. The Credit Union has kicked off the fundraising with a corporate gift. Alternatives' Board of Directors are all making personal contributions to the endowment fund, and Credit Union members are invited to honor Bill as well.

To contribute to the Bill Myers Youth Internship Fund, send donations to Alternatives Community Ventures, 125 N. Fulton St., Ithaca NY 14850.

Donations to the Youth Internship Endowment are tax-deductible. Checks can be made payable to Alternatives Community Ventures, our charitable affiliate, with a note that they are for the Bill Myers Youth Internship. For more information about this project, please contact **Deirdre Silverman**, dsilverman@alternatives.org or **216-3416**.

Meet Your Newest Member Service Representatives

Alma R. Garcia was born in California and moved to Ithaca with her family when she was 6 years old. She attended Beverly J. Martin and is a 2005 graduate of the Lehman Alternative Community School. Alma's very glad to be working at Alternatives. She loves the relaxed atmosphere and the opportunity to interact with so many familiar community members. Alma also loves dogs! She currently lives with her baby brother, sister and mom.



Renee Martinez and Alma Garcia, great additions to the Member Service Team

Renee Martinez grew up in Gardners, PA, then moved to Pittsburgh for college. Once there, she realized she preferred a smaller city and decided to move to Ithaca. Renee graduated from TC3 with a degree in graphic design, though her love of numbers drew her to the MSR position at Alternatives. Renee's made a home for several animals; she has four cats, one dog, ten fish and a bunny. She's a also a people-person and loves meeting and helping members. She's proud of the work Alternatives does in our community and hopes to stay here a long while.

Advertising that Works

Business members: Is your advertising working for you? Many businesses pour money into advertising that doesn't pay off in increased sales or a bigger customer base. Don't let this be you! Join us for an intensive workshop focusing exclusively on effective advertising for your small business. You'll learn what works and what doesn't, critique several ads, including your own, and even design some new pieces. The workshop is appropriate for businesses currently in operation or that will be opening within the next two or three months.

When: Saturday, April 28, 2007

Time: 10AM - 2PM

Where: Alternatives' 2nd floor conference room

Cost: \$10

RSVP: Michelle, michelle@alternatives.org or 216-3437

Socially Responsible Investing Close to Home

Are you looking for a socially responsible investment that keeps your money in our community? Consider an investment in Tompkins County Friends of Alternatives (TCFOA). TCFOA is a non-profit organization that combines investments from individuals and makes capital investments in Alternatives Federal Credit Union. Your money stays local, strengthens your Credit Union and its community development activities, and earns a great rate of return which will be paid annually.

The minimum individual investment in TCFOA is \$5,000, and the minimum term is 7 years, with no early withdrawals. These investments are uninsured, but earn a fixed, higher interest rate than insured Certificates. This investment opportunity is only available to residents of New York State. TCFOA is a separate organization from Alternatives Federal Credit Union. It is neither a subsidiary, nor is it controlled by Alternatives.

For more information about investing in TCFOA, please contact **Deirdre Silverman**, dsilverman@alternatives.org or 216-3416.

Opening Doors With Every Loan

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**Think Alternatives for
your next loan**

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Consolidate debts • Buy a car**



Alternatives
FEDERAL CREDIT UNION

273-4611
alternatives.org



Privacy Pledge

Alternatives Federal Credit Union is owned by its members and run by a Board of Directors that you elect. You can be confident that your financial privacy is a priority of this Credit Union. We are required by law to give you this privacy notice to explain how we collect, use, and safeguard your personal information.

We are committed to providing you with competitive products and services to meet your financial needs, which necessitates that we share information about you to complete your transactions and provide you with certain financial opportunities. In order to do so, we have entered into agreements with other companies that provide other services to us or additional financial products for you to consider.

Under these arrangements, we may disclose all of the information we collect, as described below, to companies that perform marketing or other services on our behalf or to other financial institutions with whom we have joint marketing agreements. We do not permit these companies to sell or otherwise release to other third parties the information we provide them.

Information We Collect And Disclose About You

We collect and may disclose nonpublic personal information about you from the following sources:

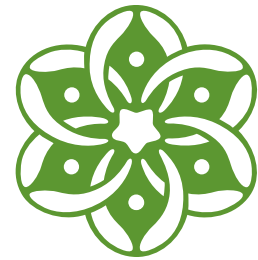
- Information we receive from you on membership and loan applications and other forms, such as name, address, and social security number;
- Information about your transactions with us or others, such as account balances, payment history, and credit card usage;
- Information we receive from consumer reporting agents, such as about your credit worthiness and credit history;
- Information obtained when verifying the information you provide on an application or other forms, such as from your current or past employers or from other institutions where you conduct financial transactions.

We may disclose information we collect about you under other circumstances as permitted or required by law. These disclosures typically include other information to process transactions on your behalf, conduct the operations of our Credit Union, follow your instructions as you authorize, or protect the security of our financial records. We may also disclose this information to companies with whom we have joint marketing agreements.

If you terminate your membership with Alternatives Credit Union, we will not share information we have collected about you, except as permitted or required by law.

How We Protect Your Information

We restrict access to nonpublic personal information about you to our employees, whose purpose it is to utilize your data in order to serve you better. Our employees are trained in the importance of maintaining confidentiality and member privacy. We maintain physical, electronic, and procedural safeguards that comply with federal regulations and leading industry practices to safeguard your nonpublic information.



125 N. Fulton St., Ithaca, NY 14850
607-273-4611
www.alternatives.org

Toll Free Member Service 877-273-AFCU
Fax 607-277-6391
Fortune Teller 607-273-4611 Ext 1
Check reorders 866-207-0430
Balance Financial Counseling 888-456-2227
Anytime LoanPhone 866-529-8722

Alternatives CU@Home on-line banking:
www.alternatives.org
e-mail: afcu@alternatives.org

VISA, lost or stolen
800-991-4961 Credit
800-528-2273 Debit

Hours:
Tellers: Mon-Fri 9-3, Sat 10-1
Drive Thru: Mon-Fri 12-6, Sat 10-1
New Accounts, Loans: Mon-Fri. 9-5

Board of Directors:

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president@alternatives.org
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Brian Hunt, Treasurer
Kenny Christianson, Secretary
Alison Christie, Jim Fravil, Joe Greenberg,
Karen Jamarusty, Ian Schachner, Tom Terrizzi,
Sharron Thrasher

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Amy Audetat	459
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Ron Campbell	425
Lisia Caserto	438
Joe Catlin	411
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Joanna Coopersmith	400
Junito (Gilberto) Cubero	439
Joe Cummins	429
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Kat Hauger	403
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Leni Hochman	418
Larry Honigbaum	406
Miroslav Knezevic	430
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RoundOff®

RoundOff your deposits in the month of April for the **Center for Environmental Sustainability**. The Center for Environmental Sustainability was founded by a small group of Ithacans in 1997 with the mission, "To develop educational projects that will inspire communities toward environmental and economic balance." This year is our 10th Anniversary of hosting the Earth Day Ithaca Celebration. Now held at the Ithaca Farmer's Market Pavilion, the celebration continues to grow and provide more opportunities for learning how to live sustainably. For more information contact: Joey at earthdayithaca@yahoo.com or 607-351-0664. Thank you Alternatives!

Is your non-profit or human service agency an active member at Alternatives? If so, you're welcome to apply to be our RoundOff recipient for a month. If you're interested contact Leni Hochman at 216-3418 or leni@alternatives.org.

Member participation in RoundOff is voluntary. RoundOff participation does not imply endorsement by Alternatives.

Art Gallery

In April, Renee Marquis shares her photographs. Her business, "Capture Your Moment Wedding Photography" boasts a unique photojournalism and edgy style for wedding day memories. Her photographs capture the real emotions of that special day. Her photographs also include fashion, maternity and birth story photography. To view more of her work visit: <http://reenephotos.blogspot.com> or 756-0016.

Are you an artist who likes to display your work? We're looking for member-artists to display their work in our lobby for a month in 2007. If you are interested, contact Leni Hochman at 216-3418 or leni@alternatives.org.