



At the heart of the community for over 75 years

Use our credit card for all of life's events & celebrations

**4.90% APR\***  
ANNUAL PERCENTAGE RATE  
on all purchases & cash advances

The offer is good through your November 2012 billing cycle on credit card purchases and cash advances posted between May 1, 2012 and July 31, 2012.\*

\*Promotional rate subject to qualification. After your November 2012 billing cycle, the rate will return to the current rate indicated on your statement.

## Need a New Ride? We Can Make It Happen!

If your faithful set of wheels has carried you through the Great Recession is it time for that reliable ride to be replaced? If you're like many drivers, you may be finding your way back to the showroom floor. Pent up demand may make getting a good deal on a vehicle more challenging, but not impossible. Here are a few reminders when thinking about purchasing your next vehicle.

- Get pre-approved for your loan at RIA FCU. We have great loan rates, flexible terms and after your pre-approval if you finance your vehicle at RIA we'll pay you \$75!
- Evaluate whether you really need all the accessory packages. These can add to the cost of an auto and the amount you will end up financing.
- Don't fall in love with a particular make and model. Do your homework about the type of vehicle that will meet your needs and keep your options open.

Stop in today and let RIA help get you rolling.



## In This ISSUE

77th Annual Meeting.....	2	Chairman's Report .....	3
Board of Directors.....	2	Youth Week.....	4
Recognition Awards .....	2	Shred Day .....	4

# 77th Annual Meeting

The 77th Annual Meeting of RIA Federal Credit Union was held on March 30th at the Rock Island Arsenal Post Restaurant. The sole purpose of this meeting was to elect directors and address any other business that may properly come before the Board.

Chairman of the Board, Mr. A.T. Olson presented his annual report on the Credit Union's performance during the past year. A copy of this report can be found on page 3. You may also request a copy by calling any RIA office.

Board of Directors and Committee reports focused on the financial performance of the Credit Union, along

with plans to ensure future growth and stability.

Directors Jack Boccarossa, Richard Burns and Linda Miller were all reelected to three-year terms. RIA's Board of Directors come from our local community and have backgrounds and experience in various business and community ventures.

The evening included members and their guests enjoying a buffet dinner along with a chance to win one of many great door prizes. Recognition Awards were also handed out to employees for their years of service to RIA FCU.

## Board of Directors

Alfred Olson, Jr., Chairman  
Robert Henderson, Vice Chairman  
Larry Coverstone, Treasurer  
Linda Miller, Secretary  
Jack Boccarossa  
Richard Burns  
Richard Hochstetler  
Arun Pillutla  
Anthony Sconyers

## Recognition Awards

The following Credit Union staff were recognized for their continuing years of service at RIA's 77th Annual Meeting.

Connie Gendreau	30 years
Cleo Haynes	30 years
Donna Evans	25 years
Karen Hitchcock	15 years
Tom Luckey	15 years
Laurie Ackerman	10 years
Sara Garcia	5 years
Stacie Smith	5 years
Jessica Stone	5 years
Andrea Webb	5 years

## HOLIDAY CLOSINGS

**Memorial Day**

Monday, May 28, 2012

**Independence Day**

Wednesday, July 4, 2012

Remember, you can still access your credit union account on holidays and after hours with your RIA ATM/Debit Card, DANA or Internet Account Access. Sign up today.

RIA FEDERAL CREDIT UNION

*The Heartline*

Published quarterly for its members and employees. Questions or comments are welcome and should be directed to:

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## 2011 CHAIRMAN'S REPORT



Thank you Quad Cities. Every year the Quad City Times sponsors a competition that gives it's readers a chance to vote on what they like best in everything from the best restaurant to the best hiking spot in the Quad City area. The winners of the competition receive

the Quad City Times Readers' Choice Award for their category. This year's Readers' Choice Awards included our credit union as the winner in the Best Bank or Credit Union category. R.I.A. Federal Credit Union was elected by the voters as the best place in which to conduct their financial business. Thank you to our members for voting our Credit Union the best financial institution in the Quad Cities and for the confidence and trust you continue to place in us.

When Bank of America announced in late September that it was implementing a \$5 monthly debit card fee, a long time Bank of America customer became disgusted. She created a Facebook page for what she began calling "Bank Transfer Day" which she hoped would take place on November 5, 2011. She initially reached out to 500 friends to shift their business to a community bank or a credit union. Within two days the event had attracted tens of thousands of followers. It was estimated that more than 440,000 Americans moved their financial relationship to credit unions in the weeks leading up to Bank Transfer Day. Bank of America eventually cancelled implementing the fee stating they heard consumers speak.

While Bank Transfer Day had an effect in the Quad City area, the greatest effect was on the larger credit unions in the larger cities. The effect of bank Transfer Day on our credit union was minimal and even though we opened over 3,900 new accounts during the year, membership decreased to a new total of 35,514. This is the first time in three years that we have experienced a decrease in membership.

The economy continues to be one of the biggest issues facing financial institutions and this past year the effects of the recession finally caught up with our credit union. The exceptional growth that we experienced the last couple of years has come to an end. While we continued to grow in some areas we experienced decreases in others. However considering unemployment

remained high and the recession improved only slightly during the year, our credit union experienced a good year overall.

One of the positive results, which can be partially attributed to Bank Transfer Day, is the increase in shares of \$1,750,224. This increase brings total shares to a new record total of \$221,317,044 attesting to the confidence that our members place in the safety and soundness of our credit union.

Member equity also increased by \$4,057,345 during the year to a new total of \$32,348,044 continuing to place our credit union in a very strong financial position to meet the uncertainty and challenges of the coming year. As a result of the increases in total shares and member equity, total assets increased \$3,741,201 to a new total of \$333,726,892.

For the first time in nine years we did not have an increase in net loans. During the year net loans decreased by \$10,237,644 for a new total of \$155,468,851. Total income for the year was \$19,096,008 which is a decrease of \$98,635 from last year. This decrease in total income is primarily the result of low interest rates and the decrease in net loans.

Even though savings and loan rates fell throughout the year, our credit union paid \$3,022,587 in dividends to our members during the year. This amounts to 16% of our credit unions total income being returned to our members in the form of dividends which is a good rate of return considering the current economic environment.

While our credit union had a good year overall, the economic outlook for the coming year is very uncertain. It is anticipated that the economy will continue to be sluggish and that new jobs will be added at a pace that is well below what is needed to make a significant dent in the unemployment rate. As a result, the Federal Reserve is forecasting an inflation rate between 1.4% and 1.8% for 2012 and between 1.5% and 2% through 2014 resulting in no change in interest rates until 2014. We will keep a close watch for changes in the economy during the coming year and continue to provide the best dividend and loan rates possible to our members.

Your board of directors and office staff sincerely thank you for your continued loyalty and support and want to remind you that R.I.A. Federal Credit Union is a member owned cooperative and exists only to provide the best financial services to our members.

A.T. Olson Jr.  
Chairman

# CREDIT UNION **SUPER \$ SAVER™**

## **Super Saving is a Family Affair**

Bring a child to open a new savings account or make a deposit during National Credit Union Youth Week April 22-28, and you'll both earn rewards.

Your child will get a special gift and be entered into a nationwide contest to win one of ten \$100 cash prizes.

We have something for you also! When you step up to RIA's VISA credit card before May 1st, you'll receive a summer special annual percentage rate of just 4.90%, along with a free multi-function pedometer.

## **Shred Day**

You may not value your trash - but thieves think it's a gold mine! Those paper statements contain the information they need to steal your identity. Thieves use that personal information to obtain goods and services using your good credit. You can safeguard your identity by shredding documents instead of throwing them in the trash.

In an effort to help our members protect themselves against identity theft, RIA FCU will be hosting a free Shred Day on April 28th. Document Destruction will be on site at our Moline branch, located at 1522 46th Avenue, from 3:30 - 5:30 PM and will assist in disposing of confidential and personal information.

For every ton of recyclable material that is processed RIA has saved and preserved the following:

- 4.16 Total Tons recycled • 71 Trees Saved
- 29,120 Gallons of Water Saved
- 1.926 Gallons of Oil Saved
- 2 Homes Powered for 1 Year (electricity in kilowatt hours)

## **Quad-City Home Builders Association Home Show Winner**



**Marilyn Jorgenson - Davenport**

## **1% Cash Back\* Debit Card!**



**cardcash**  
press credit everyday every pay

### **Earn up to \$250 Cash Back!**

We're now giving our checking account holders **1% cash back\*** on qualifying non-PIN debit card purchases!

Your debit card rewards you – it's something to celebrate!

### **Here's how CardCash works:**

Use your debit card for your everyday purchases.

Request that your purchase be run as CREDIT.

Meet your monthly minimum spend of \$500.

Get 1% cash back\* on all qualified non-PIN debit card purchases above the minimum spend threshold.

Meet your monthly minimum faster by paying your bills with your debit card!

Visit our  Home Page:

[www.riafcu.com](http://www.riafcu.com)

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**OFFICES  
ILLINOIS**

**ARSENAL ISLAND, BUILDING #61**  
ROCK ISLAND, ILLINOIS 61299  
(563)355-3800

**1522 46TH AVENUE**  
MOLINE, ILLINOIS 61265  
(563)355-3800

**HY-VEE 750 42ND AVENUE DRIVE**  
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(563)355-3800

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(563)355-3800

**HY-VEE 2001 5TH STREET**  
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(563)355-3800

**IOWA**  
**4217 UTICA RIDGE ROAD**  
BETTENDORF, IOWA 52722  
(563)355-3800

**3509 HARRISON**  
DAVENPORT, IOWA 52806  
(563)355-3800

**1111 WEST 5TH STREET**  
WILTON, IOWA 52778  
(563)732-3646

**WISCONSIN**  
**2105 SOUTH 8TH AVENUE**  
FORT McCOY, WISCONSIN 54656-5154  
(608)388-2171

**1024 N. SUPERIOR**  
TOMAH, WISCONSIN 54660  
(608)372-9277

**MAILING ADDRESS**  
**P.O. BOX 4750**  
**ROCK ISLAND, IL 61204-4750**

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**OUT OF AREA CALL**  
**1-800-RIA-CU4U (742-2848)**

## *“Auto Buying Made Easy”*

RIA Federal Credit Union has made it even easier to purchase that new or used vehicle. Now you can shop at any one of the following dealers and receive “on the spot” financing with your Credit Union while in the convenience of the showroom.

A1 Tire & Car of  
Muscatine

Blaine Teters Auto Sales

Brenengen Chevrolet

Brenengen Ford

Brenengen KIA

Brenengen Motors LLC

Brenengen - West Salem

Clason Pontiac, GMC,  
Inc.

Clinton Ford, Lincoln,  
Mercury, Inc.

Clinton Chrysler,  
Dodge, Jeep, Nissan

Courtesy Nissan

Crowe Ford

D&D of Davenport

D&D of Kewanee

Dahl Ford

Endress Pontiac, Buick

Eriksen Chevrolet,  
Buick

Essig Motors, Inc.

Green Buick - GMC, Inc.

Green Chevrolet

Gross Chevrolet Buick  
Pontiac GMC

Hiland Toyota

J.C. Carey Motors, Inc.

Jeff's Car Corner

Key Auto Mall

Kimberly Auto Mart.  
Inc.

Kimberly Chrysler

Kriegers of DeWitt

Krieger Motors

Kune's Country Auto  
Group, Inc.

Larkin's Pontiac,  
Cadillac, GMC

Lindquist Ford

Lujack Auto Plaza

Maple Leaf Lincoln-  
Mercury

Martin Motors, LLC

McEleney Motors, Inc.

McLaughlin Olds,  
Cadillac

Mills Chevrolet

O'Rourke Motors

Piehl's of Geneseo

Piehl's of Moline

Planet Auto Sales of  
Clinton

Premiere Picks Auto  
Sales

Reynolds Motors

Ron Alpen Ford

Ron's Toy Box

Sawicki Motor Sales,  
Inc.

Sexton Ford

Sherri D's Auto Sales

Smart Toyota

Streiter Motor Co.

Thompson Family RV

Toyota of Muscatine

Turpin Chevrolet, Olds,  
Inc.

Wiele Chevrolet Inc.

Vander Meer Chevrolet-  
Buick - Olds

Zimmerman Pontiac

