

Extra Credit

\$1,000 WHATEVER LOAN

There is a special offer if
you received the \$1,000
Whatever Loan last year!

What would you do with an extra \$1,000 this time of year? Would you go somewhere warm, get started on your holiday shopping, or pay down some of those bills that have been nagging you?

We're proud to bring back the \$1,000 no credit qualification Whatever Loan!*

You can apply beginning in November and use the loan for whatever you want! Come see us at either of our Midland locations or apply 24/7 (that's right – even in the middle of the night) by calling us at 1-888-835-5151 or online at mfcu.net.

Invite your friends and family to experience the positive difference that we're making for you!
The Whatever Loan might be just what they need too.

*In order to receive the \$1,000 Whatever Loan you must have not caused MFCU a loss, must be at your place of employment for at least 6 months, have direct deposit into your checking account at MFCU before funds will be disbursed, and be eligible for membership. \$1,000 loan is a 12 month term with a payment of \$93.64 and an interest rate of 18% APR, covered with life and disability insurance. Some restrictions may apply.

\$50 Reward for Auto Loan Refinance

Need a car? Already have a car?

We've been saving other members money during the summer; in fact total savings of over \$323,345.26 in interest! We want you to be part of that. See how low your monthly payment can be when you refinance through Members First Credit Union.

- No application fee
- Finance the whole amount**
- We'll pay you up to \$50 to refinance your auto loan with us
- Get up to an additional 1/2% off your loan rate based on your relationship with the credit union

Ready to lower your payment?

Call 888.835.5151 for personalized financing 24 hours a day, 7 days a week.

**some restrictions may apply



MEMBERS FIRST CREDIT UNION

mfcu.net

October 2011

Skip-A-Payment



Take a break from your December or January loan payments.* For a nominal fee of \$25 we're happy to extend you the offer to skip either months' payments and use the money for what you need.

Log onto mfcu.net to print the form you need or come into either office at least two weeks prior to your loan payment due date.

*All loans must be current to qualify for the postponement. The member will not qualify if he/she has caused the credit union a loss or has any charged off loans that were not redeemed. First mortgages, second mortgages, home equity lines of credit, overdraft lines of credit, Whatever Loan, and VISA credit card cannot be postponed. If CPI insurance has been added to the loan and a full refund has not been returned, or if the loan payment is being paid by disability insurance, a postponement will not be granted

Whenever for Whatever!

You're already a member and know the benefits of membership. You may have other credit cards in your wallet from other financial institutions but is it a credit card from someone you trust? Can you talk to someone in your community when you have questions? At Members First Credit Union you can.

With the holidays around the corner, its time you use our VISA credit card! Use your Members First Credit Union VISA credit card – whenever for whatever.

Your Benefits:

- ScoreCard Rewards or CashBack options – earn more points with your Holiday shopping!
- Fixed Rate
- No annual and balance transfer fees
- Simple one-page application
- Online access to your account



Sound good to you?

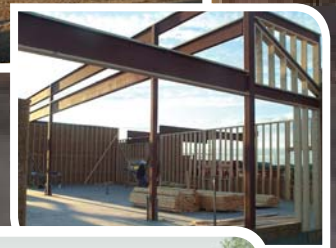
Apply online at mfcu.net
or call us 24/7 at 888.835.5151



Mt. Pleasant Branch Updates

The 3,200 square foot facility will be located at the corner of Bluegrass Road and Encore Drive. We have broken ground and are making a tremendous amount of progress with our building construction. We are dedicated to Making a Positive Difference for you and the communities that we serve.

Construction using local contractors has begun with the opening to be scheduled for the beginning of 2012. All those who live, work, worship, go to school, and do business in Isabella County are already eligible for membership with the credit union. Beyond serving the community with beneficial financial products and services, we plan to promote financial literacy, be involved with the Chamber of Commerce, and support community organizations. We are excited to be a part of the Mount Pleasant community!



Our 75th Anniversary

Our 75th Anniversary is in November! We are getting closer to celebrating 75 years of service here at Members First Credit Union. We have two more exciting months of giveaways and celebration. Throughout the past year of celebrating we wanted to show our appreciation for you, our members. We are excited to share our 75th Anniversary with you and celebrate Making Positive Difference for 75 years.

Monday, October 17: Caramel Apples, Donuts & Cider

Wednesday, November 16 (Anniversary Month): TBA



October 17, 2002, Dartmouth Office Grand Opening and Ribbon Cutting. Pete Dzuris, President/CEO, cuts the ribbon at the new Dartmouth office. He is surrounded by Management staff and Board members.



*Ribbon Cutting at 600 W. Wackerly
Left to right: Roger Reiser, Bill Wall, Linda Cline, Dave Weissenborn, Lowell Thomas, Betty Shangle and Eric Brubaker.*

Memories over the Past 75 Years!

We wanted to share some of our exciting memories over the years and to take a look back on how much the credit union has grown from 1936 to the present day.

- 1936:** The Teachers' Club contributed \$50 toward starting a credit union called Midland County Teachers Credit Union
- 1961:** There were 283 members
- 1965:** Calvin Miller, a math teacher at Northeast Intermediate, and his wife, Mary, ran the credit union.
- 1969:** On January 24, 1969 the name was officially changed to Midland County School Employees Credit Union.
- 1983:** Construction began on our Bayliss office, which took the credit union from 500 square feet of room to 2,075 square feet on the main floor and 1,500 square feet in the basement.
- 1984:** There were 2,725 members.
- 1986:** On March 1, 1986, the MCSECU 50th Anniversary Dinner & Dance were held at the Great Hall.
- 1991:** The credit union had \$28.6 million in assets and there were 5,000 members.
- 1993:** New car loan rates ranged from 6% to 7.5%.
- 1995:** The credit union had \$18.6 million in loans to members.
- 1996:** On September 11, 1996, there was groundbreaking for the new credit union building on Wackerly.
- 1999:** The first annual member golf outing was held at Sandy Ridge Golf Course.
- 2001:** New and improved Kids Club program (for members age 12 and under) was introduced, starring Maxwell the Money Monkey.
- 2003:** First @ HOME, our online banking product, was introduced on March 31st along with a new website.
- 2005:** Credit union branches were opened at Midland High School and H.H. Dow High School and the Student Club was introduced.
- 2007:** Eric J. Brubaker became President/CEO of Members First Credit Union.
- 2010:** Credit union branch was opened at Bullock High School with a ribbon cutting held on March 2.
- 2011:** Broke ground on our Mount Pleasant branch and Mobile Banking was introduced.



A Note from the President

Did you know that the Interchange Rule could affect you? "What is the Interchange Rule," you ask?

An interchange fee is charged to a merchant every time you swipe your debit or credit card. The funds collected from the fee are used by the credit union and VISA or MasterCard to offset the cost of fraud prevention and processing the transaction. Merchants have been willing to pay the interchange fee, knowing that they receive payment upfront and do not have to take on any of the fraud risk, until recently.



Eric Brubaker
President/CEO

With pressure from some of our country's largest merchants, the Federal Reserve recently issued a final ruling on the Interchange Rule that will deeply impact financial institutions, merchants and anyone who holds a debit card. The Rule puts a cap on the amount of the interchange fee that is in most cases at a rate that is less than the cost of providing the service.

Though most of the large banks have enough assets and customers to absorb the losses, the credit union non-profit model has us having to possibly adjust. We are currently evaluating all of our checking products and services. I assure you that our Board and management team make all decisions in the interest of the members and the health of our credit union. We'll continue communicating with you if any changes are made due to the Interchange Rule. In the meantime, we always encourage you to talk to our lawmakers through: <http://capwiz.com/cuna/home/>

On that note of solid decision making, it's time to celebrate longevity! On November 16, 2011 the credit union will be celebrating our 75th anniversary. In 1936 the Teachers' Club contributed \$50 toward starting Midland County Teachers Credit Union. We are thankful to M. Lile Fellows, our first President, and Donald Benfer, the first Treasurer, for their insight and determination. Seventy-five years later the \$50 has grown into \$190 million and Mr. Benfer's briefcase is now two branches in Midland, four in local high schools, and construction on our newest in Mt. Pleasant.

Through years of regulatory rules and economic changes one thing shows through; solid growth. Member-centric Boards, service culture employees, and loyal members have put us where we are today. Thank you for being a part of that Positive Difference.

Members First Credit Union Members Save Thousands with Invest in America

At Members First Credit Union we know you work hard to earn your money and we think you should keep as much of it as possible. That's why we've teamed up with **Invest in America** to bring you savings on the things you buy every day from trusted American companies. Save thousands on everything from your cell phone bill with **Sprint** or a brand new **GM** vehicle to online discounts at over 1,200 major retailers with **Shop America**.

Discover how much you could save. Contact a Members First Credit Union representative or visit LoveMyCreditUnion.org



MEMBERS FIRST
CREDIT UNION

Loan Rates

Rates & Terms as of June 14, 2011

Type of loan	Annual Percentage Rates (APR) as low as*	Payment Per \$1,000
FIXED RATE SECOND MORTGAGE SPECIAL 15-year fixed-rate, 15-year amortization, Loan amounts between \$5,000-\$50,000	4.99%	\$12.66
HOME EQUITY LINE OF CREDIT – Rate adjusted quarterly	3.25%	\$15.00
SECOND MORTGAGES 5 year	3.45%	\$5.80
7 year	4.49%	\$6.33
VEHICLE LOANS	2.49%	\$21.92
RECREATIONAL VEHICLES	3.74%	\$18.31
15 & 30 YEAR FIXED RATE FIRST MORTGAGES Contact the credit union for current rates		
LAND LOANS (Closed ended)	7.74%	\$9.41
VISA® PLATINUM CREDIT CARDS	9.59%	
UNSECURED LOANS, OTHER PERSONAL PROPERTY (Computers, Heavy Equipment)	9.49%	\$45.93
CERTIFICATE PLEDGE 2% above CD rate, not to exceed CD maturity date, minimum 6.00%		
SHARE PLEDGE LOANS	4.00%	\$43.43
OVERDRAFT LINE OF CREDIT Up to \$2,000 open-ended line of credit	15.00%	\$45.00
YOUTH LOANS Borrow up to \$500	8.00%	

*Final rate is determined by loan applicant's credit score and relationship with the credit union.

**30 year amortization, zero points, 80% LTV. Rates higher for LTV over 80%.

All rates subject to change. We may report information about your account to credit bureaus. Late payments, missed payments or other defaults on your account may be in your credit report.

Notes

Holiday Closings

To stay current with our holiday hours, we have made it convenient for you to know when our branches will be closed during this busy time. You can check our website, mfcu.net regularly for our office hours and general information.

We will be closed the following days:

Monday, October 10

Thursday, November 24

Saturday, December 24

Monday, December 26

Saturday, December 31

Monday, January 2

3rd quarter dividend paid Sept. 30, 2011

Our Board of Directors has announced the following 3rd quarter regular shares dividend:

.20% Dividend Rate

.20% APY (annual percentage yield)

Dividend rate and APY subject to change every dividend period, as determined by the Board of Directors.



Mailing Address

P.O. Box 2165
Midland, MI 48641-2165

Main Office

600 W. Wackerly Street
989.835.5100 Fax: 989.835.5202
Loan Fax: 989.837.1506
Toll Free: 1.888.835.5151

Branch Office

400 Dartmouth Drive
989.835.5100
Toll Free: 1.888.835.5151
Fax: 989.631.6860

First Call

989.631.3161
Toll Free: 1.800.767.6227

Office Hours Monday, Tuesday & Thursday

8 a.m. - 5 p.m.

Wednesday

9 a.m. - 5 p.m.

Friday

8 a.m. - 6 p.m.

Saturday

9 a.m. - 12:30 p.m. (Drive-Thru)

Board of Directors

Diane Bechtel
Elizabeth Christiansen
Robert Cooper
Terry Graf
Larry Sherwood
David Thompson
George Yost

Supervisory Committee

Donald Boyer
Greg Crawford
Joe Kreusch

Our Supervisory Committee can be reached at:

P.O. Box 2203
Midland, MI 48641-2203