



Be Prepared for Credit Card Changes

You're safe with us.

The Credit CARD Act of May 2009 helps protect consumers from unfair and unexpected changes made by credit card issuers to their credit card agreements. Phases one and two are already in place, and phase three of the law is slated for August 2010.

The new credit card laws have forced many financial institutions to find ways to make up for lost revenue from their credit card business, including new fees, higher minimum monthly payments and rate increases. For example, since the law only limits existing fees, some card issuers have implemented new fees, such as high annual fees. Some are raising minimum payments to bring in more cash. And while the new law protects the rates on current balances, issuers may hike up rates on future purchases.

Most Americans carry several credit cards from a number of issuers, so it pays to be aware of the changes and how they may

FRESH NEW LOOK, SAME GREAT SERVICE

Not only have we given our *Smart Living* a new look, our Web site has been made over as well. But don't worry - our commitment to helping you make smart financial decisions isn't going to change. We're just doing it in style. Check out our fresh new look and intuitive Web site at www.alliancecreditunion.org.

affect your wallet. The best advice for cardholders is to pay attention to notices from credit card companies, and read the fine print regarding changes. Under the new rules, card issuers are required to give

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WWW.ALLIANCECREDITUNION.ORG
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ALSO INSIDE

Build Your Emergency Fund
Cutting back on spending and reducing debt are great first steps.

Investing for the Future
Expert guidance helps one family build financial security.

More than a Financial Partner
We help businesses succeed with products and education.

Build a Healthy Emergency Fund

Small steps can lead to success.

Your car is making a mysterious squealing sound. Your boss is talking about downsizing. Your water heater is getting up in years – and you don't enjoy cold showers. A healthy emergency fund can provide peace of mind and protect your finances against a host of unexpected financial burdens. Cutting back on unnecessary spending and reducing your high-interest debt are great first steps toward building your emergency savings.

Rethink impulse purchases. Over time,

small purchases here and there can take a toll on your finances, while small deposits into your emergency fund can grow nicely. Saving just \$20 each paycheck could add up to more than \$500 in a year.*

Downsize your debt. Debt in Focus, a free and anonymous service brought to you by Alliance, can help you form a plan to eliminate debt. A simple financial analysis will lead to a realistic debt payment schedule and suggested personal action strategies to help keep you moving forward.

FIND THE TOOLS YOU NEED

Alliance Credit Union has the tools you need to help you build your emergency fund:

Regular Share account – From the moment you become an Alliance member, you have access to this interest-earning savings account. Consider a separate Club Account

to help you build your savings even faster.

High Yield Money Market account – Once you have paid off your debt, this account is perfect for starting an emergency fund. With a minimum balance of only \$2,500, this account offers competitive rates that are higher than the Regular Share with more access to your money than with a Share Certificate.

Share Certificates provide investment flexibility, high earnings and the advantage of a fixed rate for the term you choose. Share Certificates can be opened with a minimum deposit of just \$500.

Most experts recommend setting aside three to six months of living expenses in an emergency fund. To start building your savings, call **800.232.8669** or visit us at www.alliancecreditunion.com today.

* With biweekly paydays.

Cuenta de mercado monetario de alto rendimiento – Esta cuenta paga actualmente las tasas más altas que hayamos ofrecido. Con un saldo mínimo de sólo \$2,500, usted disfrutará de tasas de dividendos más altas que con una cuenta regular de acciones de participación, y tendrá un mayor acceso a su dinero que con un certificado de participación.

Los certificados de participación ofrecen flexibilidad de inversión, altas ganancias y la ventaja de una tasa fija para el plazo que usted elija. Los certificados de participación se pueden abrir con un depósito mínimo de sólo \$500.

La mayoría de los expertos recomiendan reservar el equivalente de tres a seis meses de gastos de subsistencia en un fondo para emergencias. Para comenzar a edificar sus ahorros, llame al **800.232.8669** o visítenos hoy mismo en www.alliancecreditunion.org.

* Con un día de pago quincenal.

Cómo crear un fondo para emergencias sólido

Los pequeños pasos pueden llevar al éxito.

Su automóvil hace un chirrido misterioso. Su jefe habla sobre reducir el personal. El calentador ya es muy viejo – y a usted no le gusta bañarse con agua fría. Un fondo para emergencias sólido puede darle tranquilidad y proteger sus finanzas contra numerosas cargas financieras inesperadas. Recortar los gastos innecesarios y reducir las deudas con una tasa alta de interés son los primeros pasos hacia aumentar sus ahorros para casos de emergencia.

Reconsidere las compras impulsivas. Con el tiempo, las compras pequeñas que hace aquí y allá afectan de manera negativa sus finanzas, mientras que los pequeños depósitos a su fondo para emergencias pueden crecer bastante. Ahorrar sólo \$20 de su cheque de pago puede llegar a sumar más de \$500 en un año.*

Reduzca su deuda. Considere pagar tanto como le sea posible hacia su deuda de alta tasa de interés hasta eliminarla, mientras efectúa el pago mínimo en todas sus otras deudas. Luego continúe con este método para eliminar la siguiente deuda con la más alta tasa de interés, y así sucesivamente.

ENCUENTRE LAS HERRAMIENTAS QUE NECESITA

Alliance Credit Union tiene las herramientas necesarias para ayudarle a crear su fondo para emergencias:

Cuenta de regular de acciones de participación – Nuestra cuenta de ahorros que genera intereses es una forma excelente de comenzar a ahorrar. Sólo tiene que depositar \$25 en una cuenta regular de acciones de participación para comenzar.

Planning for the Future: One Investor's Story

Professional guidance helps one family build financial confidence.



John, 39, a freelance graphic designer, prides himself on helping his clients build their companies' brands and boost their revenues through effective visual communications. But when it comes to building his family's future and boosting his own bottom line, John realizes his efforts fall short. As he and his wife prepare to welcome a second child, he has grown even more aware of the need for financial planning to help make his family's goals reality. So he recently set up an appointment with a CFS* Investment Advisor at Alliance Credit Union.

ACTION STEPS

With the help of a professional, John identified the following financial priorities:

1. Build emergency savings. John's freelance income is unpredictable, and his wife's part-time job with a troubled local retail store could evaporate at any time. *Solution:* Financial professionals recommend saving enough to cover three to six months of living expenses for emergencies. Given their uncertain income, John decided to aim for six months' worth. He opened an Alliance High Yield Money Market account and has \$250 automatically transferred to it every month. He enjoys a high dividend rate and easy access to the funds.

2. Save more for retirement. John has a rollover IRA that contains the balances from several old employer-sponsored retirement plans, but he rarely reviews

the statements and has never contributed any additional funds. *Solution:* He plans to start adding to the account regularly, at least \$2,000 a year. John is also considering establishing a SEP-IRA, a retirement plan designed for self-employed people and small business owners.

3. Start saving for education. John and his wife want to assist their children in paying for college some day, and they may also want to enroll both children in private elementary and secondary schools. *Solution:* John opened a Coverdell education savings account, which offers tax-advantaged ways to save for qualified education expenses, including elementary and secondary education. They can invest up to \$2,000 per year per child under the age of 18. Contributions are not tax-deductible, but earnings grow tax-free when certain restrictions are met.

THE PAY OFF

While John and his wife haven't solved all of their financial challenges, they know they are headed in the right direction. Individual situations will vary. To learn more about how we can help you, call **800.232.8669** or visit www.alliancecreditunion.org.

* Investment products and services offered through CUSO Financial Services, L.P. (CFS), an independent broker-dealer, are not NCUA/NCUSIF insured, not credit union guaranteed and may lose value. Representatives are employed by and registered through CFS (Member FINRA/SIPC).

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customers 45 days' notice of any changes.

NO SURPRISES WITH OUR VISA®

If you're on the lookout for a credit card with all the perks from a name you can trust, look to Alliance Credit Union to continue bringing you fair, honest deals. We are pleased to provide a straightforward credit card

with no annual fee, balance transfer, cash advance or over-the-limit-fee, no penalty/default APR and is accepted worldwide. To learn more or to apply, please call **800.232.8669** or visit www.alliancecreditunion.org.

More than Just Your Financial Partner

*Alliance Credit Union
helps businesses succeed.*

Alliance Credit Union is more than simply a place to deposit your business' funds. We can be a valuable resource in many business situations, providing the tools, networking and education you need to succeed.

Check out Business Checking. Every Alliance Credit Union Business Checking account now includes Small Business FinanceWorks™ – a suite of powerful online tools that can simplify the way you manage your business finances. These tools are designed to help you meet the unique needs of a small business owner, including invoicing, merchant services, payroll and legal resources.

Each Business Checking account also includes access to our online Business Directory, discounts on check orders and complimentary educational seminars.

DID YOU KNOW?

Alliance Credit Union will host its 57th Annual Meeting and Elections at the Testarossa Winery in Los Gatos, Calif., on April 27, 2010. Learn what's happening at your credit union and join us for a complimentary wine-tasting immediately following the meeting. Check-in is from 6:15 to 6:40 p.m.; the meeting begins at 6:45 p.m. RSVP today at **800.232.8669** or www.alliancecreditunion.org. We hope to see you there!

Join our Business Directory. We know how important it is to network with other business owners. Our online Business Directory is an excellent way to find and meet other business owners in the community who are also Alliance members.

If you would like to be a part of this network, simply visit the "Business Services" section at www.alliancecreditunion.org. You'll be able to create a profile and enter your business information. With your ID and password, you'll have access to other businesses' information and vice versa.

Learn from small business seminars. Knowledge is power, and Alliance Credit Union wants to give your business the power to succeed. Take advantage of complimentary business workshops and seminars held at various Alliance Credit Union locations and conducted by Silicon Valley SCORE®. Silicon Valley SCORE also offers free confidential counseling (by appointment) and a business library. For more information about Silicon Valley SCORE, call **408.453.6237** or visit www.svscore.org.

WE CAN HELP

Make sure you're taking full advantage of all that a business banking relationship with Alliance Credit Union can offer. Contact a business banker today at **800.232.8669** or visit us online at www.alliancecreditunion.org.

CALENDAR

- SEMINAR: IRA Basics
DATE: April 13, 5:30 p.m.
LOCATION: Racine Financial Center
Wilmington, NC

- SEMINAR: Budget Seminar
DATE: April 15, 6 p.m.
LOCATION: Curtner Financial Center
San Jose, CA

- SEMINAR: Budget Seminar
DATE: April 20, 5:30 p.m.
LOCATION: Myrtle Grove Financial Center
Wilmington, NC

- EVENT: 57th Annual Meeting
DATE: April 27, 2010
Check-in starts at 6:15 p.m.
LOCATION: Testarossa Winery
Los Gatos, CA

- EVENT: NC Member Meeting
DATE: May 4, 2010
Meeting starts at 5:30 p.m.
LOCATION: Racine Financial Center
Wilmington, NC

- SEMINAR: Your Rollover Headquarters
DATE: May 4 and 20, 6 p.m.
LOCATION: Sunnyvale Financial Center
Sunnyvale, CA

DATE: May 11 and 20, 6 p.m.
LOCATION: Racine Financial Center
Wilmington, NC

- SEMINAR: Score Enhancement
DATE: May 19, 6 p.m.
LOCATION: Blossom Valley Financial Center
San Jose, CA

- SEMINAR: Score Enhancement
DATE: June 8, 5:30 p.m.
LOCATION: Glen Meade Financial Center
Wilmington, NC

- SEMINAR: Rebuilding Your Finances
DATE: June 17, 5:30 p.m.
LOCATION: Sunnyvale Financial Center
Sunnyvale, CA

CALIFORNIA LOCATIONS

BLOSSOM VALLEY FINANCIAL CENTER 5681 SNELL AVE. SAN JOSE, CA 95123	CURTNER FINANCIAL CENTER 265 CURTNER AVE. SAN JOSE, CA 95125	FREMONT FINANCIAL CENTER 39174 ARGONAUT WAY FREMONT, CA 94538	O'CONNOR FINANCIAL CENTER 2105 FOREST AVE. SAN JOSE, CA 95128	SUNNYVALE FINANCIAL CENTER 540 LAWRENCE EXPRESSWAY, SUITE 1 SUNNYVALE, CA 94085
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NORTH CAROLINA LOCATIONS

GE PLANT SITE FINANCIAL CENTER P.O. BOX 369 CASTLE HAYNE, NC 28429	GLEN MEADE FINANCIAL CENTER 2465 S. 17TH ST. WILLMINGTON, NC 28401	MYRTLE GROVE FINANCIAL CENTER 5620 CAROLINA BEACH RD. WILLMINGTON, NC 28412	RACINE FINANCIAL CENTER 237 RACINE DR. WILLMINGTON, NC 28403
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