



ALLIANCE
CREDIT UNION

SPRING 2009

Personal. Banking.

Smart Living



También interior:
Simplificar para ahorrar

Simplify and Save

Building a calmer, better you.

A thrifty life is often a simpler one. And a simpler life can lead to a greater sense of well-being, less stress and more time to focus on the things that really matter. Want to learn how to downsize not only your budget but your hectic day-to-day life as well? Then read on.

CLEARING YOUR CALENDAR

Do you sometimes feel pulled in a million directions? Many social and work

obligations cluttering your calendar can do more than make you feel stressed – they can be a drain on your budget, too. Review your calendar and think about what you really enjoy. Love your monthly book club but dread having weekly lunches out with colleagues? Start brown bagging your lunch instead, and you'll save time and money.

You can also look at how you spend your time with friends and family. If you're used to pricey movies or dinners out to socialize, think about staying in for a change. A potluck, some board games and a group of friends can be just as much – if not more – fun than an expensive night on the town.

SCALING DOWN ON SERVICES

How many services do you pay for? Cable, Internet, fitness club, phone, movie rental service – the list can go on and on. Take a hard look at how much each of these costs: It may only be \$10 per month for unlimited movie rentals, but if they sit on your counter collecting dust, that's money you could be saving instead.

Also consider if there are cheaper alternatives to the services you want to keep. If you don't use the Internet much at home, consider using it for free at the public library or a coffee shop. If you dread going to the gym, maybe a walk around your neighborhood would suit you better – and save you the monthly fees.

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WWW.ALLIANCECREDITUNION.ORG

P.O. Box 18460 San Jose, CA 95158-8460 | 800.232.8669

Also inside

Rebalance Your Portfolio to Make the Most of a Rebound

From the President: Spring Clean Your Finances



Official Sponsor of the San Jose Giants.

Simplify and Save continued

ORGANIZING FINANCIAL ACCOUNTS

Are your monthly bills piled a mile high? That kind of clutter can cause stress, and being disorganized may lead to late payments or missed opportunities. Take control of your money by consolidating financial and investment accounts with Alliance Credit Union. With all your accounts under one roof you'll be able to better manage your cash – which will save you time and money in the long run.

Another good way to simplify and save is to use online banking with FinanceWorks™ (powered by Quicken®). It's free and easy, and you'll have access to your account information 24/7.

START WITH US

Saving money doesn't have to be a burden. It might just lead to a calmer, better you! Our Member Relationship Managers are CUNA Certified Credit Union Financial Counselors and are available to help you streamline and organize your finances. Stop by

Resources

Alliance Credit Union
www.alliancecreditunion.org
408.445.3386 in San Jose
800.232.8669 Nationwide

your nearest financial center, visit www.alliancecreditunion.org or call **800.232.8669** to learn how we can help you save.

Simplificar para ahorrar

Constrúyase una vida mejor y más serena.

Una vida austera es a menudo más sencilla. Un estilo de vida más simple puede mejorar su sensación de bienestar, reducirle el estrés y dejarle más tiempo para dedicar a las cosas realmente importantes. ¿Desea informarse más sobre cómo reducir no sólo su presupuesto sino también el ajetreo de su vida diaria? Si así fuera, continúe leyendo.

HAY QUE DESPEJAR EL CALENDARIO

¿Siente a veces que los compromisos le exigen mucho más que lo razonable? Si en su calendario se amontonan muchas obligaciones sociales y laborales, es probable que no sólo lo hagan sentirse estresado – también pueden agotarle el presupuesto. Repase su calendario y piense qué es lo que realmente disfruta. ¿Acaso le encantan las reuniones mensuales del club del libro pero detesta ese almuerzo semanal con sus compañeros de trabajo? En lugar de ello, comience a empacar en casa un almuerzo para llevar al trabajo, y así ahorrará tiempo y dinero.

También puede evaluar cómo le dedica tiempo a sus amigos y familiares. Si para socializar está habituado a ver películas

costosas o a comer en restaurantes, considere quedarse en casa para facilitar el cambio. Una fiesta tipo *Potluck*, en que cada uno lleva alguna comida para compartir, algunos juegos de mesa y un grupo de amigos puede ser algo tan divertido como pasar una noche costosa en la ciudad, o quizás más entretenido que eso.

HAY QUE REDUCIR EL COSTO DE LOS SERVICIOS

¿Cuántos servicios paga usted habitualmente? TV por cable, Internet, gimnasio, teléfono, alquiler de películas – y la lista puede seguir prolongándose. Considere en detalle cuánto cuesta cada uno de esos servicios: Tal vez su club de alquiler ilimitado de películas sólo cueste 10 dólares por mes, pero si las películas permanecen acumulando polvo sobre la mesa, eso es dinero que podría ahorrarse.

Además, averigüe si hay alternativas más económicas para los servicios que desea conservar. Si usa poco la Internet en casa, considere usarla gratuitamente en la biblioteca pública o en una cafetería. Si no le gusta ir al gimnasio, tal vez le convenga salir a caminar por su vecindario – y ahorrar así las cuotas mensuales.

HAY QUE ORGANIZAR LAS CUENTAS FINANCIERAS

¿Acaso la pila de sus facturas mensuales tiene una milla de altura? Ese amontonamiento de papeles puede ser causa de estrés. Además, si usted no se organiza, es posible que se atrase en sus pagos o se pierda alguna oportunidad. Consolide sus cuentas financieras y de inversión con Alliance Credit Union para tener su dinero bajo control. Si mantiene todas sus cuentas “bajo el mismo techo,” podrá administrar mejor su efectivo, lo cual le ahorrará tiempo y dinero a la larga.

Otra buena manera de simplificar y ahorrar es usar el servicio de banca electrónica de FinanceWorks™ (basado en la tecnología de Quicken®). Es gratuito, fácil de usar y le dará acceso a la información de su cuenta 24 horas al día, 7 días a la semana.

COMIENCE CON NOSOTROS

Ahorrar dinero no tiene que ser una molestia para usted. ¡Pero podría darle una vida mejor y más serena! Nuestros Gerentes de Relaciones con los Miembros son asesores financieros certificados por la Asociación Nacional de Cooperativas de Créditos (CUNA, por la sigla inglesa); ellos están a su disposición para ayudarle a dinamizar y organizar sus finanzas. Acérquese al centro financiero más cercano a su domicilio, visite www.alliancecreditunion.org o llame al **800.232.8669** para averiguar cómo podemos ayudarlo a ahorrar.

Rebalance Your Portfolio to Make the Most of a Rebound

Position yourself for success.

Looking ahead to when the economy begins to pick up steam – and it will – you want to do everything you can to position yourself for success. When it comes to your investment portfolio, one of the best ways to do that is by rebalancing now.

Rebalancing – or restoring the stock, bond and cash mix to your original targets – can help you avoid a portfolio that's too conservative for your timeline, goals and risk tolerance. Your portfolio has likely taken a substantial hit during the current bear market and may have thrown your original allocations out of whack.

For example, an investor who initially decided on an asset allocation of 65% stocks, 25% bonds and 10% cash, could now feasibly have just 50% held in stocks. Readjusting your portfolio now could help you position yourself to take full advantage of any eventual rebound. And buying more equities – which will be part of rebalancing for many people – may help you recover more quickly when the market turns around.

A RECIPE FOR REBALANCING

Adjusting your allocations can be as simple as 1-2-3-4:

1. Revisit your asset allocation targets. Goals you set before the bear market reared its head may still be suitable today. However, a change in your personal or financial situation may necessitate a re-evaluation.



2. Assess your current allocations.

How far have they strayed from your targets?

3. Plan your approach. You can sell assets from classes that are outperforming the others, buy more of asset classes that are underperforming, or some combination of the two. In an employer-sponsored retirement plan or other systematic investment program, you may choose to simply redirect future contributions to asset classes that are underrepresented until you reach your target allocations.* If your portfolio is not in a tax-sheltered account, be sure to consider the tax consequences of rebalancing.

4. Make it a habit. Commit to rebalancing regularly. If you choose to rebalance on a set schedule, consider tying it to an annual trigger, such as receipt of your Social Security statement, your birthday or year-end. Or, if you're vigilant about checking your allocations, it may work well to rebalance any time

your allocations diverge from their target by a certain amount, such as 5%.

WE CAN HELP

A CFS** Investment Advisor at Alliance Credit Union can help ensure your portfolio can handle whatever the market dishes up this year. Schedule a complimentary portfolio review today by calling **800.232.8669** or visiting www.alliancecreditunion.org.

Resources

Alliance Credit Union
Investment Advisors

Quang Phan, Investment
Advisor in California

408.979.2478

Jay Stewart, CFP®, in North Carolina
910.793.2232

Visit the Investment page on our
Web site for more information.

* A systematic investment program cannot guarantee a profit or protect against loss in a declining market. You should consider your ability to continue investing during periods of low price levels.

** 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).

From the President



Eileen Lewis
President/CEO
Alliance Credit Union

What do you get paid for washing your home's windows? How much do you earn for cleaning the garage? What about shaking out the rugs? Spring cleaning has its rewards, but unfortunately none of them are bankable.

With your taxes filed away, your finances may seem good-to-go for another year. But applying a little elbow grease this spring to your checking and saving accounts, loans, investments and credit card accounts can pay off – literally.

Start with a free credit report. If you've lost track of how many accounts you have and exactly where they are, log on to www.annualcreditreport.com and you can know in minutes.* You're entitled by law to a free copy of your report from each of the three major credit bureaus once every 12 months.

Organize and simplify. Too many old accounts that you don't need anymore? For example, you can probably snip your department store credit cards – and their typical 18% or more interest rates. If you have balances sprouting up like weeds, consolidate them into one lower-interest

credit card. Alliance Credit Union's no-annual-fee and low fixed-APR Visa® offers credit lines up to \$10,000, no cash advance or balance transfer fees and protection from unauthorized transactions.

Stockpile savings. Now that your money isn't scattered in the wind to high interest rates and fees, focus on growth. Transfer funds from your savings or checking to a share certificate, savings bond or IRA and you may be able to reap higher interest rates. Alliance Credit Union offers certificate maturity rates as short as three months, so you can have access to your money when you need it.

Keep it neat and tidy. The great thing about organizing your finances is that if you do it well, they stay organized. FinanceWorks™ (powered by Quicken®) is a free program through online banking that keeps track of your checking and savings accounts, loans and credit cards by connecting you with more than 5,000 financial institutions and creditors. It can analyze where your money goes so you can identify ways to save, ensure your bills are paid on time and more!

MAKE A CLEAN SWEEP

You don't need rubber gloves or safety goggles to make a clean sweep of your money matters this spring. Just stop by your local Alliance Credit Union financial center or log on to www.alliancecreditunion.org today.

* Web site is provided for information only and is neither affiliated with nor endorsed by this financial institution.

CALENDAR *

EVENT:	57 th Annual Meeting
DATE:	April 21, 6:30 p.m.
LOCATION:	Blossom Valley Financial Center San Jose, CA
SEMINAR:	Business Seminar: Taking Steps During a Downturn Economy
DATE:	April 23, 5:30 p.m.
LOCATION:	Alliance Credit Union Headquarters San Jose, CA
SEMINAR:	High School: Score Enhancement Seminar
DATE:	May 4, 6 p.m.
LOCATION:	Racine Financial Center Wilmington, NC
SEMINAR:	High School: Score Enhancement Seminar
DATE:	May 11, 6 p.m.
LOCATION:	Myrtle Grove Financial Center Wilmington, NC
EVENT:	NC Annual Member Meeting
DATE:	May 5, 6 p.m.
LOCATION:	Racine Financial Center Wilmington, NC
SEMINAR:	Basic Budget Seminar
DATE:	May 19, 6 p.m.
LOCATION:	Fremont Financial Center Fremont, CA
EVENT:	Memorial Day, all financial centers closed
DATE:	May 25
SEMINAR:	Credit Score Enhancement Seminar
DATE:	June 23, 6 p.m.
LOCATION:	Curtner Financial Center San Jose, CA

* Register for seminars online through the Event Calendar or Contact Us form, or by calling 800.232.8669.

DID YOU KNOW?

Just about everyone you come in contact with at Alliance Credit Union is specially equipped to help you build a strong financial future. All of our Member Relationship Managers (MRMs) and Branch Managers are CUNA Credit Union Certified Financial Counselors, which makes them uniquely qualified to help you draft a budget, make sense of your credit report, free up more money for saving and investing, pay off debt, or solve nearly any other financial concern. If you want help gaining control of your financial future, you need look no further than the trusted professionals at Alliance Credit Union.

CALIFORNIA FINANCIAL CENTERS

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	SANTA CLARA FINANCIAL CENTER 4677 OLD IRONSIDES DR. SANTA CLARA, CA 95054
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NORTH CAROLINA FINANCIAL CENTERS

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