



ALLIANCE
CREDIT UNION

Smart Living

FALL 2011



The Power of a Good Auto Loan

A dependable car and sensible loan can improve your outlook.

Driving a lemon can sour more than just your commute. An unreliable car can be hard on your pocketbook, the environment and your personal and professional life. If you're driving a clunker, maybe it's time to think about

an upgrade. A dependable car and sensible auto loan can have a positive impact on your daily outlook and monthly bills.

WHAT YOUR CAR REALLY COSTS

Owning a car means paying more than the mere sticker price. Gas, regular maintenance, repairs, insurance and the cost of parking all figure into a vehicle's price. That cost may be driven even higher by poor gas mileage, unreliability or a high-interest loan.

- Poor fuel economy is hard on your budget and the environment. A car that gets 20 miles per gallon (MPG) will cost \$912 more to fuel for a year than a car that gets 30

MPG.* And the poor gas mileage adds 3.1 tons of carbon dioxide to your annual carbon footprint.

- Frequent break-downs and repairs may add to your monthly bills and your stress level if unreliable transportation leaves you missing work and other obligations.
- With a high-interest loan you may end up paying more than twice the original price of the car. In addition, terms that allow you to pay off your car over a longer period of time can cost you, even as they lower your monthly payment. Because cars depreciate in value rapidly, long-term auto loans often leave car owners owing more money than their car is worth.

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WWW.ALLIANCECREDITUNION.ORG
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ALSO INSIDE

SmartPoints Rewards Program
Earn points for everyday banking like making on-time loan payments or using direct deposit.

What Kind of Investment Shopper Are You?
The way you make major purchases may mirror your preference in investing style.

Helping Hands Makes an Impact on the Community
The North Carolina committee lends a helping hand to a variety of local causes.

El poder de un buen préstamo para automóvil

Manejar un auto defectuoso puede amargarle más que solo el trayecto al trabajo. Un automóvil poco fiable puede afectar su bolsillo, el medio ambiente y su vida personal y profesional. Si maneja una chatarra, tal vez haya llegado el momento de considerar reemplazarla.

LO QUE SU AUTOMÓVIL REALMENTE CUESTA

La gasolina, el mantenimiento regular, las reparaciones, el seguro y los costos de estacionamiento ... todos esos elementos figuran en el precio de un vehículo. Es posible que ese costo se eleve incluso más a causa del bajo rendimiento del combustible, de la poca fiabilidad del vehículo o de un préstamo con altos intereses.

- Un bajo rendimiento del combustible es malo para su presupuesto y el medio ambiente. Un automóvil que rinde 20 millas por galón (MPG) costará \$912 más en combustible al año que uno que rinde 30 MPG.* Además, el alto consumo de combustible añade 3.1 toneladas de dióxido de carbono a su huella de carbono anual.

- Las descomposturas y reparaciones frecuentes pueden incrementar sus facturas mensuales y su nivel de estrés si un transporte poco confiable ocasiona que falte al trabajo y no cumpla con otras obligaciones.
- Con un préstamo de altos intereses podría terminar pagando más del doble del precio original del automóvil.

DEJE DE DARLE VUELTAS

Alliance le ofrece diferentes opciones de préstamos que se adaptan a sus necesidades y le ayudan a ponerse al volante de un auto nuevo, o nuevo para usted. O tal vez le podamos ayudar a refinanciar su préstamo actual que tiene una alta tasa de interés, ofreciéndole una tasa de interés más baja y pagos mensuales reducidos. Asimismo, Alliance puede guiarlo en el proceso de compra de un automóvil o incluso hacerse cargo de toda la transacción a través de sus programas AutoSMART™ y Autoland™. Para obtener más información, visite www.alliancecreditunion.org o comuníquese con nosotros al **800.232.8669**.

* Fuente: www.fueleconomy.gov; asumiendo 15,000 millas de manejo al año y costos de combustible de \$3.65 por galón.

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STOP SPINNING YOUR WHEELS

The right car and the right auto loan can help you stop the cycle of overspending on your vehicle. Alliance offers several loan options that may fit your needs and help get you behind the wheel of a new or new-to-you car. Or we may be able to help you refinance your current high-interest loan from another lender, offering you a lower interest rate and lower monthly payments. In addition,

Alliance can guide you through the car-buying process or even take care of the whole transaction for you with our AutoSMART™ and Autoland™ programs. For more information on the auto loans and car-buying services Alliance offers, visit our website at www.alliancecreditunion.org or call us at **800.232.8669**.

* Source: www.fueleconomy.gov; assuming 15,000 miles of driving a year and fuel costs of \$3.65 per gallon.

We're Rewarding You for Being a Member!

Introducing SmartPoints.

Alliance Credit Union wants to reward you for banking with us with our new SmartPoints program. Every Alliance Credit Union member is automatically enrolled.

With SmartPoints, you earn points for everyday banking like making on-time loan payments or using direct deposit. Here are some of the many ways you can accrue points:

- Earn 1,000 points for joining Alliance.*
- Earn 1,000 points for opening a new Alliance consumer loan or a new real estate loan.
- Earn 500 points for opening a new checking account if you don't have an existing checking account with us.
- Earn 100 points each month you make an on-time loan or credit card payment.
- Earn points on a monthly basis simply for using our convenient products and services such as bill pay, e-statements, debit cards and credit cards.

You can then redeem those points for valuable services like lower interest rates or waived overdraft fees.

EVEN MORE GOOD NEWS

You probably have SmartPoints in your account right now! Simply login to Online Banking and click the SmartPoints tab to view your total points. To redeem your points, simply call us at **800.232.8669** or stop by any Alliance Credit Union financial center. One of our representatives will be happy to help you.

* Does not include returning member or additional member accounts for the same individual.

What Kind of Investment Shopper Are You?

The way you make major purchases may mirror your preference in investing style.

When shopping for a big-ticket item, do you choose the proven, big-name brand or the lowest price from a company you're unfamiliar with? There are risks either way: A low-end item could perform poorly or be a complete waste of money, while a high-end item requires a larger investment with no guarantee of better performance. The way you make major purchases may mirror your preference in investing style: growth vs. value.

If you gravitate toward big, reliable brands as a shopper, you may feel more risk-averse and more comfortable with investments in well-established companies, making you a value investor. If you are a serious bargain shopper, you may be willing to accept additional risk and prefer investing in companies believed to be overlooked or undervalued – akin to a growth investment style.

But as with shopping strategies, a balance of both styles may be your best bet. After all, growth and value investments tend to take turns outperforming each other in the stock market, so investing in both may be worth considering.

GROWTH-STYLE INVESTING

Growth-style investing attempts to capitalize on the momentum of companies in a position for continued growth and expansion. These companies usually have fast-growing sales and profits measured by earnings growth rates, return on equity, book value and cash flow. Their stocks may or may not be expensive due to high price-to-earnings ratios, and the hope is that the price will continue to rise. Earnings are often

reinvested into the company for research and development rather than paid out to shareholders.

There is potential for stock prices to take a harder fall when companies experience setbacks. Not surprisingly, growth stocks experienced extreme ups and downs in the past decade, with a low return of -38.44% in 2008 and a high of 37.01% in 2009 as measured by the Russell 3000® All Cap Growth Index.*

VALUE-STYLE INVESTING

Value-style investing seeks to invest in companies that may be struggling temporarily but have good prospects for higher valuation in the future. Companies on the value side are often out of favor or overlooked by the market for any number of reasons. Value investments are purchased at bargain prices in relation to their earnings, dividends, cash flow or book value, with the expectation (or hope) that the value will rise.

Value-style investments may perform better during slow-growth periods than during periods of rapid economic growth and expansion. Regardless of the timing, buying a stock just because it's cheap doesn't ever guarantee a good return. Over the past 10 years, value stocks returned a high of 31.4% in 2003 with a low of -36.25% in 2008 as measured by the Russell 3000® All Cap Value Index.*

TIME TO ADJUST YOUR STRATEGY?

As the economic recovery continues, it's a good idea to check your positions to help ensure they still meet your



investment objective and risk tolerance. A CFS Investment Advisor** at Alliance can review your portfolio and help you rebalance if needed. Call James Gregory at **910.793.2232** in North Carolina or Quang Phan at **408.979.2478** in California to schedule an appointment.

* Source: Russell Investment Group 2011. Past performance is not an indication of future results. Individuals cannot invest directly in an index.

** Non-deposit investment products and services are offered through CUSO Financial Services, L.P. ("CFS"), a registered broker-dealer (Member FINRA/SIPC) and SEC Registered Investment Advisor. Products offered through CFS: are not NCUA/NCUSIF or otherwise federally insured, are not guarantees or obligations of the credit union, and may involve investment risk including possible loss of principal. Investment Representatives are registered through CFS. Alliance Credit Union has contracted with CFS to make non-deposit investment products and services available to credit union members.

RESOURCES

INVESTMENT ADVISORS AT
ALLIANCE CREDIT UNION
Quang Phan, CFS* Investment
Advisor in California
408.979.2478

James Gregory, CFS* Investment
Advisor in North Carolina
910.793.2232

Visit the Investment and Retirement
page on our website to learn more.

Making an Impact

North Carolina Helping Hands Committee gives back.

At Alliance Credit Union, we like to give back. In fact, we get to do it every day as we funnel our profits back to members and deliver top-notch, personal service. But we don't stop there. We also give back to our community by lending a helping hand to a variety of local causes.

"We want to show our community that we care, and we want to make an impact, no matter how large or small it may be," explains Rachel Robinson, North Carolina Business Development Officer. "We have an active Helping Hands Committee in North Carolina and California. All of our efforts are completely voluntary."

So far in 2011, the North Carolina Helping Hands Committee has touched many community members through a variety of local organizations and fundraising efforts.

The LoTide Run assists local cancer patients with bills, food and many other things they need so that they can focus on getting healthy. Helping Hands raised \$881 through bake sales at each of the local financial centers.

Adopt an Angel Foundation saves local, unwanted domestic animals from euthanasia when their time has run out at local shelters. Helping Hands raffled off a TV to credit union members to raise \$1,228 for the cause. "When the Foundation

representative came to pick up the check, she was astonished by the amount," recalls Robinson, who is also a member of the North Carolina Helping Hands Committee. "She was truly touched."

Local tornado victims received nearly \$335 in donations from the Helping Hands Committee, thanks to a bake sale hosted at each center.

Local elementary schools enjoyed some new school supplies purchased with money raised by the North Carolina Alliance Credit Union team members.

The Carousel Center hosts a talent show every year to raise funds to help local children who have been sexually, physically or mentally abused. In April, four Helping Hands Committee members (Kandra Romeo, Carol Hamilton, Angie Shannon and Robinson) danced to M.C. Hammer's "U Can't Touch This" on stage at Thalian Hall to raise money for the cause.

The group works almost continuously to help the community, with their latest effort – raising money for Making Strides Against Breast Cancer – occurring this fall. Robinson and the Helping Hands Committee are proud of the help they are able to provide, but they aren't in it for the recognition. Robinson says, "We want to help our neighbors whether they know it or not."

CALENDAR

- EVENT: Veteran's Day
DATE: Nov. 11
All locations will be closed.
- EVENT: Thanksgiving Day
DATE: Nov. 24
All locations will be closed.
- EVENT: Christmas Day
DATE: Dec. 26
All locations will be closed.
- EVENT: Martin Luther King Day
DATE: Jan. 16
All locations will be closed.

To see our most current events, visit www.alliancecreditunion.org.



The Alliance Credit Union Android application is now available for Android smart phones. Simply go to the Android Market application on your smart phone and search for Alliance Credit Union.



USE YOUR SMART PHONE TO QUICKLY ACCESS OUR WEB SITE.



DID YOU KNOW?

We can help you save money on your cell phone with the Sprint Credit Union Member Discount Plan. You can enjoy 10% off most regularly priced service plans, 15% off most regularly priced business service plans, waived activation fee on new activations and waived upgrade fees. To learn more or get started, visit www.SprintSave4CU.com and tell them you're a credit union member and that you'd like to be attached to the NACUC_ZZM Corporate ID.

CALIFORNIA LOCATIONS

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|--------------------------------------------------------------------------------|--------------------------------------------------------------------------|---------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| 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 HOSPITAL 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

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| 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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