



WHAT'S YOUR GOAL?

Hosea Seymore and Jennifer Chand celebrate their new home with Member Relationship Manager Chris Solis (right). Alliance Credit Union helped them achieve their ultimate dream, and we want to help you, too. Our goal at Alliance Credit Union is to help you achieve your goals. If you have a story that might help inspire your fellow members, we want to hear about it! E-mail us today at marketing@alliancecreditunion.org.

A Future Grows Even Brighter

Real life, real story.

In the summer edition of Smart Living, we told you the story of two members who reached their ultimate goal: After rebuilding their credit with help from Alliance Credit Union Member Relationship Manager Christopher Solis, Jennifer Chand and her

fiancé Hosea Seymore succeeded in buying their first home. Read the complete story at www.alliancecreditunion.org > About Us > News and Press > Newsletters. Things haven't slowed down for Jennifer and Hosea, and here they share an update on their new home and their next big goal.

Q. HOW IS THE NEW HOUSE?

A. The house is great! The kids LOVE it! We've never spent so much money on allergy medication and sunscreen with all of the time they're spending in the new yard. It's funny – we'll be out running errands or visiting family and both my son and daughter will

ask to go home. It feels so good to know that our children love the new house as much as we do. We worked so hard for it. We're also fortunate to now be in the kind of area that every parent hopes to raise children in. It's peaceful and quiet, and our neighbors are kind. It's a great and friendly community. I hope we never leave!

Q. HAVE YOU HAD ANY MORE MOVEMENT ON YOUR CREDIT SCORES?

A. We have not checked our credit since the purchase of our home. We expect it will go up within four to five months of establishing a history of on-time mortgage

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

ALSO INSIDE

Make the Switch
Consolidate your accounts with Alliance and save time and money.

Resist Store Credit Cards
Declining in-store credit – and the discounts – is generally the smart move.

Tax-Saving Opportunities
Can you take advantage of any of these recent tax law changes?

Make the Switch

Alliance saves you money every step of the way.

Consolidating all of your financial accounts with us could save you time and money. Alliance Credit Union has a range of convenient products and services to make your financial life easier. Plus, we offer attractive rates and lower fees than other financial institutions. In fact, the Credit Union National Association estimates that credit unions provided an average of \$84 per member – or \$159 per member household – in financial benefits through

affordable services and reasonable fees in the 12 months ending March 2010.*

REFINANCE WITH US

A refinanced lower-rate auto loan is one way we can help you save money. Our auto loan rates are among the most competitive around, and the variety of term lengths help you find a monthly payment that fits your budget and circumstances. Try our auto loan calculator at www.alliancecreditunion.org to see how much you may be able to save.

We make it easy to refinance your existing auto loan from another financial institution. Any of our Member Relationship Managers would be happy to walk you through the process by phone or in person. We can also help you research, shop, and buy your next vehicle with Alliance AutoSMART.

TRULY FREE CHECKING

Almost everyone needs a checking account, but some “free” checking accounts with other financial institutions aren’t really free. Free Checking with Alliance Credit Union is. With no minimum balance requirement, unlimited check writing and free access to over 28,000 surcharge-free ATMs, online banking and online bill pay, eStatements and FinanceWorks™ online tools, you won’t spend a dime to use your own money.

DON'T DELAY, SWITCH TODAY

Give us a call at **800.232.8669** and we can help you explore how Alliance Credit Union can save you time and money by consolidating your financial accounts.

* Source: Credit Union National Association, www.cuna.org.

Haga el cambio

Alliance le ahorra dinero en cada paso del camino.

¿Por qué no consolida sus cuentas con nosotros para ver cuánto puede ahorrar en tiempo y dinero?

Alliance Credit Union cuenta con diversos servicios y productos convenientes para hacer más sencilla su vida financiera. Además, ofrecemos atractivas tasas de interés y comisiones más bajas que las de otras instituciones financieras. De hecho, la Asociación Nacional de Uniones de Crédito (Credit Union National Association) calcula que las uniones de crédito brindaron un promedio de \$84 por miembro – o \$159 por miembro de la familia – en beneficios financieros a través de servicios asequibles y comisiones razonables durante los 12 meses que finalizaron en marzo de 2010.*

REFINANCIÉ CON NOSOTROS

Un préstamo para automóvil refinanciado a una tasa de interés más baja es una manera en que podemos ayudarle a ahorrar dinero. Nuestras tasas de interés para automóviles figuran entre las más competitivas, y los diferentes términos de los plazos le ayudan a encontrar el pago mensual que mejor se ajuste a su presupuesto y sus circunstancias. Pruebe nuestra calculadora de préstamos para automóviles en www.alliancecreditunion.org para averiguar cuánto podría ahorrar.

Hacemos muy sencilla la refinanciación de su préstamo para automóvil actual con Alliance. Cualquiera de nuestros Gerentes de Relaciones con los Miembros estará encantado de explicarle el proceso ya sea por teléfono o personalmente. También, mediante el programa AutoSMART de

Alliance, podemos ayudarlo a investigar, comparar precios y comprar su próximo automóvil.

CUENTAS DE CHEQUES

VERDADERAMENTE GRATUITAS

Casi todas las personas necesitan una cuenta de cheques, pero algunas cuentas de cheques “gratuitas” de otras instituciones financieras en realidad no lo son. Las cuentas de cheques de Alliance Credit Union sí son gratuitas. Sin necesidad de un saldo mínimo, sin límites de cheques y con acceso gratuito a más de 28,000 cajeros automáticos sin recargo, servicios bancarios y pago de facturas en línea, herramientas en línea como eStatements y FinanceWorks™, no gastará un solo centavo para usar su propio dinero.

NO SE TARDE, HAGA EL CAMBIO HOY MISMO

Llámenos al **800.232.8669** y le ayudaremos a averiguar cómo Alliance Credit Union puede ahorrarle tiempo y dinero al consolidar sus cuentas financieras.

* Fuente: Credit Union National Association, www.cuna.org



Resist the Lure of Store Credit Cards

Is a discount worth it?

Your pile of merchandise is rung up, and a substantial total pops up on the register screen. As you begin to second-guess whether you really need ALL of the items, the store clerk says, “Would you like to save 10% by opening a store credit card?” You calculate in your head how much that would be – and feel tempted. It would be

great to save that much money. But is opening a store credit card a smart move?

YES OR NO?

Overall, declining in-store credit is generally the best decision. Store credit cards may come with enticing up-front discounts or the opportunity to rack up reward points, but they also have pitfalls such as high interest rates. That 10% discount can be quickly eaten up if you don’t pay off your balance right away – and end up paying 22% in interest.

Occasionally it can be a good idea to open a store credit card if you have little to no credit history. The qualifications may be less stringent than for other credit cards, and they usually have low limits. But opening a store credit card can also harm your credit. Opening several lines of credit can lower your credit score, leading potential lenders to consider you a poor credit risk. You also open yourself to the possibility of going into debt. And carrying many different credit cards can put you at greater risk of identity theft.

A SMARTER CHOICE

Having just one or two credit cards allows you to build a healthy credit rating while still making purchases conveniently. An Alliance Credit Union Visa® credit card is safe and convenient, and offers lower interest rates and fees than store credit cards. To learn more, call **800.232.8669** or visit us online at www.alliancecreditunion.org.

SHOP SMART THIS HOLIDAY SEASON

Are you already making your holiday shopping list and checking it twice? Follow these holiday shopping tips:

- **Start early.** Even if you can’t bear to hit the stores on Black Friday, shopping early in the season gives you time to find good deals.
- **Give simple.** A less expensive, but thoughtful gift is more meaningful than an extravagant gift. Consider homemade gifts, or the gift of your time.
- **Shop in your PJs.** You can save time and gas by shopping online. Some sites even gift wrap! Just make sure you shop at a reputable and secure website.
- **Stick to a budget.** Decide on a budget before you head out to shop, and try your best to stick to it. An Alliance Visa gift card can be a great way to keep track of your budget. Or give one as a gift! Visit www.alliancecreditunion.org for more information, or stop into your local financial center.

A Future Grows Even Brighter

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payments. We’re really looking forward to that. We’re in dire need of a new car – we have our third baby – a little boy! – on the way so we will need to get an SUV as soon as finances allow. We’re due on Christmas day and are really excited.

Q. WHAT’S YOUR NEXT BIG GOAL?

A. We are in constant contact with Chris Solis, who is currently in the process of helping us purchase a new car. Our next big goals for the new year will be getting a new credit card with no fees, a minor home

remodel and our wedding plans. Our life will be absolutely perfect then. We are as close as it gets for now, though, so we have no complaints! Everything is going wonderfully – better than we ever hoped.

Tax-Saving Opportunities Abound This Year

You may not look forward to tax season, but with a host of ways to save on your taxes for 2010, your outlook may change. Check with your tax advisor to see if you can take advantage of these recent changes.

Convert to a Roth IRA. The \$100,000 adjusted gross income and filing status requirements for converting from a traditional IRA to a Roth IRA have been eliminated. If you convert this year, you can defer the tax and report 50% of the income on your 2011 tax return and the balance on your 2012 return. Ask a financial advisor if converting makes sense in your situation.

Go green. If you install high-efficiency heating or air conditioning or energy-efficient doors, windows and skylights by the end of 2010, you may be able to take advantage of up to \$1,500 in one-time tax savings. And save 30% of expenses for qualifying solar electric systems, geothermal heat pumps and wind turbines.

IN MEMORIAM

Roy Mory, a longtime member and recent chairperson of the Alliance Credit Union Supervisory Committee, passed away Sept. 9 at the age of 68. His input, guidance and dedication to Alliance Credit Union helped the Supervisory Committee protect the interests and assets of members. He will be sorely missed. We send our heartfelt condolences to his loving family, especially his cherished wife of 46 years, Sandy.

Roy worked for GE Nuclear Energy for 37 years, and spent considerable time serving the community. In addition to his commitment to Alliance Credit Union, he volunteered for the church and was Treasurer for the League of Women Voters. A resident of San Jose, Roy lived life joyfully every day. He enjoyed gardening, traveling, golfing and crossword puzzles. Above all, he treasured time spent with family and friends.

Send your child to college. Most taxpayers who pay for post-secondary education will qualify for a maximum annual credit of \$2,500 per student for the first four years of college. Income limitations apply; for more information, see IRS publication 970, "Tax Benefits for Education."

Enjoy deductions and exemptions. For 2010 only, more upper-income earners will be able to take advantage of itemized deductions and personal exemptions. That's because income phase-out rules don't apply. By 2011, however, the phase-out rules kick in again.

Pass on an estate. The federal estate tax expired on Dec. 31, 2009, but it's due to return on Jan. 1, 2011, at a rate of 55% on all assets above \$1 million. Be aware that Congress may tweak or completely rewrite the rules before then.

CONSULT A TAX PROFESSIONAL

Because of the complexity of keeping up with tax laws and their changes, it pays to seek help from a tax professional. Even the commissioner of the IRS does so! For additional help, go to www.irs.gov.*

* Website provided for information only. No endorsement is implied.

This financial institution does not give tax advice. Consult your tax advisor for information specific to your situation.

CALENDAR

EVENT: National Credit Union Day
DATE: Oct. 21

SEMINAR: Identity Theft Seminar
DATE: Oct. 27, 6 p.m.
LOCATION: Sunnyvale Financial Center
Sunnyvale, CA

EVENT: Making Strides Walk
DATE: Oct. 30, 8:30 a.m.
LOCATION: Guadalupe River Trail
San Jose, CA

SEMINAR: Retirement Planning Workshop
DATE: Nov. 9, 6 p.m.
LOCATIONS: Blossom Financial Center
San Jose, CA
Racine Financial Center
Wilmington, NC

EVENT: Veterans Day
DATE: Nov. 11
All locations will be closed.

SEMINAR: Credit Score Enhancement Seminar
DATE: Nov. 15, 6 p.m.
LOCATION: Curtner Financial Center
San Jose, CA

EVENT: Thanksgiving Day
DATE: Nov. 25
All locations will be closed.

EVENT: Christmas Eve
DATE: Dec. 24
All locations will be closed.

EVENT: Christmas Day
DATE: Dec. 25
All locations will be closed.

EVENT: New Year's Day
DATE: Jan. 1, 2011
All locations will be closed.

EVENT: Martin Luther King Jr. Day
DATE: Jan. 17
All locations will be closed.

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. 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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