



Vantage West  
CREDIT UNION

# VANTAGE POINT

WINTER 2019

**BANKS  
OWN YOU.  
YOU OWN US.**

At Vantage West, you are more than just a Member. You are an owner. As your credit union, we are committed to investing in you, and we look to you, our Member-Owners for collaboration so **we can thrive together.**

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## PRESIDENT'S MESSAGE

*"We cannot change anything until we accept it." - Carl Jung*

As we kick off 2019, I want to wish the entire Membership a happy, healthy, and prosperous new year!

The front cover of this newsletter reiterates our renewed commitment to the Membership, which is a priority for us. With this bold statement, we wish to remind all Member-Owners of the important role you all play in helping our credit union thrive. When we say, "You own us," we mean it. One important opportunity to exercise your ownership share in the credit union is to help elect your Board of Directors. Recently, we made some important changes that modernized the process for electing members of the board. These changes will make it easier to vote for the credit union's volunteer leaders who represent the Membership. On the back of this newsletter, there is a call for nominations for individuals who wish to nominate someone or to be considered to serve on the board.

Some additional changes we will implement this year include an upgraded digital banking experience, Member advocacy activities, and enhancements to core offerings including HELOCs, simplified rewards checking options, and an even more customized approach to meeting the unique needs of each Member. I am pleased to report we are already off to a successful start, with many new Member-focused initiatives planned or already in motion.

The year ahead is shaping up to be a year to position us for future growth—Not growth for growth's sake, but growth for the sake of our Membership. If you're wondering how growth can positively impact the Membership, the answer is simple as growth and prosperity go hand-in-hand.

Our most significant step towards long-term growth is through our Phoenix expansion which will allow us to better serve our nearly 40,000 Members existing in the Phoenix area. This will also fuel our future growth, so we can evolve into an even stronger credit union with access to more resources to invest back into the entire Membership and the communities we serve. Read about our Phoenix expansion on the next page.

With the grand opening of our Cooper Square (Gilbert) location later this month and our North Stapley (Mesa) location in the spring, we will introduce an enhanced approach to Member service. This new approach centers on a new Member service model that has been embraced by innovative financial institutions across the country. It positions us to deliver a more personalized Member experience, which we will gradually infuse into all our existing locations in the future so the entire Membership can benefit.

Our ongoing effort to be the best financial partner we can be to our Members is only possible through our sustained growth. With additional support, resources, and capital, we can provide our Members more opportunities to thrive.

On behalf of the entire Vantage West team. You have my commitment to future growth and positive change to better serve you, our Member-Owners.

Sincerely,

**Robert D. Ramirez**

**President / CEO**

## RETIREMENT PLANNING RESOLUTION FOR 2019

Ring in the new year with one of these solid retirement investments. Our IRA Certificates offer a more secure way to save for retirement at competitive, above-market rates.

**36-month IRA Certificate - 2.75% APY**

**18-month IRA Certificate - 2.50% APY**

**Traditional and Roth options available.**

Learn more about Traditional and Roth IRAs at [VantageWest.org/IRA](http://VantageWest.org/IRA)

Annual Percentage Yield (s) accurate as of December 1, 2018. Subject to approval. Certain restrictions may apply. Rates subject to change. Early withdrawals, fees, and other conditions could reduce the earnings on the account. Accounts federally insured to at least \$250,000 by the National Credit Union Administration. Consult your tax advisor about IRA eligibility, contributions, qualifications, and early withdrawal penalties. Maintenance fees may apply.







## PHOENIX EXPANSION

2019 rings in a new era for Vantage West as we open two new locations in the Phoenix metro area. The first Gilbert (Cooper Square) location at Ray and Cooper is slated for a January 10 grand opening. A second location in Mesa at McKellips and Stapley (North Stapley), is scheduled to open in the spring.

The new Phoenix area locations are the start of Vantage West’s 10 x ’22 Expansion Strategy, which will add ten locations, with a planned two new locations per year, between now and 2022.

The expansion will allow Vantage West to better serve the nearly 40,000 Members already living in the Phoenix area. It will also position the credit union for growth, which will generate additional opportunities and resources to invest back into the entire Membership.

The new locations will be the first to embrace a Member service model referred to as dialogue banking. Rather than meeting with a teller, Members will be greeted by relationship bankers trained to provide any service needed, in a convenient, engaging environment. The concept of dialogue banking has been embraced by innovative financial institutions across the country, because it creates a flexible, convenient, and interactive experience that allows Members to get in and get out, without sacrificing access to personal and individual attentiveness. Some describe the experience as the perfect mix of technology and human interaction, which underscores Vantage West’s commitment to combining cutting edge technology with the personal customer care that credit unions have become known for.

Vantage West already offers self-service banking through digital channels, so there is no need to visit a physical location to make deposits, withdrawals, transfers, apply for a loan or credit card, or even become a Member. But when Members make the choice to visit with a Vantage West team member in person, they are looking for great service that is convenient, but not self-service.

We are excited to be able to introduce this enhanced Member service model in Phoenix and ultimately extend the same to our Members in Pima County and other service areas. We also look forward to using our future growth and expansion in Phoenix to invest back into our Membership and the communities we serve.

## DIGITAL BANKING UPGRADE COMING SOON

As part of our renewed commitment to providing the best Member experience possible, we are working on an enhanced and more robust Digital Banking platform. This new platform will offer a more innovative system for online and mobile access.

Alongside the platform upgrade, we will introduce exciting new features such as:

- Ability to consolidate business and personal Member relationships
- Debit and Credit Card management controls
- Mobile access to Vantage West Rewards

We will continue to share additional updates in the coming months about our exciting digital transformation.

## HOME EQUITY LOAN ENHANCEMENTS

We are pleased to introduce our newly enhanced Home Equity Line of Credit (HELOC) offerings. Our new HELOCs offer more benefits than ever.

- Refined payment structure to ensure Members avoid the burden of balloon payments upon loan maturity
- Higher 90% loan-to-value allowance on Standard HELOCs
- “Life of Loan” discount on all qualifying HELOCs
- Appraisal waiver available for qualifying loans.
- New Credit Builder HELOC designed to help homeowners looking to build credit or recover from financial setbacks

For additional details visit [VantageWest.org/HELOC](https://VantageWest.org/HELOC)

Loans subject to approval. Rate based on LTV and creditworthiness. Certain restrictions and fees may apply. Mortgage options subject to change without notice. NMLS# 485751

# REWARDING THE BUSINESSES THAT HELP OUR COMMUNITIES THRIVE

Vantage West Credit Union will reward you with a **\$200 CASH BONUS** when you open a Business Checking account.

Visit [VantageWest.org/Bonus200](http://VantageWest.org/Bonus200) to learn more.

The \$200.00 bonus will be credited to the qualifying checking account within ten days of the date the last requirement is met. Your account must be open and in good standing at time the bonus is awarded. Limit one new Select Business Checking, Premier Business Checking or Community Business Checking, per membership and per EIN/SSN, will be eligible for the bonus. Offer valid for new Select Business Checking, Premier Business Checking or Community Business Checking accounts only. The \$200.00 is considered a bonus and is subject to IRS reporting. The account must be opened between 04/01/2018 – 3/31/2019 and remain open for at least six months. If it is closed within six months of the open date you may be responsible for reimbursement of any bonus awarded. Subject to approval. Membership required. Certain restrictions may apply. Promotion subject to change. Federally insured by NCUA.

## BOARD OF DIRECTORS CALL FOR APPLICATIONS

Vantage West is accepting applications now through February 8, 2019 for those who wish to be considered by the Nominating Committee for nomination to the Board of Directors. Six seats for new one, two, and three-year terms will be up for regular election later in 2019 as a part of the credit union's ongoing governance modernization.

To learn more about nomination methods, the Board of Directors, or to apply online, visit

[VantageWest.org/Board](http://VantageWest.org/Board)

## CHECKING MADE SIMPLE

Tired of trying to weigh the costs and benefits of overly complex checking options? We can help! We've consolidated our checking menu to offer two simple and equally valuable choices:

### PREMIUM REWARDS CHECKING

Dividends paid on all account balances, reimbursement of non-Vantage West ATM surcharges, and rewards.\*

### ESSENTIAL CHECKING

A no-fee option with free eStatements, for Members wanting a simple solution to their most essential needs.

Go to [VantageWest.org/Checking](http://VantageWest.org/Checking) for details.

\*ATM reimbursements up to \$7 per month 1 point for every \$5 spent on qualifying debit card purchases. Certain restrictions apply.

## FEE CHANGES

Effective 01/01/19 - Bill Pay monthly service charge of \$2.00 eliminated on all accounts

Effective 02/01/19 - Returned Deposit Item Same-Maker fee will be \$32.00\*

\*Fee is assessed to deposits made to a Member's Vantage West Account, from that same Member's account elsewhere, when funds are not available to fulfill the deposit.

## FRAUDSCOUT NOW AVAILABLE TO MORE MEMBERS

FraudScout Identity Monitoring and Protection Services can help reduce your risk of becoming a victim of identity theft or fraud, provide early alerts to help mitigate damages, and if you are targeted, provide Identity Theft Expense Reimbursement Insurance.

FraudScout, provided by CyberScout@\*, offers three levels of protection at discounted rates for Vantage West Members ranging from \$5.00 - \$14.99 per month or get one month free on annual enrollments.

For details, visit [VantageWest.org/Fraud](http://VantageWest.org/Fraud)

As an added benefit, all Members can enjoy free access to CyberScout's educational site which provides helpful information on the latest scams and how to avoid them, data breach notification, an interactive ID RiskCompass tool to gauge ones' risk of falling victim to identity theft or fraud, and more.

For details, visit [VantageWest.org/IDTheft](http://VantageWest.org/IDTheft)

## SPRINT REWARDS YOUR MEMBERSHIP

Get **\$100 Cash Reward with every new line.**

It's Sprint's best Credit Union Member Cash Rewards offer ever - another benefit of Membership!

Visit [LoveMyCreditUnion.org/Sprint](http://LoveMyCreditUnion.org/Sprint) to calculate your cash rewards.

## CLOSED FOR THE HOLIDAYS

**January 1**  
New Year's Day

**February 18**  
President's Day

**January 21**  
Martin Luther King Jr. Day