

## THE MONEY CLIP

FALL 2011

## iBelong

(and YOU do too!)

During these uncertain economic times, BenchSmart Federal Credit Union, along with other Mississippi credit unions, are pooling their resources to let everyone know the value that credit union membership brings: Better Rates. Lower Fees. People Who Care.

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Answer this quiz and win a BenchSmart umbrella:

If you leave home and make three left turns you'll see 2 guys in a mask. Who are they?

## DEBIT CARD FEE

Using a debit card for purchases has become second nature to many of us. But now some banks are taking steps that make the cards less attractive, by charging monthly fees for their use with some checking accounts.

Wells Fargo, for instance, is notifying customers this month that beginning in October, the bank will test a debit card "activity fee" of \$3 a month when a customer makes a purchase or payment with a debit card linked to a personal or business checking account.

SunTrust Bank recently implemented a \$5-a-month fee for debit card purchases for holders of its basic account and will add the fee to its student checking account next spring. In any given month, if the customer uses the debit card to make a purchase — either using a signature or a PIN — the bank will charge a single \$5 fee.

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## DIVIDENDS

September 30, 2011

	Rate	APY
Share	.00%	.00%
ShareDraft	.00%	.00%
IRA Clubs	.05%	.05%
Special	.10%	.10%
Christmas Club	.10%	.10%

Premiere Savings:

up to \$10,000	.05%	.05%
\$10,000-50,000	.05%	.05%
\$50,000.01 +	.05%	.05%

MoneySmart (Money Market):

\$ 2,500.00-\$10,000	.10%	.10%
\$10,000.01-\$24,999	.15%	.15%
\$25,000.01-\$49,999	.25%	.25%
\$50,000.01 +	.30%	.30%

CHRISTMAS CLUB CHECKS will go out the first week in November.

Don't have a Christmas club? Now is the perfect time to start. It's never too late! Open your Christmas Club today and you too will have enough cash stashed away for Christmas shopping.

## SPECIAL POINTS OF INTEREST:

- Prime rate: 3.25%
- Loan payment tool available on our website.
- Questions, comments, concerns? Email us from our website.

## BARGAINS WE ALL CAN USE

Ladies, I know you can't resist a bargain. AND I know how you "share the wealth" and tell all your friends about your bargains. So when I learned a recent study found that 95% of the 1,250 women polled, who were between the ages 25 and 64, were actively involved in financial decisions that affect their household, I was thrilled. Now go and "share the wealth" and tell all your friends why you belong to a credit union!

Visit our website  
www.benchsmartfcu.com

or follow us on:

facebook



Office Hours:

Monday — Friday: 8am - 4:30pm

# iBelong

(and YOU do too!)

Continued from page 1

You have probably already seen the ads. The credit union awareness campaign, "iBelong", is increasing understanding about credit unions during a critical time when individuals are feeling the squeeze of tightened credit and reduced financial resources. This high-quality campaign highlights the advantages of membership, such as better rates and lower fees and makes it clear just how easy it is to join a credit union. The iBelong campaign, which hit the airwaves on TV and radio early in 2009, also reveals the differences between credit unions and other financial institutions. As a credit union member, I encourage you to visit [www.ibelong.org](http://www.ibelong.org). The iBelong awareness campaign is important to the thousands of Mississippians who don't know what they're missing by not belonging to a credit union. It will also be beneficial to credit union members who may not fully realize the benefits of the credit union "difference." As a not-for-profit financial institution, BenchSmart makes decisions in the best interest of our members, not a group of stockholders. And, we are locally-owned by you, our member. That means in today's environment of troubled national financial institutions, you can enjoy the confidence of doing business in your own community.

Decisions made in your best interest, locally-owned in your community, safe & secure, better rates, lower fees, easy to join . . . what's not to love about your credit union? Watch for the iBelong commercials and help us spread the good news about the advantages of credit union membership!

Credit Unions: Where People Are Worth More Than Money™

**BenchSmart Federal Credit Union**

BenchSmart  
Federal Credit Union

## LOAN SPECIAL

**2.99%\***

on new or used auto purchases & refinances for 60 months!

or

**Instant 1% Cash Back\***

with your loan today!\*

\*with approved credit, existing loans with BenchSmart are not eligible for this offer.



## DEBIT CARD FEE

Continued from page 1

Regions Bank, meanwhile, now charges a \$4 monthly fee for debit card purchases for holders of its basic account and its student checking account, according to the bank's Web site.

JPMorgan Chase is testing a \$3 monthly fee for a debit card with a basic checking account.

WAIT A MINUTE.....what about my account at the credit union, you ask? No fee here! The Credit Union believes in not charging a fee for the use of your debit card. So if you did receive a letter similar to those listed above, it might be time to switch to the credit union. Just one more reason BenchSmart Federal Credit Union is **The Smart Financial Decision**.

**BENCHSMART FCU**

### The Smart Financial Decision

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Winners of our raffle for the  
Yazoo Fire & Feast tickets were:

Carrie Felton

&

Andrea Donerson

Congratulations to our big winners - Hope you had a great time.



*Growing strong since 1953.*

