

# Consumer News & Views

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*Uniting Service and Technology*

## In this Issue...

- **Consumer Confidence Continues Upward Trend for Summer.**
- **ABCO Federal Credit Union Supports Consumers in Central New Jersey.**
- **ACC's Friend of the Consumer Award Recognizes Consumer-Friendly Companies.**
- **XCEL Federal Credit Union Leads Consumer Lending in Northern New Jersey**
- **Apply for the 2013 Green C<sup>SM</sup> Certification Program.**

## Consumer Confidence Continues Upward Trend for June.

Consumer confidence jumped nearly 7 points from May signaling an improved economic picture and the potential for continued job growth through the fall. The Conference Board *Consumer Confidence Index*® now stands at 81.4 (1985=100), up from 74.3 in May.

Thomas Hinton, president of the American Consumer Council (ACC), confirmed the improved attitude among consumers. "We are now seeing a slow, but steady, return to the confidence levels of 2007 that are necessary to push consumer spending to higher levels and get companies hiring more people," Hinton told members at ACC's annual meeting in June.



Hinton noted, “Based on the member feedback we’ve received in the past 30 days, consumers believe the worst days are behind them and the American economy holds renewed promise for job growth and, thus, a return to higher levels of consumer spending.”

The American Consumer Council was critical of mid-size and larger businesses in its mid-year report for not hiring at sufficient levels to boost GNP to real growth levels. ACC’s report stated that while this could be problematic, it was confident that most mid-size and larger businesses will launch employment campaigns to add jobs this autumn.

Hinton said, “American companies realize they need to maintain a competitive edge and not getting caught in a ‘brain drain’ predicament. This means they need to start hiring more people to attract customers and serve their needs.” Hinton added, “Every CEO realizes that he/she cannot afford to sit on piles of cash and allow their competition to hire the best and brightest talent just before the next economic boom.”



ABCO Federal Credit Union is a federally-chartered financial institution headquartered in Rancocas, New Jersey. It was founded in 1959 as the Burlington County Teachers Federal Credit Union. Our first "deposit" was \$1.50 and we even had to borrow \$52 to buy our bookkeeping books and a hand-cranked adding machine. Our first members had to come to our garage to make deposits and take out loans.

ABCO has come a long way since 1959 and now serves members throughout the United States through its branch locations and website. Visit: <http://www.goabco.org> ABCO’s primary member base is concentrated in central and southern New Jersey and consists of employees of the following groups and organizations:

- The American Consumer Council
- Boards of Education and teachers in colleges and universities in Atlantic, Burlington, Gloucester, and Cape May counties
- Hospitals and Casino employees
- Burlington County municipalities
- County and state workers
- New Jersey Consumer Council
- Many private employers

Family members can also join and use all ABCO services. Also, more and more businesses are offering ABCO membership as a benefit. ABCO membership is for life – even if a member moves or changes jobs – once a member, always a member! Join now!

**To become a member of ABCO Federal Credit Union and take advantage of their low loans and outstanding customer service, please click on their website link at: <http://www.goabco.org/>**

Contact ABCO FCU at: 1-800-225-1859 or visit: <http://www.goabco.org/contact.cfm>

*The American Consumer Council and the  
New Jersey Consumer Council are proud to have  
ABCO Federal Credit Union  
as a Sponsoring Member*

**ACC's Friend of the Consumer Award Recognizes Outstanding Companies.** Is your company or organization a friend of the consumer? Are your policies and corporate practices winning the hearts, minds and wallets of customers? If so, you should apply for The American Consumer Council's prestigious *Friend of the Consumer Award*.



Throughout the year, the American Consumer Council receives numerous applications from companies and organizations seeking to be recognized for their commitment to consumers and providing consumer-friendly products and services.

To apply for the *Friend of the Consumer Award*, complete the online application and return it to ACC with the application fee. Applicants will be notified within 5 days of receipt of their application. Thereafter, a panel of independent judges will review your application and make a formal recommendation within 45 days of receipt of your award application.

For more information, visit: <http://www.americanconsumercouncil.org/awards.asp>



***The American Consumer Council and the New Jersey Consumer Council are pleased to recognize XCEL Federal Credit Union as a Sponsoring Member.***

XCEL is a New Jersey-headquartered, not-for-profit, and member-owned financial institution. We are federally insured and we have been competently serving our members since 1964. We are rated 4 Stars by Bauer Financial – an independent financial institution rating service.

#### **WHO CAN JOIN?**

American Consumer Council members and their immediate family members.

#### **WHAT WE OFFER?**

Outstanding rates on vehicle, home equity, and mortgage loans. No minimum balance checking and savings. Attractive rates on money markets and certificates. See our complete product and rate listings at [www.XCELfcu.org](http://www.XCELfcu.org). We are members of a network with 28,000 surcharge-free ATMs and 4,440 shared branch service centers across the USA.

#### **Special Offers:**

- New, pre-owned or refinanced vehicle rates as low as 2.84% APR\* for 36 months.
- 60-Month Certificate - 2.15% APY\* \$500 minimum (penalty for early withdrawal). Federally-insured. Other rates and terms available.
- APR=Annual Percentage Rate. APY=Annual Percentage Yield.

Rates quoted include the special bonus and discount offers and are subject to change without notice.

Your American Consumer Council exclusive contact is: Mr. Ray de Quintal at 800-284-8663, ext. 3040 or 201-546-2928 (cell) or email [raydequintal@xcelfcu.org](mailto:raydequintal@xcelfcu.org).

XCEL Federal Credit Union is federally insured, regulated, and examined annually by both the federal government and an independent CPA firm. Each member's deposits are insured to the \$250,000 maximum allowable limit by the National Credit Union Administration (NCUA), which is backed by the full faith and credit of the U.S. government.

At XCEL Federal Credit Union, it is our mission to provide a unique combination of cutting-edge technology – to simplify your busy life, and friendly, personal service – to make you feel right at home!

**Our Mission Statement:** *To be the primary financial institution for members by providing the highest quality affordable products and services, delivered with honesty and integrity in a convenient and secure manner for generations to come.*

Members can also take advantage of a full array of loans including real estate, business and new and used car loans.

There are also many types of credit cards available. Scroll down the page to see our full report for Xcel FCU including charts to show their 10 year performance for growth, membership, total assets and number of branches. We also show their rates for certain loans and interest rates for certain savings certificates taken from their quarterly reports required by the NCUA (National Credit Union Association).

As a member of the American Consumer Council, you're eligible to join XCEL Federal Credit Union. To see if you qualify to join, contact XCEL by phone at 800-284-8663, ext. 3040 or 201-546-2928 (cell) or email [raydequintal@xcelfcu.org](mailto:raydequintal@xcelfcu.org).

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## Green C<sup>SM</sup> Certification Accepting Applications for 2013 Summer Cycle:

If your company or organization would like to increase its credibility with consumers, you should consider applying for the **Green C<sup>SM</sup> Certification**. Applications for the 2013 Summer cycle are now being accepted through August 31, 2013.

It's a proven fact that consumers want to do business with companies that are eco-friendly and practice Corporate Social Responsibility (CSR). The process is straight-forward and all applicants are recognized by ACC and the Green USA Institute.

All applicants complete the criteria and submit their responses to ACC's Green Consumer Council for review, assessment and feedback. Program details and the **Green C<sup>SM</sup> Certification** criteria can be viewed at ACC's website located at: <http://americanconsumercouncil.org/greenc.asp>

