



Consumer News & Views

THE OFFICIAL MONTHLY NEWSLETTER OF THE AMERICAN CONSUMER COUNCIL



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Consumer Confidence Decreases in September



The Conference Board Consumer Confidence Index ® declined in September to 103 from 108.7 in August.

The Conference Board noted an expectations index reading below 80 historically signals a recession within the next year.

- Consumer confidence saw another decline in September as consumers expressed growing concerns about the future.
- Consumers continued to be preoccupied with rising prices in general, and for groceries and gasoline in particular.
- Consumers also expressed concerns about the political situation and higher interest rates.
- A significant increase in the number of people actively looking for jobs boosted the unemployment rate from 3.5% to 3.8% – the highest level since February 2022, though still low by historical standards.
- Consumers planning to buy a home declined to 4.9% in September
- Roughly 21% of consumers said business conditions were "good," down from 22% last month.
- 16% said business conditions were "bad," down from 17% last month.

The **Present Situation Index**—based on consumers' assessment of current business and labor market conditions—rose 0.4 points from 146.7 to 147.1.

The **Expectations Index**—based on consumers' short-term outlook for income, business, and labor market conditions—decreased 9.6 points from 83.3 to 73.7.

Investors Predict Trouble Dead Ahead For American Consumers



The recession fears are back. The U.S. could see a recession in the coming year as a majority of investors predict a key driver of economic growth is losing steam, according to Bloomberg.

In a survey of 526 investors, 56% believed that personal consumption, a driver of economic growth, could decline early in 2024, while another 21% believed a decline would happen in the fourth quarter of 2023, with only 23% optimistic of not seeing a decline in the coming future, according to Bloomberg. Investors believe this is likely because high borrowing costs are eating away savings accumulated during the COVID-19 pandemic, leaving consumers to cut back on expenses.

“The likelihood of a soft landing, falling inflation, an end to Fed tightening, a peak in interest rates, a stable dollar, stable oil prices — all those things helped drive the market up,” Alec Young, chief investment strategist at MAPsignals, told Bloomberg.

“If the market loses confidence in that scenario, then stocks are vulnerable.”

In the second quarter of 2023, personal consumption contributed to 68.3% of Gross Domestic Product, which serves as an indicator of economic growth, according to the Federal Reserve of St. Louis (FRED).

The U.S.’s personal consumption expenditure increase was reported to be 3.3% in July, rising from 3.0% in June but falling from 3.8% in May and 4.3% in April, according to the Bureau of Economic Analysis.

Personal savings for Americans hit an all-time high of almost \$6.5 trillion in April 2020, which has since declined to only \$705 billion, below what was common in the decade preceding the COVID-19 pandemic, according to FRED.

Interest rates are being driven up by the Federal Reserve’s increases to the federal funds rate, which currently stands at a range of 5.25% to 5.50% after 11 hikes since March 2022. The high rates are an effort to cool the economy and bring down inflation, which reached 3.2% in July, up from 3.0% in June but down from 9.1% in June 2022.

Around three-quarters of respondents to the survey believed that the excess in savings that households created during the COVID-19 pandemic ate up most of the burden created by rising prices, but that those savings would largely run out during the current quarter, leaving consumers without that buffer, according to Bloomberg.

During the 2008 recession, real personal consumption expenditures fell to \$10.463 trillion by April 2009 from a high of 10.74 trillion in May 2008, according to FRED.

Weighing on consumers is record debt and the accompanying payments, with household debt climbing to an all-time high of 17.06 trillion in the second quarter of 2023. For younger Americans, student loan payments resume in October, following a three-year moratorium put in place during the COVID-19 pandemic.



Consumer prices rise 3.7% since last year



Inflation continues to stay a part of our daily lives--and worries. Consumer prices rose 3.7% in August compared to a year ago, marking the second consecutive month of increased inflation and suggesting a bumpy path in the effort to bring inflation back down to normal levels, government data on Wednesday showed.

The fresh data follows an uptick in July that reversed some of the progress achieved in the fight to cut price increases and offer relief for household budgets.

The data exceeded economist expectations that consumer prices would have increased 3.6% in August compared to a year ago, an increase from the inflation rate recorded in July. That month, the inflation rate ticked up on a year-over-year basis for the first time since last summer.

Inflation stands well below its peak last year of over 9% but remains more than a percentage point higher than the Federal Reserve's target rate.

Core inflation--a measure that strips out volatile food and energy prices--rose 4.3% in July compared to a year ago, in part because gasoline prices were a major contributor to the jump in overall inflation.

Consumer prices increased a significant 0.6% in August compared to the previous month, far outpacing the month-over-month inflation rate in July, according to the data released on Thursday by the Bureau of Labor Statistics.

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Speaking at a press conference in Washington, D.C., that month, Fed Chair Jerome Powell downplayed the progress achieved so far in reducing inflation.

"Inflation has moderated somewhat since the middle of last year," Powell said. "Nonetheless, the process of getting inflation back down to 2% has a long way to go."

The next decision from the Federal Reserve about a possible rate increase will take place next week.

An additional rate hike could help bring down prices by further slowing the economy and reducing demand, but the move risks ultimately tipping the U.S. into a recession.

Currently, the rate hikes appear to have slowed but not imperiled the nation's economic growth.

While hiring held steady in August with the U.S. economy adding 187,000 jobs, a sharp downward revision of job growth estimates in June and July lowered those totals by a combined 110,000 jobs, Bureau of Labor Statistics data showed.

The mildly bad news for workers bodes well for the nation's fight against inflation, since in theory a looser jobs market and slower pay hikes take pressure off of companies that may otherwise need to charge higher prices as means of addressing ballooning labor costs, economists previously told ABC News.

Despite the slowdown in hiring, economic growth has proven resilient.

A major upward revision of government data showed that gross domestic product increased at a 2% annualized rate for a three-month period ending in March--a sizable jump from the previous estimate of 1.3%.

Still, U.S. economic growth over the first three months of this year was slower than the 2.6% growth in the previous quarter. In turn, that performance was down from 3.2% growth in the quarter before that.

The cooldown of inflation alongside resilient economic performance has given rise to optimism among many observers that the U.S. will avert a recession.

Nearly two-thirds of forecasters surveyed by the National Association for Business Economics expressed confidence that the economy will achieve a "soft landing," an outcome in which the U.S. brings down inflation while avoiding a recession, the organization announced last month.

COVID, the Flu, and RSV on the Rise



While you might be done with COVID-19, it's not done with you.

Neither are a couple of other respiratory issues, a local health official said.

A new strain of the COVID-19 virus is emerging, a relative of Omicron called EG.5, according to The Centers for Disease Control and Prevention. Also referred to as Eris, the new strain accounts for 17% of all COVID infections in the United States, up from 12% the previous week.

Chris Crum, executive director of the Greenup County Health Department, said he's concerned about the outcomes of the new strain.

"It's going to be similar to the flu in that some strains are stronger than others," he said. "Fall is tougher for respiratory issues."

Crum said it's important to keep up with COVID-19 vaccinations and get flu shots, as both are respiratory issues. RSV, which stands for respiratory syncytial virus, is a common respiratory virus which causes mild, cold-like symptoms, but can be serious for infants, older adults and those with serious medical problems.

While concerns about RSV are usually for children, it can be serious to older adults, too. The CDC recommends adults 60 and older may receive a single dose of RSV vaccine, based on discussions between the patient and health care provider, according to [yalemedicine.org](https://www.yalemedicine.org). Crum said at some point, flu and COVID-19 vaccines might be combined.

"We can't afford to let the flu vaccine go by the wayside," Crum said. "There is probably still undue concern about the effectiveness and safety of the COVID vaccine, and there's going to be a hesitance about them being combined because of that, but eventually I think there will be options to have them together."

To develop vaccines in the United States, scientists look to the Southern Hemisphere to see what strains of viruses are prevalent to predict how to formulate the vaccine for use here. Vaccines will be available at doctors' offices, local health departments and many pharmacies.

Crum said as usual, those with chronic illnesses, such as COPD, asthma, heart issues and diabetes, should keep up their vaccinations. "All people who want to take it seriously, especially if you're around those people or little kids without fully evolved immune systems, like if you're a caregiver to your grandkids," he said of who should be vaccinated. "At school, they pass everything around."

But those with chronic health issue will benefit from others keeping up their vaccines, too.

"We needed to make sure people don't become numb to (flu)," Crum said. "Some don't see it as serious until it affects one of their loved ones. It's still going around and still has significant health impacts for you and those around you."

He said COVID-19 boosters and flu shots will be available soon. He recommends getting them sooner than later, which could cut down on circulation in the school systems.

He also said the health department has received the go-ahead for construction of a permanent, drive-through clinic.

"We have many in the community that have issues with mobility," he said. "A signification portion of our staff has given shots in the parking lot, and that's not really conducive. There's no protection from the elements."

The drive-through, expected to be open by the end of November, will be built behind the clinic.

Fascinating Facts that Make You Love the Fall Season Even More



Yes, it is true: the days are getting shorter and winter is just around the corner--but autumn is still nonetheless many people's favorite season. With its crisp air, beautiful fall foliage, and delicious seasonal treats, it's easy to understand why people love cozy autumn. From apple picking to admiring the harvest equinox, it's truly a wonderful time of the year. But even if you're a fan of fall, there are probably a lot of things you don't know about the season. So to get you fully ready for autumn, check out these facts that'll make you love fall even more!

Fall was once called "harvest"

During the 12th and 13th century, fall was called *haerfest* in Middle English, which later developed into "harvest." This is because autumn is the end of the growing season, so farmers would harvest their crops.

The origin of the term "fall"

In the early 17th century, people started moving into cities, which made the term "harvest" diminish. Instead, they started saying "fall of the leaf" to refer to the season. Overtime, the term was shortened to "fall."

Fall colors depend on how much sugar is in the leaves

Fall leaf colors are caused by certain pigments in the leaves. Different kinds of trees produce different pigments. Purple and red leaves are caused by the anthocyanins pigment, which is only produced in the fall, when sugars are trapped in the leaves. Dry weather and sunlight will lead to more sugar in the leaves, making them bright red.

But leaves don't really change colors

Surprisingly, all of those colors have always been there, but they just don't come out until conditions are right. Leaves are full of chlorophyll, a natural chemical that makes them green. Leaves depend on the Sun, so when there's less sunshine, chlorophyll isn't produced as much. This makes the green color fade, allowing their natural color to come out.

We love pumpkin for the feeling, not the taste

Autumn is practically synonymous with pumpkins, but why are people so obsessed with them? Representing farm life and tradition, studies have shown that it's all about the nostalgia they make people feel, and not their taste.

People born in autumn are more likely to live longer

A 2011 study analyzed the birth months of centenarians and compared them to the birth months of their shorter-lived siblings. The data showed that people born between September and November were more likely to live to 100.

The beginning of autumn in Greek mythology

In Greek mythology, fall began when Persephone, the daughter of Demeter, goddess of nature and harvest, was kidnapped by Hades, god of the underworld. He fell in love with Persephone and wanted her to be his queen. Demeter was so upset about her daughter being kidnapped that she caused all the crops to die until Persephone could return, marking the start of spring.

CONTINUED**Bobbing for apples was once a British courting ritual**

A popular party game during autumn, bobbing for apples actually started as a British courting ritual. Men were assigned an apple, and women would bob for them, trying to get the right apple from the man she was interested in. If she did, it signified they were meant for each other.

Children born in autumn do better in school

Research has shown that children who are born during autumn are more likely to do better in school. However, it's not clear exactly why that is.

The Irish didn't carve pumpkins

Much like Halloween costumes, people started carving vegetables to scare off evil spirits around Halloween. Instead of pumpkins, however, the Irish used to carve faces into turnips, beets, or potatoes.

Our libido increases during fall

Another reason why you may feel the urge to get into a relationship during the fall is because it's the season when testosterone levels in both men and women spike. When testosterone levels increase, libido increases as well.

Leaves fall because of hormones

As the leaves' exposure to light decreases in the fall, they start to produce a hormone that boosts the growth of a cell between the stem and the leaf. This is why they fall off the trees.

It's the best time to see the aurora borealis

If you're dreaming of getting a glimpse of the aurora borealis, autumn is the right time for it. Just make sure to head to the right location.

The Celts wore costumes to scare off ghosts

Halloween is an incredibly popular holiday that's been around for centuries. However, the celebration used to be a bit darker. The Celts believed that on the night before Halloween, the boundary between the living and the dead disappeared. In response, they started wearing scary costumes in order to scare away the ghosts that walked the Earth on Halloween.

Fallen leaves protect newly planted seeds in the ground all winter

Those fallen leaves insulate the seeds in the ground below. They also provide them with nutrients as they break down and decay.

Fall foliage is a major money-maker

Fall foliage is so beautiful that it's even its own tourist industry altogether. The northeastern US has such beautiful foliage that it's become known as a popular leaf peeping destination. For example, 3.5 million tourists travel to Vermont each year during autumn, which results in US\$460 million each fall.



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A popular autumn beverage, keeping up with the demand for fresh cider requires a lot of apples. Just one gallon (4.5 liters) of apple cider requires 36 apples.

Pumpkin spice doesn't taste like pumpkin

Real pumpkin generally just tastes like squash. Pumpkin spice, on the other hand, is a flavor mixed with cinnamon, nutmeg, dry ginger, and cloves.

Catching a falling leaf can bring you good luck

Not only are autumn leaves beautiful to look at, but there's also a popular belief that as many falling leaves as one can catch in one hand, as many happy months will follow.

The Earth's distance from the Sun has nothing to do with fall

The shorter days experienced during fall doesn't mean Earth is further away from the Sun. Fall is caused by the Earth's tilt in relation to the Sun. When the South Pole starts to tip toward the Sun, weather cools in the Northern Hemisphere.

Heart attacks drop in the fall

Gaining an hour during the autumn equinox is actually good for us. According to scientific research, the rate of heart attacks for Americans is known to fall on the Monday following the end of daylight savings time.

It's the best time for picking apples

From apple cider to apple pie, apple picking is a big activity during fall. Known for apples, Washington state harvested around 135 million boxes of apples for the 2019 season.

There's a distinct fall scent that you can only smell in certain months

Everyone knows fall has a distinct smell, but it can be hard to describe it. Experts have figured out that the smell is partially due to the leaves. When they fall, they die, taking their last "breath." This is when they release that distinct smell.

Global warming could ruin fall foliage

Leaf colors are highly affected by temperature, light, and water supply. So if temperatures remain too warm, it will delay leaves from showing their natural colors.

We have an instinct to fall in love in autumn

Let's be honest: fall makes you really want to cuddle with someone! Research actually shows that colder weather makes people want to get closer to others. It also ignites the desire to find a relationship.

You can watch birds migrating

Fall is when many bird species migrate to warmer climates. While each species follows its own particular path, there are a few spots bird watchers are likely to catch a few flocks on their annual trip.

Have a happy and safe harvest season!



The Value Proposition of America's Credit Unions



We have an historic opportunity to reshape the future of credit union advocacy and representation as you consider voting in favor of the proposed merger of CUNA and NAFCU.

For those who have experienced a merger, you know the proposed transformation to America's Credit Unions will bring significant change and there will be countless questions to address. The current period we're in has a lot of uncertainty, but our vision for the new association is clear: Creating the strongest credit union association possible to support you and the 137 million members you serve.

As members of CUNA and NAFCU, you have entrusted us to represent and serve you for decades. Our associations have never been stronger because of your support, but as the financial services industry evolves, we have identified areas that could be fortified. We've heard from many of you over the years about the need to better align our advocacy, reduce redundancies in the events and trainings we offer, and work together to strengthen the industry. After all, collaboration and cooperation are key to the credit union movement.

The best path forward is uniting to fill those gaps and meet challenges on the horizon together.

America's Credit Unions will serve as a united voice for all credit unions across the country. This unity will enhance our advocacy efforts as lawmakers and regulators have clarity on who we are and what we fight for. The organization be able to dedicate more resources to the areas that matter most to you. It will be the best of both CUNA and NAFCU – strategic, decisive, cost and value conscious, and responsive, as Jim Nussle pledged earlier this week.

In a merger, aligning brand values, visions, and missions is critical to ensure a successful transformation. I am confident that Jim and our Boards of Directors are on the same page and they are committed to bringing the best of both organizations into one. As co-leads of the Transformation Steering Group, Anthony Demangone and Jill Tomalin are working tirelessly to ensure a successful transformation should you vote in favor.

As we progress through this process, you can count on regular communications from our teams to answer your questions and keep you informed.

So please, continue to engage with us throughout the voting period. Share your feedback. Ask your questions. Participate in the virtual forums. Your voice matters in this vote. We want you to have all the information you need to vote with confidence and in the best interest of your institution and members.

We will prioritize your feedback to shape America's Credit Unions into what the credit union industry needs.

The Real History of Why We Celebrate Halloween



Halloween is the most frightfully fun holiday of the year.

From flocking to scary Halloween movies to dressing up and trick-or-treating, Americans can't get enough of the spooky holiday. In fact, we apparently spend upwards of \$10 billion annually on Halloween essentials like costumes, decorations and candy.

But beyond witches and ghosts, why is October 31 a holiday in the first place – and what's the history of Halloween?

Surprisingly, there's a lot to know about the meaning behind Halloween and its many traditions like carving pumpkins into jack-o'-lanterns, trick-or-treating and wearing costumes, to name a few.

There are plenty of other interesting facts about Halloween, too, like why Halloween's signature colors are black and orange, how Halloween got its name and what the Celtic festival Samhain has to do with it.

To find out the answers to those questions, TODAY spoke to two experts to learn more about Halloween's origins and just about everything else you might be wondering about when it comes to the haunted holiday.

Whether you use your newfound knowledge to test your friends' Halloween IQ or are just a history buff brushing up on your trivia skills, here's everything to know.

Why do we celebrate Halloween?

According to the [Library of Congress](#), Halloween is celebrated (in part) because October 31 is the eve of All Saints Day, a day in which Christians remember and honor the dead.

However, many people believe the holiday originates from an old Druid festival called "Samhain. But according to at least one expert, history just might have that part wrong.

"Scholars, especially folklorists, for the last hundred years or so, have been associating it with ancient Celtic times, saying that there was some festival of the return of the dead on October 31," Henry Ansgar Kelly, research professor specializing in medieval and renaissance studies at UCLA, tells TODAY.com. "But that turns out to be bogus."

According to Kelly, Halloween began in the U.S. sometime around the 19th century when the Irish came to America, bringing their celebrations, including All Saints' Day, with them.

"All Saints' Day was a feast day on the Catholic calendar," says Kelly. "November 1 was the day on which you celebrate all the people that have gone to heaven."

The night before All Saints' Day, people would hold vigils for the souls that hadn't yet gone to heaven and were trapped in purgatory. In essence, it was night to pray for the dead – and thus Halloween was born.

[Lisa Morton](#), author of "Trick or Treat: A History of Halloween," views the history of Halloween timeline somewhat different, citing Christian missionaries who came to convert Irish Celts and discovered them celebrating Samhain (pronounced SAH-win), a festival celebrating all about ghostly stories and moving into a darker time of year.

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"If you look at the Celtic lore that they recorded, some of it is genuinely very scary," Morton tells TODAY.com. "Even now, some of the stories that the Celts told each other at Samhain are really, really creepy."

However, she doesn't totally disagree with Kelly's thinking. In fact, Morton says that the Halloween we celebrate today is likely a mix of both Samhain and All Saints Day. And while Halloween has been celebrated in the U.S. since at least the late 1800s, the holiday really took off in the 1900s when retailers began mass producing cards, decorations and Halloween costumes.

How did Halloween get its name?

Defined by the Oxford English Dictionary as the eve of All Hallows' or All Saints' Day, the origin of the word "Halloween" is somewhat of an evolution. According to Kelly, the name comes from a combination of the Scottish words "hallow," which loosely translates into "saint" or "holy person," and "een," which means "evening."

In essence, Halloween means "holy evening," which makes sense given its Christian ties.

Around 1773, the Scots began combining the two words and referring to Oct. 31 as "Hallow-e'en." However, it was Scottish poet, Robert Burns, who put it all together in his 1786 poem, "Halloween," that really sealed the deal. And the rest, as they say, is history.



Why do we give out candy on Halloween?

Fun costume parties and trick-or-treating have become synonymous with Halloween, but according to Morton, that wasn't always the case. For many years, she says Halloween was a night devoted to tricking or pulling pranks on unsuspecting people. By the 1930s, the pranks turned into full-blown vandalism, resulting in millions of dollars of damage to U.S. cities.

"They were smashing light fixtures and setting fires and tripping people on sidewalks, and, in 1933, vandals did so much damage it became known as 'Black Halloween,'" says Morton.

After Black Halloween, many cities contemplated banning the holiday, but instead decided to adopt a tradition popular in Canada. "The idea seems to have been that if you offer treats, the kids won't go around and play tricks," says Kelly.

The bottom line? Trick-or-treating began as a bribe. According to Kelly, the idea "picked up speed in the United States in the '30s and '40s" leading to today's Halloween ritual of ringing doorbells and shouting "Trick or treat" in hopes of scoring candy and other treats.

Why do we dress up on Halloween?

Halloween is an open invitation to dress up as a vampire, princess or ghost and play pretend. But where did wearing Halloween costumes come from?

While many people attribute wearing costumes to the ancient Celts, Morton begs to differ. "We have no evidence whatsoever of that. It is very modern."

The reason why we wear them remains somewhat of a mystery to both Morton and Kelly. In the 1920s, magazines featured kids draped in sheets pretending to be ghosts, however, Morton says it's possible that costumes were worn well before then.

In fact, wearing costumes might actually be linked to Christmas and an old custom called "belsnickeling," where costumed children would perform plays for their neighbors in exchange for treats, not unlike modern-day Halloween.

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Why do we carve pumpkins on Halloween?

Carving jack-o'-lanterns can be traced back to Ireland and the idea behind them stems from the old tale of "Stingy Jack."

"Jack was a legendary trickster," Morton tells TODAY.com. "There are hundreds of variants of the 'Jack' folktales all over the world." According to the folklore, a drunkard and evil-doer named Jack cheated death three times in his life by tricking the devil out of taking his soul.

When Jack finally died, he was barred from heaven and refused entry into hell by the angry devil. Sentenced to walk through the dark worlds of good and bad, Jack carried a carved-out turnip with a glowing ember inside to light his way.

As far as carving pumpkins go, the [Library of Congress](#) suggests that the "Stingy Jack" story likely inspired the custom and that in an effort to ward off evil spirits, the Irish carved scary faces into turnips.

"When the Irish and Scottish came to America, they found these gorgeous native pumpkins and (they) were even better than turnips," says Morton. And much easier to carve. However, according to Morton, the custom is relatively new.

"It's a bit of misconception to say that the Irish and Scottish were carving pumpkins 200 years ago," she explains. "They didn't have pumpkins 200 years ago. Those are strictly new world fruits that they found when they came here."

Yet another misconception is that Washington Irving's 1820 story of the Headless Horseman has anything to do with Halloween.

"While 'The Legend of Sleepy Hollow' absolutely influenced Halloween and pumpkins, it does not specifically mention Halloween," says Morton.

"When Disney turned it into a movie in 1949, they brought Halloween into the movie, but it wasn't part of the original story."

Why are black and orange Halloween colors?

Much like Christmas is associated with red and green, Halloween has its own signature color scheme: Black and orange. Why those two colors? According to Morton, it's likely their origin is inspired by the holiday itself, surmising that orange represents pumpkins and black pays homage to the night and other things commonly associated with Halloween like bats and black cats.

"Black and orange is recent," she says. "If you look at (catalogs) from the very early part of the 20th century, they say that brown and yellow are the colors of Halloween."

Over time, she says decorating companies latched onto the orange and black color theme, "and that seemed to be very popular."

Have a happy and safe Halloween!



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As a nonprofit consumer education organization, ACC has developed partnerships with credit unions across the country. These partnerships allow ACC members eligibility with our credit unions. If approved, our members gain access to a member-owned financial institution, with products and services designed to make banking more affordable, simple and convenient, and to offer additional resources that can help our members identify and achieve their financial dreams.

Member One Federal Credit Union

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At Member One Federal Credit Union, we see where you are and where you want to be.



How We Started

Member One Federal Credit Union is a full-service, member-owned financial institution serving the needs of our communities for more than 83 years. We were chartered in 1940 to serve Norfolk & Western Railroad employees and since then, we've grown to become one of the region's largest credit unions.

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Our financial integrity and stability continue to bring confidence to our members. With assets over \$1.6 billion, Member One services extend to more than 700 companies and organizations. We are headquartered in Roanoke, Virginia and operate 15 branch facilities, a Real Estate and Business Service Center, and a national ATM network.

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To be our members' favorite solution however they wish to bank with us.

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- Membership of 148,000 and growing.
- Financial integrity and stability that include assets of over \$1.6 billion.
- Services that extend to more than 700 companies and organizations.

Strength in Commitment

- Our history of solid financial performance and member satisfaction are part of our belief that helping people achieve financial goals helps communities.
- In strengthening the communities we serve, we help improve each community's quality of life.
- We donate time, goods, services and financial support to area non-profit organizations, charities, and community projects.
- Our bottom line is driven by a commitment to quality service, not making a profit.

- For more information, please visit our website at www.memberonefcu.com or call us at [800.666.8811](tel:800.666.8811).



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The Police Federal Credit Union
1250 Grundy Ln,
San Bruno, CA 94066
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Providing Financial Solutions to Take Care of Our Own

Since 1953, The Police Credit Union of California has been the credit union of choice for police and their families in the San Francisco Bay Area, and even beyond when members move away. The Police Credit Union of California proudly serves law enforcement professionals and their families. Our dedication to our core group results in a satisfied and loyal membership base.

As a non-profit financial institution, The Police Credit Union of California passes earnings on to members in the form of better rates, lower costs and improved services. We serve as a trustworthy partner focused on improving your financial standing today and into the future by evolving with your needs.

The Police Credit Union proudly provides banking and loan solutions including checking accounts, credit cards, auto loans and more for police and other law enforcement agencies and their families in the Bay Area and throughout California. Visit us at one of our [branches](#) in San Francisco, Pleasanton, San Mateo, San Bruno or Oakland, CA or check if you are eligible for [membership](#) and [apply online](#) today.

Eligibility

Welcome Law Enforcement Friends and Supporters Through our Partnership with American Consumer Council

The Police Credit Union serves professionals in law enforcement in the Bay Area and beyond. You also may join The Police Credit Union's membership ranks if you are a family member of a current The Police Credit Union member or if you're part of an eligible group (see details below).

The Police Credit Union returns profits to credit union members as dividends on savings and other valuable benefits. And once you join The Police Credit Union you are a member for as long as you want to be, even if you move within California, change jobs or retire.

Details on The Police Credit Union Membership Eligibility

A. State of California eligibility:

1. All Law Enforcement
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B. Those eligible employees within the 9 Bay Area Counties:

1. Fire
 - Firefighters who volunteer for, or are an employee of, any municipal, county, state or federal agency or special district within the counties of San Francisco, Marin, Sonoma, Napa, Solano, Contra Costa, Alameda, Santa Clara and San Mateo and their department's civilian employees.
2. EMT
 - Emergency Medical Technicians who are a volunteer for, or an employee of, any municipal, county, state or federal agency or special district or contracted private ambulance service within the counties of San Francisco, Marin, Sonoma, Napa, Solano, Contra Costa, Alameda, Santa Clara and San Mateo and their department's civilian employees.
3. Court Employees
 - Employees of the Superior and Municipal Courts of the Counties of San Francisco, Marin, Sonoma, Napa, Solano, Contra Costa, Alameda, Santa Clara and San Mateo.

C. Family

- Immediate family members (to include grandparents, parents, spouse or domestic partner, siblings, (step) children or (step) grandchildren, aunts, uncles, nieces, nephews and first cousins), of individuals qualified within this field of membership.

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- D. Friend/supporter of law enforcement or a Law Enforcement professional outside of California joining through American Consumer Council (ACC)

ACC Wrap Up

THE OFFICIAL MONTHLY NEWSLETTER OF THE AMERICAN CONSUMER COUNCIL



Green C Certification

If your company or organization would like to increase its credibility with consumers, you should consider applying for ACC's **"Green C" Certification**.

Application for the Fall cycle are being accepted through November 20th.

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

All applicants should review the criteria, then complete and submit their applications to ACC's Green Consumer Council for review, assessment and feedback. Program details and the Green C Certification criteria can be viewed online at www.AmericanConsumerCouncil.org/education.

For more information, call 1-800-544-0414 or visit ACC's website.

Friend of the Consumer

Is your business consumer-friendly?

Does your business deserve greater recognition for its service to consumers?

If so, you should apply for the American Consumer Council's Friend of the Consumer Award.



Each year, ACC awards numerous "Friend of the Consumer" awards to deserving manufacturers, retailers, and other businesses that produce or sell products in the United States, and which meet or exceed federally mandated standards, and have "demonstrated a commitment to American consumers by providing products or services that foster consumer confidence and market acceptance."

To apply, complete the online application at: www.americanconsumercouncil.org/awards.asp and return it to ACC with the application fee.

Applicants will be notified within five days of receipt of their application. Thereafter, a panel of independent judges will review your application and make a formal recommendation within 20 days of your submission.



Financial Education

ACC is honored to have a partnership with Nicole Middendorf. Nicole is a money maven, a knowledge junkie, and a born coach. She is an entrepreneur who left Morgan Stanley in 2003 to run her own wealth management firm. Nicole is the author of five books, a world traveler, philanthropist, and an accomplished public speaker.

As a Wealth Advisor and Certified Divorce Financial Analyst with Prosperwell Financial, her main focus is to help people create wealth from the inside out. She is able to accomplish this through one-on-one client meetings, writing books, presenting at conferences, and appearing on TV, radio, and other media.

Nicole shares financial advice and a real-life perspective on saving, planning, and investing with audiences across the country. Her primary goal is to take complicated subjects and make them easy to understand. She works hard to empower her audience to make crucial and positive changes in their own lives. Nicole's books have received local and national press coverage, where she has become known for her thoughtful concise quotes, relaxed on-air presence, and articulate delivery.

ACC is committed to promoting and providing financial education to the public. Nicole Middendorf has collaborated with us to create a new 6-part video series that promotes financial literacy for youth. Check it out here: <https://qcashfinancial.com/are-we-failing-our-kids-in-financial-literacy/>

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