

SPIRE's Mission & Vision

SPIRE's mission is to improve lives, to help you live well and realize your goals and dreams. It's a mission taken seriously, and lived every day by providing genuine, personalized service; by listening to member needs and offering solutions that fit; and by providing the best products at the best possible rates.

SPIRE wants to be the BEST financial services provider in Minnesota – not the biggest, and SPIRE wants to bring that vision to the members and the employees of Greater Minnesota Credit Union.

Core Purpose, Core Value & Core Vision

Core Purpose

To improve the financial well-being of our member-owners.

Core Value

We care!

Core Vision

Minnesota's Best Financial Institution



History

Greater Minnesota is just one year younger than SPIRE, and both organizations were born out of the Great Depression. In the 1930s, jobs and money were scarce, and banks were clinging to what little cash they had left. It was into this climate that SPIRE's founder, Edgar Archer, sought a loan to pay debts he had incurred when he was out of work. Time after time, he was turned down.

"I aspire to inspire people to bank with SPIRE!! I'm very pleased at how well I'm made to feel when I pull up to the drive-up window or walk in!"

- Maple Grove Branch Survey, Member for less than one year

Archer had heard a bit about credit unions, so he thought – why not start one? On March 16, 1934, Twin City Oil Co-ops Credit Union (now SPIRE Credit Union) was incorporated. At its first annual meeting, the credit union had 52 members and an average loan amount of less than \$50.

Like Greater Minnesota, SPIRE is not only Minnesota nice, we're Minnesota proud. SPIRE was born in Minnesota, and has been proud to grow here. Over the past eight decades, SPIRE has grown to nearly 65,000 members, with \$600M in deposits and a loan portfolio of over \$440M. While the sixth largest credit union in Minnesota (fourth largest in membership), SPIRE wants to feel like a little credit union when members walk in the door.



ABOUT SPIRE



Our Systems: Making Things Easy

Because Greater Minnesota and SPIRE share the same core processors, Symitar and PSCU for our VISA programs, you, a Greater Minnesota member, wouldn't be inconvenienced by a potentially problematic data conversion. In fact, as far as accounts and other sensitive information go, you won't even notice a difference.



Shared Branching: Not in town? Not a problem.

SPIRE belongs to the CU Service Center shared branching network, which gives members free, convenient access to over **5,000 credit unions** all over the United States. Members can take care of basic transactions such as deposits, withdrawals, transfers and more. A partnership with SPIRE means you could also take advantage of this free convenience.

Jeans, ugly sweaters and high morale.

SPIRE's leadership believes in hard work, but also believes that hard work isn't all there is to high achievement. After all, employees spend too much time at work for it not to be fun. Contests, giveaways, and special events for staff are just part of the way SPIRE does business; honoring and recognize employees' unique strengths, and encouraging their individuality.



Our Leadership Team

Dan Stoltz, SPIRE President/CEO, is a former CFO, so he's got the numbers down. Beyond that, though, Dan is passionate about taking care of not only credit union members, but also credit union employees. And he's a big believer in having a good time while he's doing it. Dan enthusiastically participates in SPIRE events like the Ugly Holiday Sweater Contest.



The senior team is a mix of veteran SPIRE employees and newbies, and it's diverse in age and background.



Stan Edwards
Executive Vice President



Casey Carlson
Vice President



Niel Devasir
Vice President/CIO



Kellie Eaton
Vice President



Mike Schrader
Vice President



Jon Seeman
Vice President/CFO



Cliff Wantz
Vice President

OUR CULTURE & LEADERSHIP

Our Annual Meeting

SPIRE has a highly engaged and loyal membership, and that’s perhaps best illustrated by the success of the Annual Meeting. A 2012 winner of a Credit Union Journal’s Best Practices award, our 2014 gathering attracted an almost-unprecedented **2,265 members** – in the aftermath of a blizzard. The attendance represents about a 12% jump from 2013 and about a 1400% increase from 2009.

While the annual meeting does, of course, include an overview of SPIRE’s financials and other standard business, it also draws an excited crowd by offering an inspirational speaker (in 2014, it was Col. Eileen Collins, the first female NASA shuttle commander), financial education, and a **\$25 cash thank-you** to everyone who attends, member or not.



“As a not-for-profit credit union, it’s our duty to find ways to give back to our members and the community. That’s where this event and the \$25 cash thank-you come in.”
- Dan Stoltz, SPIRE President/CEO

Product & Service Comparison

Greater Minnesota and SPIRE complement each other’s products and services extremely well.



Product OR Service	GMCU	After merger w/SPIRE
Branch Locations	6	16
Surcharge-free ATM Network	Yes	Yes
Credit Union-owned ATMs	Yes	Yes
Drive Thru Facilities	6	13
Internet Banking	Yes	Yes
Free Mobile App for Internet Banking	No	Yes
Free Mobile Deposit	No	Yes
Business Loans	No	Yes
Shared Branching	No	Yes
Shared branching gives members access to over 10,000 branches nationwide.		
-\$9.99 checking with no overdraft fee	No	Yes
Business Accounts	Yes	Yes
24-hour Audio Response	??	Yes
Children’s Savings Accounts	Yes	Yes

Mobile Deposit - “Picture Deposit” - & More

In the spring of 2013, SPIRE launched a number of new convenience products, including an all-new, more intuitive Internet Banking platform. In addition, SPIRE rolled out a new mobile app (easily monitor accounts, make transfers and more!), and the much-publicized Mobile Deposit Capture that allows you to deposit checks by simply taking a picture with a cell phone.



Our Rates

Personal, comfortable service is terrific, but it's just one piece of the puzzle. You want the most bank (er, credit union) for your buck, and SPIRE's rates for auto loans, home equities and mortgage re-fi are consistently among the lowest in the state. Here's a look at current loan rates (as of 5/12/14):

Auto (3 yr.) – 1.89% APR* **Mortgage Re-Fi (10-yr.) – 3.25% APR****

1.89% APR on 2010 vehicles or newer for a 36-month term. Interest rate is subject to change at any time. Rates disclosed reflect a .25% discount for automatic payments. Payment on a 36-month loan at 1.89% APR is \$28.60 per \$1,000 borrowed. Rate disclosed is for up to 100% financing on new vehicles and up to 115% of the NADA retail value on used vehicles for qualified borrowers. Rates and terms are subject to qualification. Other rates and terms available. Other restrictions may apply.

** 3.25% APR for 10-year term effective as of 11.15.13. Principal & interest payment on a 10-year loan at 3.25% APR is \$9.66/month per \$1,000 borrowed. There is a 80% LTV maximum for all terms. Minimum loan amount is \$30,000. Must be new money at SPIRE and used for refinance or cash-out only. Property must be the primary residence and located in MN or WI. Property insurance is required. Payment estimates do not include taxes or insurance; actual payments may be higher. SPIRE does not escrow for taxes or insurance. Residential properties only. Commercial, agriculture and large acreage properties excluded from offer. Interest rate is subject to change at any time. Rates and terms are subject to qualification. Rates disclosed based on the loans having automatic payments. Other rates and terms available. Borrower must meet membership requirements to qualify for offer. Other exclusions may apply. See your tax advisor for details regarding interest deductibility.



A beloved brand: Our approach to marketing and communications.

SPIRE utilizes mass media outlets such as TV, radio and outdoor to build brand awareness in the cluttered Minneapolis-St. Paul market, but in addition, they recognize the importance of reaching members in their home communities. SPIRE staff are members of local Chambers of Commerce, and the credit union takes part in local parades, trade shows and festivals. For example, a few years back, in Princeton, a now-retired Branch Manager, Sue Johnston, was honored as the Rum River Day's Parade Grand Marshall.

Archie

Not the fanciest ride, but a ride you can rely on.

One of the most visible successes of SPIRE's recent marketing efforts was the introduction of Archie, a 1952 Ford work truck. Like the Wells Fargo stagecoach or the Prudential rock, Archie, named for SPIRE's founder, is a symbol that represents the old-fashioned values that drive SPIRE (if you'll pardon the pun). He embodies trust, honesty, integrity and plain old hard work.



Driven by old-fashioned values.

MEDIA, ADVERTISING & OUR ANNUAL MEETING



Our Community Commitment

We want to give back.

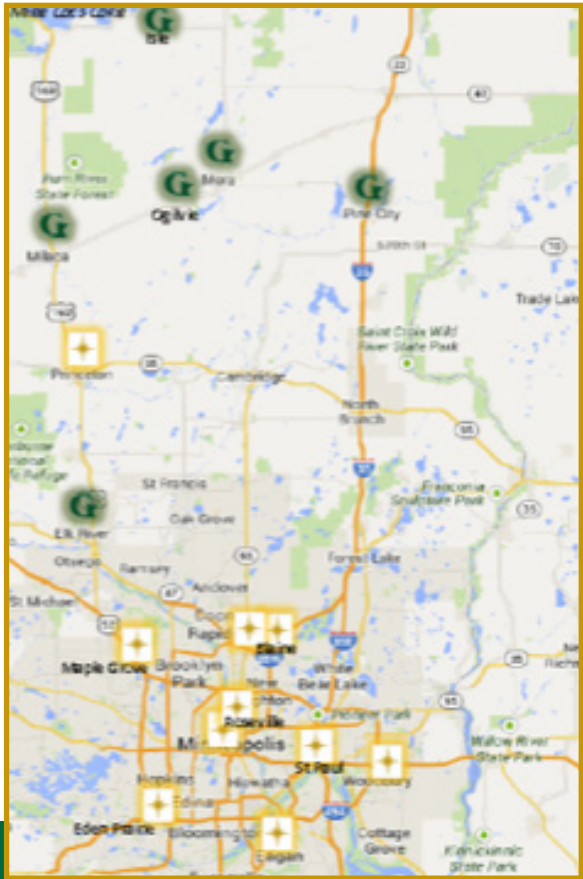
It is paramount to Greater Minnesota to give back to community, and SPIRE shares those values. In the past, both have partnered with and raised significant dollars for the Children’s Miracle Network, and both have won the 2013 Dora Maxwell Award for our asset classes, the Minnesota Credit Union Network’s award for Social Responsibility. Greater Minnesota won the same award for their work with the Twins Play Ball! clinic, and SPIRE was recognized for their work with the Minnesota Timberwolves’ Season of Giving.



Locations, Locations, Locations

Greater Minnesota Credit Union’s branch footprint is almost a perfect complement to SPIRE’s. SPIRE’s nine metro area branches cover Minneapolis, St Paul and the suburbs, and they have one branch in Princeton.

SPIRE	GMCU
Blaine	Elk River
Coon Rapids	Isle
Eagan	Milaca
Eden Prairie	Mora
Maple Grove	Ogilvie
Minneapolis	Pine City
Princeton	
Roseville	
St. Paul	
Woodbury	



Princeton Branch

SPIRE has a branch in Princeton, the result of a 1983 partnership with Princeton Co-ops Credit Union. The Princeton branch is an active part of the community, with some of SPIRE's most longtime and loyal members. As you can see from the branch map on the previous page, combining SPIRE's ten branch locations with Greater Minnesota's six is a seamless geographic fit.



Excellent member service: We measure it.

In 2012, SPIRE introduced a member survey program, Net Promoter Score, in an effort to measure member service and loyalty. The surveys are ongoing, delivered via email or U.S. Mail, and seek feedback on either an individual experience or the entire SPIRE relationship.

To date:

- SPIRE has received a total of over **11,000 returned surveys!**
- Members of SPIRE's Management Team have reviewed every single survey, using data to coach staff, make process improvements and add services.



"(SPIRE is) **small enough to offer personalized service** and **large enough to compete** with the big dogs. I left a large bank, which I had been with for 50+ years, to bank with SPIRE; and I **don't regret it**. Keep up the good work."

- Roseville Branch Survey, member for 1-3 years

OUR COMMITMENTS: TO MEMBERS AND THE COMMUNITY