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Arrowhead Branch Open House

To celebrate the return of nice weather (we hope!) and our new office, we're holding a grand opening celebration! Join us for refreshments, prizes, and take a good look at the new office! KQDS will be broadcasting live from 3-5 and the Duluth Chamber of Commerce will be joining us at 4 pm for an official ribbon cutting ceremony!

WHERE: MPECU Arrowhead Branch located at 3308 W. Arrowhead Road

WHEN: Wednesday, May 16th from 3 pm - 5:30 pm


Hope to see you there!

MPECU's CEO Honored

At the Annual Convention for the Minnesota Credit Union Network, MPECU's CEO Debbie Almirall was chosen from dozens of nominees as the Minnesota Credit Union's Professional of the Year award. The judging, which was independently done by the Credit Union Association of the Dakotas, looked at Deb's career both in banking and at MPECU and awarded her the honor based on her trailblazing in the industry, her focus on staff development, and her contributions to the community.

The Board of Directors and staff of MPECU are proud of Deb's achievement! See more about Deb's achievement and the awards by clicking [here](#).

1% Refinance Special



>> GET A HANDLE ON
HIGH INTEREST

Refinance your current auto,
motorcycle, snowmobile,
4-wheeler, RV, or boat loan &
get **1.00% OFF** the rate
you are currently paying!

Home Equity Line of Credit

Use the equity in your home for all sorts of projects—home improvement, debt consolidation, financing education, or making a large purchase! We offer two types of Home Equity: A fixed amount loan with a set term and payments; and a Home Equity Line of Credit: A revolving line which you can borrow and pay back as you need it.

Fixed Home Equity Loan:

- Loans up to 90% of the appraised value
- \$100,000 maximum
- Up to 15 years to repay
- Government/recording fees apply

Home Equity Lines of Credit:

- 5 year draw period; up to 15 years to repay
- Loans up to 90% of the appraised value
- \$100,000 maximum
- Adjustable rate (adjusts annually)
- Government/recording fees apply

For a Home Equity Loan we will need you to provide us with the following:

- The current year real estate tax statement
- Copy of Homeowners Insurance Policy Declaration Page
- Last two years of W2's along with two recent pay stubs. If self-employed, we need the last two years of corporate and individual income tax returns and a current year-to-date profit and loss statement.
- Current mortgage statement, if you have a mortgage on your home
- Current asset verification (401K/RSOP statements, 2 months of credit union and/or bank statements)

Call Peter at (218) 336-1810 or Jennifer at (218) 336-1820 to set up an appointment.

Compiling Your Business Marketing Plan

Know what you need to do to help your business succeed

If you're considering launching your own small business, you know that there is a lot of planning that goes into making your dreams a reality. One key feature that requires a lot of research and preparation in every stage of an enterprise's development is the marketing plan. This blueprint traditionally lives in the larger business plan you create to lay the groundwork for your business. All parts of the business plan — especially the marketing portion — then grow and develop in step with your company. While each plan is unique, these points should give you a general idea of what your marketing plan will need.

Lay it out in black and white

The first part of a marketing plan is simple, as it's where you state what exactly you plan to sell or offer at your company. While you probably already know what kind of business you want to run, the marketing plan is the time to narrow that list down. For example, if you're opening a bike shop, this is where you detail exactly what that means. Are you selling just bikes, or will you also offer repairs and biking equipment? Those questions are taken care of in a marketing plan, which is also the space to determine if there is anything about your idea that is unique to set it apart from local competitors.



Describe your ideal customer

If you're planning on opening a business in your area, there should be a pool of people you think will become your customer base. While it sounds optimistic to say that everyone will come to your business for your good or service, it's not a particularly realistic viewpoint. This is why you need to figure out the profile for your ideal customer. Laura Lake of The Balance gives the example of a plumbing company that would ideally target commercial and residential property owners, but not renters. By having a more streamlined idea of your customer base, you can better focus your efforts and set yourself up for success.

Set goals

Once you know who you want to walk in the doors of your company, set some goals for your marketing plan and your business at large. Entrepreneur stresses that this is not the time in your development to reach for the moon; your marketing plan is the place to set measurable goals that you can monitor and celebrate your progress. Like your ideal customer profile, make sure that these goals are realistic and attainable.

Bring them in

This next part of the marketing plan is the marketing strategy, which is where everything starts to come together. Now that you know what you're selling and to whom, you should say exactly how you will bring your customers in the door. Business Queensland offers the example of a company that wants to reach more young people as part of its goals. Its marketing strategy should lay out plans such as using ads in publications aimed at the target demographic and expanding its social media strategy to be more appealing to people in the ideal age range.

Get your budget ready

The last piece of any business marketing plan should be setting a budget. Laura Lake with The Balance points out that marketing is an investment, and while there are several free marketing

opportunities out there, you shouldn't be afraid to spend real money to make your strategy a success. A budget also takes all of your theoretical plans in the document and gives you a map for actually getting them done. With a sound budget, ideally constructed with the assistance of someone with a good deal of financial know-how, your business will be on a better trajectory for success.

The task of putting together a business marketing plan might seem overwhelming, but it is vital to the future triumphs of your business. Give this stage of business development its due diligence and set yourself on a course to success.

[BS_Recips = ""]

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Superior Street Reconstruction

With the first phase of the Superior Street project underway, getting to our maurices office is trickier than usual! You can reach the maurices branch through the Skywalk by following the signs to maurices Headquarters and coming down to the first floor. In addition, the City of Duluth is offering free first hour of parking at the following downtown locations:

Civic Center Ramp – 410 W First Street (taking the ramp elevator down to 1st floor will bring you into the maurices lobby near our branch office door)

4th Avenue Auto Park – 401 West Michigan Street

Duluth Transportation Center – 228 W. Michigan Street

US Bank Ramp - 115 W Michigan Street

As ever, you can access your account via online banking and make check deposits with the MPECU Mobile App.

If you'd like details on the scope of the project including the various phases, you can check out the official project website by clicking [here](#).

Thank you for your patience during this process!

Make the Switch to E-statements!

Access E-statements from within your MPECU online banking! Register yourself the next time you are logged into the online banking system and receive your statements in a more secure manner.

Simply click the E-statements tab to get started--***your browser's pop up blocker must allow pop ups in order to launch E-statements.***

Once we see that you're registered for E-statements, we'll deposit the \$5 into your Membership Savings!

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Account Statements	Notices	Tax Forms	Other Documents
12/31/2016	Regular eStatement	Not Viewed	View All
11/30/2016	Regular eStatement	Viewed	View All
10/31/2016	Regular eStatement	Not Viewed	View All
9/30/2016	Regular eStatement	Not Viewed	View All
8/31/2016	Regular eStatement	Not Viewed	View All
7/31/2016	Regular eStatement	Not Viewed	View All
6/30/2016	Regular eStatement	Not Viewed	View All
5/31/2016	Regular eStatement	Not Viewed	View All

