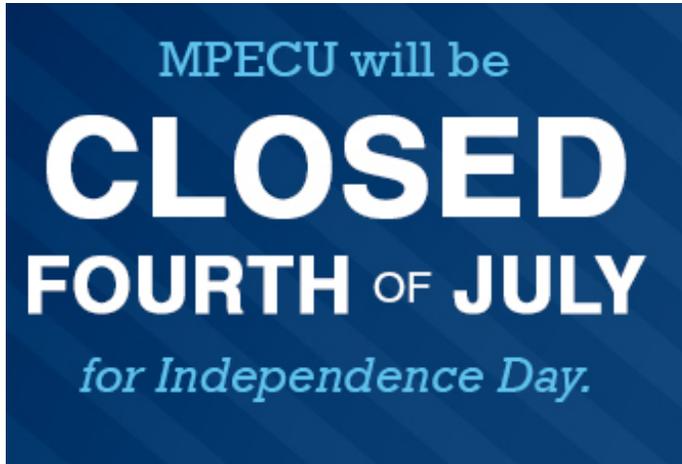


In This Issue:

- **4th of July**
- **MPECU Checking**
- **Small Businesses You Can Start With Little Capital**
Becoming a business owner doesn't have to require huge capital investment
- **Make A Change Results**
- **Mobile App**

4th of July



MPECU Checking

We believe your checking account should be free and that you should be able to access your money everywhere! Our checking account offers you:

- No minimum balance
- No monthly fees to "maintain" the account
- ATM fee reimbursement for any ATM in the U.S. with an MPECU MasterCard Debit*
- No pesky fees like deposit fees or check clearing fees

Open an MPECU checking account and start taking advantage of your money!

*Accept the fee at the ATM terminal and we'll give it back to you the next business day. It's that easy!

Small Businesses You Can Start With Little Capital

Becoming a business owner doesn't have to require huge capital investment

If you've ever dreamt of owning your own business, you probably stopped dreaming the second you considered how much money it would take to make your dream come true. You can dream big and start small, however, by starting up a business that doesn't require an exorbitant amount of capital up front. The following are just some of the avenues you can take to make your dream of being a business owner a reality.

Get creative

If you count painting or handicrafts among your biggest passions, you have the potential to turn your hobby into a successful business. According to Jayson DeMers, Founder and CEO of AudienceBoom and VIP Contributor for Entrepreneur, selling your paintings, artwork and crafts on eBay, Amazon and Etsy allows you to reach a wider customer base without having to invest capital in a website. If you want to market your products without having to pay for placement, you can start up dedicated accounts on social media platforms like Twitter and Facebook to show off your goods and offer exclusive discounts.



Cook up some cash

Cooking can be an incredibly rewarding experience. It allows you not only to control what you put into your body, but it also provides a creative outlet and rewards experimentation with new things. If you find that your kitchen creations are consistent crowd-pleasers, you might be able to parlay that skill into a small enterprise. Susan Ward, owner of information technology consulting firm Cypress Technologies, writes for The Balance Small Business that gluten-free and artisanal foods are two of the top small-business ventures you can start without a lot of capital up front.

If you can't afford a retail space stocked with high-end equipment and appliances, you can simply utilize your home kitchen to create your product. Apart from selling your product via social media, you can start by selling your goods at a local farmers market. Once you begin to build a bit of buzz, you can reach out to local grocery stores and restaurants to see if they'll begin selling your products and incorporating them into dishes.

Selling yourself

If you are in possession of a certain skillset or talent that you think can drive a small-business endeavor, you might be able to put it to use without having to pay the typical small-business startup cost. Jackie Zimmerman, writing for NerdWallet, says that your expertise can be the seed from which a thriving business can grow.

If you consider yourself an expert in some academic field or another, Zimmerman recommends plying your skills as a consultant or private tutor. If you hit upon a formula or approach that works, you can use the positive results seen by students as a proof of concept and begin marketing yourself with testimonials to back up what you're selling.

Ward suggests that taking care of seniors is a small-business opportunity that can both help keep you financially solvent and provide a meaningful service to people in need. Ward cites the affluence of the

baby-boom generation and an American Association of Retired Persons survey that found 90 percent of seniors wanting to live independently as evidence of in-home care being both profitable and important. Ward notes that there are low-cost franchise opportunities available for those interested in providing senior care.

These are just some of the small-business options that can be brought to fruition without a ton of money up front. If you have a particular skill or field that you would like to turn into a business of your own, consider all of your options and be creative wherever possible.

Minnesota Power Employees Credit Union • 218-336-1800 • www.mpecu.com

Make A Change Results

From our Open House date of May 16th until Duluth Public School's last day on June 7th, we matched 10% of all the coin ran through the coin counting machine at the Arrowhead Branch Office. We chose to donate to Second Harvest's BackPack Program.

The BackPack Program helps students in our area who are without food when school is not in session, primarily on weekends, but especially in the summertime. The meals are easy to prepare and nutritious so kids are not left with a gap in their meals when school is not in session. You can read more about Second Harvest's program and find ways that you can help by clicking here

(In picture Riley Snow, Arrowhead Branch Manager and Katie Hagglund, Marketing and Special Events Coordinator for Second Harvest Northern Lakes Food Bank).

Mobile App

Our mobile app for iOS and Droid offers you MPECU on the go! Enable Touch or Face ID for easy and secure sign in and manage your entire MPECU account--from internal transfers to Bill Pay from the convenience of your mobile phone.



