

# Riverview's News

Spring Issue: First Quarter 2016

## 2016 ANNUAL MEETING HIGHLIGHTS

Our 48<sup>th</sup> Annual Membership Meeting was held on Friday, April 1<sup>st</sup> at the Marietta Country Club. The theme for the evening was “CHANGE. Yesterday, Today, & Generations to Come”. The meeting was well attended and during the formal business meeting, current Board members John Bartenschlag and Steve Tompkins were re-elected to serve as directors for three-year terms expiring in 2019.

Riverview's CEO, Mike Iaderosa (pictured right), reviewed our 2015 key accomplishments and results of operations, as well as previewed our strategic initiatives for 2016.

During the dinner hour, our featured speaker, Leslie Crooks, President, Stonewall Group, shared the importance of branding in attracting new members. Riverview has partnered with Stonewall Group in developing our new logo, redesigned website, and many other branding features you've recently seen.

Riverview has served its members for nearly 50 years. We are confident the rebranding efforts will help us to attract the next generation of members so we'll be here for another 50 years to come!



Pictures from the annual meeting can be found on our Facebook page: [www.facebook.com/riverviewcu](http://www.facebook.com/riverviewcu)

## MEMBERSHIP HAS ITS ADVANTAGE

### OUR GREAT RATES JUST GOT EVEN BETTER!

At Riverview Credit Union, we have a simple formula to help you save more money. Our strategy is to offer some of the best loan and deposit rates in the Mid-Ohio Valley. Plus we don't make you jump through hoops to avoid fees! When you put these two together, you end up with more money to spend on what's important to you!

Now that Spring has arrived, are you looking to buy a new automobile or maybe a fun recreational vehicle? While you may have to wait for those April showers to bring May flowers, you don't have to wait to get an even better rate at your Credit Union!



For a limited time, we have lowered our rates on all vehicle, motorcycle, ATV, camper, RV, lawn/farm equipment, and boat loans! Qualified borrowers will receive a rate as low as **1.49%** (1.59% APR). See our

website or flyer included in your March statement for more details.

The fast friendly service at Riverview will brighten your day—and our low rates will lighten your monthly payments! Plus, you can set up convenient repayment options such as Payroll Deduction or AutoPay.

Call, click, or stop by to apply today!

### LOVE MY CREDIT UNION REWARDS

Riverview members already enjoy several benefits through the Love My Credit Union rewards program, including 10% off select regularly priced monthly data service with the Sprint Credit Union Member Discount. Now, for a limited time, you can save even more on Sprint services, and earn a chance to win big. It's the Love My Credit Union Rewards “\$50/\$50/\$5k Referral Campaign”.

Now thru May 31<sup>st</sup>, whenever you refer another credit union member to Sprint, you and your friend will receive a **\$50 service credit** on your Sprint wireless bill. Plus, you're both entered for a chance to win a **\$5,000 Visa gift card!**

Refer, save and win now! Visit [LoveMyCreditUnion.org/CellReferral](http://LoveMyCreditUnion.org/CellReferral) for official rules and more details.



## ENHANCING OUR DIGITAL PRESENCE

**New Website!** We are delighted to announce that our newly redesigned website will launch later this month! Along with a bold new look and enhanced navigation experience, the new site is faster, multi-device-friendly, image-rich, and much easier to navigate and find the information you need!



Our team has devoted significant time to this project reassessing not only how we do business, but perhaps more importantly, WHY we do what we do. Our goal is to provide our members a one-stop resource center for all-things financial in addition to clear and accurate product and service information for both current and prospective members.



We hope you find the new website refreshing and modern; we worked tirelessly to ensure it contains valuable information to assist you with your needs. Regardless of how long you have been a member, we encourage you to explore each page to learn more about your credit union and the benefits of membership. We'd love to hear your reactions, comments, or questions—share your feedback with us by dropping an e-mail to [MarketingDG@riverviewcu.com](mailto:MarketingDG@riverviewcu.com)

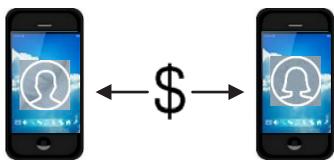
**New Mobile App!** We are also thrilled to announce the launch of our new free mobile banking application! Riverview's Mobile App is safe and secure, allowing you to manage your accounts on the go. Now you can view account history, make balance inquiries, transfer funds, and even find the nearest ATM or Shared Branching location, on your phone, on your tablet, on your schedule!



Our Mobile App has two unique features that you won't find on our traditional online banking platform: Mobile Deposit Capture and Pocket 2 Pocket (P2P) transfers. These two new features make banking with Riverview even easier wherever you may be!

Mobile Deposit Capture gives you a fast, convenient, secure, and easy way to deposit checks without the need of visiting our offices. It's as easy as taking a picture with your phone or tablet. Just tap, snap, and deposit!

With P2P, you now can send money to anyone, anywhere, anytime, simply by sending a text or email. This new service allows you to avoid exchanging sensitive account information in order to send funds to friends, family, or acquaintances, which can be especially troubling given the level of fraud occurring today. Instead, the recipient receives a link that will take them to a secure environment to enter their own information and receive the funds. All transactions are safe and secure! This means your information and the recipients information will remain confidential. Best of all, most transfers are immediate (even if the receiver isn't a Riverview member)!



Please visit our website for more information about the app and how to use these exciting new features.

## ADOPT-A-THON

Here at Riverview we believe that *community* is at the heart of who we are and what we do. We take pride in actively participating in the development of a strong and vital community through our philanthropic endeavors and hosting events that help support local organizations.



Last quarter, we talked about a couple of the ways we live out the "People Helping People" philosophy of the credit union movement. This charitable spirit will be on display once again in May when we host a one-day "Adopt-a-Thon" for some of our four-legged friends!



Join us on Friday, May 20<sup>th</sup> when the Humane Society of the Ohio Valley will have some of their available dogs and cats at our Belpre, Ohio office. We also will have refreshments throughout the day and even a live radio remote. We also will be collecting supplies for the shelter during the entire month of May. Check out our website or [hsov.org](http://hsov.org) for a current list of needed items!

**Did you know...** Riverview sells discounted theme park tickets and Regal Cinema's Super Saver Movie tickets to our members? Check out our discounted tickets for your weekend getaway.

*Call, click, or visit for more information about RCU!*