



MONEYTALK

www.tvaccu.com



Fall 2021

*"We go
THE EXTRA MILE
for
Every Member
Everytime!"*



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TVA COMMUNITY CREDIT UNION EARN'S 'BEST OF BAUER' 5-STAR RATING



TVACCU is honored to receive Bauer's highest 5-Star Rating for 104 consecutive quarters. Fewer than 11.1% of the nation's credit unions can claim this distinction which makes 2 things clear:

TVA Community Credit Union is

- 1) *Best of Bauer Credit Union, and*
- 2) *One of the Strongest Credit Unions in America!*

As always, our members are the heart of who we are as a credit union and we share this success with you. We look forward to serving your family for generations to come!



THE QUOTES BELOW ARE FROM YOU...OUR MEMBERS. Knowing that we've made your day ABSOLUTELY makes ours!

YOU SAID IT

"Wow! Today was one of the best customer service days ever! LEAH was SO helpful. I had several things that needed doing.

She was thorough and careful, and was so super friendly the whole time. I received lots of smiles. We chatted and she was very nice. She thanked me and asked several times if there was anything else they could do for me. I can't say enough nice things about LEAH. She truly seemed content to be there and willing to do whatever I needed."

"LILLIE seemed genuinely ready to help me with my transaction. She answered all of my questions accurately and professionally. I was glad that I chose to go to this credit union. It was a great experience!"

Helping others is the way we help ourselves.

Oprah Winfrey





USED CAR PRICES HEADED DOWNHILL FOR A CHANGE

After a steady run of rising used car prices due to a limited supply of used and new vehicles, *Black Book* reports used values moved steadily down in July.

Black Book's Used Vehicle Retention Index for July dropped to 161.8 points, a 4.2 point (or 2.6%) decrease from June (166.0). The Index currently stands 28.4% above where it was the same time last year, during the recovery of the used market, after COVID-19 related closures in the Spring of 2020.

"Wholesale prices peaked in June and declined every week in July, with accelerating decline in the second half of the month,"

said Alex Yurchenko, chief data science officer at *Black Book*. "Inventory of new vehicles continued to drop almost daily as the chip shortage continues to cause decreases in production levels. Available used inventory stabilized in July as demand leveled off with record high used retail prices. The *Black Book* Used Vehicle Retention Index is calculated using *Black Book's* published Wholesale Average value on two- to six-year-old used vehicles, as percent of original typically equipped MSRP.

While conducting business throughout your day, how many times does someone call you by name?

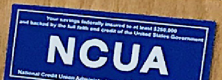
WE WILL



(256) 386-3000

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2021 Board of Directors Election Results



John Allgood



Frances Weatherford
Brown



Jim Green

Our 2021 Board of Directors Election was held on August 19th, 2021 in conjunction with our Annual Meeting. Incumbent members, John Allgood and Frances Brown were re-elected to serve. Jim Green, former-Chairman of our Supervisory Committee is the newest member elected to our Board of Directors. Service is a theme that runs throughout the lives of all of these candidates. As members of our Board and Supervisory Committee, they have stood at the helm of our credit union's leadership with the same volunteer spirit that embodies all of our Board and Supervisory Committee members. We appreciate their tireless efforts to uphold the standard of excellence that has defined TVACCU since 1936 and will continue to shape our future! *Congratulations!*



Put Your Home to Work for You Home Equity Line of Credit



New Windows

New Roof

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NO CLOSING COST

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BOARD OF DIRECTORS

Lewis Frederick, Chairman
Larry Softley, Jr., Vice Chairman
Frances Brown, Secretary/Treasurer

John Allgood Joan Marsh
M.J. Ligon Claude Eubanks
Jim Green Tim Cornelius

SUPERVISORY COMMITTEE

David Nichols
John Soileau

MANAGEMENT

Kimball Burkett - CEO
Sammy Clements - EVP
Rhonda Cabler - CFO

Alyssa Ashley - Marketing Director
Amy McCormack - VP Lending Services
Tammie Aday - VP/Senior Loan Officer
Kimberly Lawson - Branch Mgr. Dr. Hicks
Hope Etheridge - Branch Mgr. Mall Dr.
Courtney Nance - Branch Mgr. Sheffield
Dani Sims - Branch Mgr. Tuscumbia
Kelly Adomyetz - Branch Mgr. Killen
Shelia Simpson - Branch Mgr. Athens
Teresa Craig - Branch Mgr. Browns Ferry
Becky Pettus - Branch Mgr. Reservation

LOCATIONS

MUSCLE SHOALS

TVA Reservation Ph: (256) 386-3000
Wilson Dam Ph: (256) 383-1019

FLORENCE

Dr. Hicks Ph: (256) 246-2994
Mall Court Ph: (256) 246-0350
Cloverdale Road Ph: (256) 792-3408

SHEFFIELD

Sheffield Ph: (256) 248-0081

TUSCUMBIA

Tuscumbia Ph: (256) 978-6565

KILLEN

Killen Ph: (256) 588-0004

ATHENS

Athens Ph: (256) 230-9317

BROWNS FERRY TRAINING CENTER

Browns Ferry Ph: (256) 729-4700

Member accounts federally insured up to at least \$250,000 by the National Credit Union Administration. Any rates quoted as Annual Percentage Rates are subject to change without notice.



CREDIT UNION NEWS

Credit Unions Support Economic Recovery with Record Lending and Savings Growth

Credit Union industry assets grew 13.2% year-over-year as of June 30, topping \$2 trillion for the first time in industry history. Credit unions continue to guide the financial lives of their members as they recover from the effects of the Covid-19 pandemic.

Some of the more notable lending trends include:

* Credit Unions are supporting economic recovery by lending to members at an unmatched pace. Total year-to-date originations increased by more than 20% in dollar terms over each of the past 2 years.

* Credit Unions originated 22.5 million loans for \$388.4 billion in the 1st half of 2021, including a record \$206.7 billion in the second quarter. As recently as 2014, the credit union industry had never collectively generated \$388.4 billion in loan volume throughout a full calendar year, let alone over 6 months.

Additionally, a total of 5.1 Americans joined a new credit union in the past 12 months!

HOLIDAY CLOSINGS 2021

JANUARY 1 FRIDAY
NEW YEAR'S DAY

JANUARY 18 MONDAY
MARTIN LUTHER KING, JR. DAY

FEBRUARY 15 MONDAY
PRESIDENT'S DAY

MAY 31 MONDAY
MEMORIAL DAY

JULY 5 MONDAY
INDEPENDENCE DAY
OBSERVED

SEPTEMBER 6 MONDAY
LABOR DAY

OCTOBER 11 MONDAY
COLUMBUS DAY

NOVEMBER 11 THURSDAY
VETERANS DAY

NOVEMBER 25 THURSDAY
THANKSGIVING DAY

DECEMBER 24 FRIDAY
CHRISTMAS EVE
ALL BRANCHES CLOSE AT NOON

DECEMBER 25 SATURDAY
CHRISTMAS DAY

STATISTICALLY SPEAKING

Your TVA Community Credit Union is setting records for outstanding growth and thanks are due to you, members who support your Credit Union. Here are recent statistics, compared to those of a year ago:

GROWTH CATEGORY

August 2020

August 2021

ASSETS

\$367,513,361.00

\$404,548,228.00

LOANS

\$112,918,262.00

\$103,935,275.00

RESERVES

\$54,483,169.00

\$56,470,466.00

MEMBERS

18,888

19,034