

Dear Member,

In March, I let you know that your credit union would soon have a new name and logo. Today is the day! Please read the entire email to see your credit union's new name, logo and colors. Yes, it's a big change from our initials, although my belief is that as you reflect on **Go Energy Financial** you will love it as much as I do.

So, why Go Energy? "Energy" represents our shared history and partnership with the region's electrical cooperatives; "Go" is our forward commitment to provide the financial products, services and advice you need, anywhere you want us.

Our Pledge: *Driven to be the best part of your day.*

A simple and welcoming gesture that is too often overlooked in daily routines is kind-heartedness. No matter what concerns you have, we want you to know that Go Energy Financial will be the place for a warm smile, a friendly chat and honest advice. Your visit will be the Best Part of Your Day.

Over the next two months, we will begin to transition to our new name and logo more and more. Then, on **Friday, July 5th, 2019** GEMC Credit Union will officially become **Go Energy Financial Credit Union!** Our branches will display the new name as well as the unveiling of our new web site! I want to assure you that your credit union's dedicated staff, friendly service, and our commitment to you will be stronger than ever.

Soon, new tools and technologies will be introduced to our members throughout the region. As always, we appreciate your loyalty and help in making *your* credit union, **Go Energy Financial**, what it is today. We look forward to another fifty years of shared success in building a strong, thriving and innovative credit union for generations to come.

Included are a few FAQ's for complete details. If you have additional questions, please stop by any branch, call 470-514-3000, or email me directly at denise.swan@gemc.org. I always look forward to hearing from you. **Go Energy!**

Denise Swan
President/CEO



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FREQUENTLY ASKED QUESTIONS

Why are you changing the name of the credit union?

The decision to rename our credit union was born out of a Strategic Planning process with the Board of Directors and management team. Our mission was clear: ensure our credit union's continued growth and success. The new name reflects our entire field of membership, our uniqueness as a financial institution and it will position us for the next 50 years of service.

When will the name change become official?

The full name change will take effect on July 5th, 2019.

Is the name change due to a merger or acquisition?

No! Our new name is all about improving service to our members.

How did you select a new name?

We spent many months working with a team of professionals and staff, board members, and management. "Energy" represents our shared history and partnership with the region's electrical cooperatives; "Go" is our forward commitment to provide the financial products, services and advice you need, anywhere you want us.

What will change with the new name?

Your existing relationship with the credit union and your day-to-day banking will be just as it is today. You will see changes to our exterior signage, stationery, and our website.

What about my account number and debit, credit or ATM cards?

Your account number will remain the same. All of your current cards will continue to work as usual, too. You will receive new cards with the new name and logo as they expire.

How will rates be impacted by the name change?

Neither your deposit or loan rates will be affected by these changes.

Will I need new checks?

No. Your current supply of checks may be used and when needed, re-ordered featuring our new name and logo.

Will there be employee changes?

Our expert staff will remain the same. As we grow, we pride ourselves on promoting from within. So, if you don't see your favorite staff member next time you contact us, they may have been given the opportunity to advance their career in a new position within the credit union. You may also meet new credit union staff members who will be happy to serve you and get to know you better.

Will there be changes to your phone number? Website? Email?

All main phone number and prompts remain the same. Our website will be refreshed with a new URL address and our employee's email addresses will also change reflecting our new name. We will keep you informed of those changes as we move ahead.

What if I have more questions?

Please feel free to call us at 470-514-3000 if you have any further questions.