



EXPECTING THE SAME OLD NEWS? NOT THIS TIME

Kinecta is Getting a Makeover For Someone Special: You!

Message from Keith Sultemeier, President & CEO, Kinecta Federal Credit Union

It all began in 1940, when Howard Hughes gave the okay to 12 of his employees to start the Credit Union. From these humble beginnings, a unique and dynamic organization emerged. All along the way, your Credit Union has been dedicated to providing members with exceptional service and value, delivered with the highest integrity.

Now it's time to honor our distinguished heritage by continuing to grow and evolve.

Welcome to our new look, representing both our new brand and our renewed promise to our member/owners to deliver service beyond expectations and value beyond what can be found at other financial institutions.

Kinecta is serious about serving our members, but we try not to take ourselves too seriously. We'd like to introduce you to someone who's going to help us with that, "Mr. Rupert," our brand ambassador and member concierge. He represents the pleasantly unexpected experiences you'll have at Kinecta. Mr. Rupert embodies Kinecta's service delivery style. He is caring, he is trustworthy, and he is competent...but not pushy and not overly serious. You'll have an opportunity to get to know him better throughout this newsletter.

We want your experiences with Kinecta to be positive and memorable. We've always taken pride in our excellent service, and now we're taking it up a notch - both in our branches and in the community. When you hear your Credit Union's name around town, we want you to feel like chiming in with, "That's my Credit Union, and I couldn't be happier!"

A bright, fun atmosphere in our Member Service Centers is coming, along with our welcoming new look. You may even glimpse a spot of purple here and there. And, you'll enjoy experiences you'd never expect from a financial institution, which is why our new tagline is "Expect the Unexpected."

Yes, we're setting the bar pretty high for ourselves. Not many financial institutions would do something like that. With Mr. Rupert out front, we're ready, willing and able to deliver the pleasantly unexpected everyday... we hope you might even come to expect it!

Keith Sultemeier
President & CEO
Kinecta Federal Credit Union

THIS WAY TO THE UNEXPECTED

JOIN THE UNEXPECTED MOVEMENT

We've asked you to expect the unexpected, but you can also be a part of the Unexpected Movement. Visit a Member Service Center (MSC) and if you spot a Kinecta employee who's not wearing purple, we'll do the unexpected and apply \$1 to your Kinecta account!* And, while you're with us, be on the lookout for unexpected surprises. We've got a heap of goodies* and we can't wait to give them away. Kinecta will also be out in the community doing unexpected good deeds and we invite you to join us:

APR
2

Walk Now for Autism Speaks

Support vital research and programs that are changing the future for people with autism.

Saturday, April 2, 8 a.m.

At Rose Bowl, Pasadena

APR
8-22

Professional Clothing Drive

Benefiting Working Wardrobes, an organization that empowers men, women, young adults and veterans to overcome difficult challenges and confidently enter the workforce to achieve self-sufficiency. For more information, visit workingwardrobes.org.

Donate from Friday, April 8 through Friday, April 22

At Kinecta MSCs

- Donate gently worn or new professional clothing, shoes and accessories for men and women
- All sizes accepted; Plus sizes are especially needed
- Must be clean and on a hanger
- Please no tears, missing buttons or stains
- Tax receipts will be available

APR
23

Earth Day - Shred Fest:

Protect yourself and the planet by attending this FREE Kinecta-hosted event. Dispose of paper of all kinds, phonebooks, magazines, newspapers, file & hanging folders and 3-ring binders.

Saturday, April 23, 9 a.m. - noon

Kinecta MSCs: Brea, Manhattan Beach, Warner Center, & Westminster
Nix: 11121 S. Crenshaw Blvd., Inglewood

APR
30

Richstone Family Center Pier-to-Pier Walkathon

Benefiting Richstone Family Center for the prevention and treatment of child abuse.

Saturday, April 30

Manhattan Beach Pier

CHECK LOCATIONS AND TIMES

To find a Kinecta near you to experience or participate in the Unexpected Movement, visit www.kinecta.org or call 800.854.9846.

AMAZING, HELPFUL, AND TEARS,

ARE ONLY SOME OF THE WORDS WE HEAR FROM MEMBERS WHEN KINECTA STAFF GOES BEYOND THE NORM AND INTO THE REALM OF THE UNEXPECTED.

One member put it this way after the always difficult loss of a family member, "Amazing and helpful...It's great to know that Kinecta has services and people like this." Kinecta's insurance team rose to the occasion and provided valuable guidance during her time of need.

A situation that seemed cute and funny apparently meant more to a Westlake Village member than we knew. After joking that the only thing Kinecta didn't do for him when he opened his account was give him a toaster like in the old days, the member went on to explain that he loved toast and didn't have a toaster. During the holidays, a Kinecta staff member bought a toaster, wrapped it and surprised the member with it. The tears in his eyes were all the thanks needed.

We're happy to help and glad that our members expect the unexpected.



MEET MR. RUPERT

- He is Kinecta's member concierge, and that's his full-time job. In fact most days he works overtime.
- He loves taking walks on the Strand with his three French Bulldogs. They attract lots of attention from everyone they pass by.
- He loves surprising strangers. He's a big fan of the unexpected.
- Purple is his favorite color. Prince is his favorite musician.
- He takes pride in the care and maintenance of his awesome 'stache.

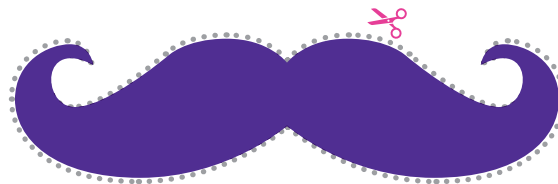
LITTLE-KNOWN FACT:

His first job was as a bellhop at one of the finest hotels in Paris.



USE MR. RUPERT'S 'STACHE TO WIN A STASH OF CASH!

JUST CUT IT OUT



AND PUT IT ON

Would \$500 come in handy? Just cut out Mr. Rupert's moustache above (or download it from expecttheunexpected.com), place it somewhere unexpected, take a photo (but keep it clean and safe!) then post it to your Twitter, Facebook or Instagram with the hashtag **#KinectaUnexpected** by May 15, 2016. You'll be entered to win \$500!

You must also follow/like Kinecta and your post must be public so that we can view the post. Or if you prefer, you can share your picture by posting it on Kinecta's Facebook wall. Have fun and be creative. We'll pick the winner, and if it's you, we'll let you know via social media.

We can't wait to see what you come up with, so get 'Stacheing! **#KinectaUnexpected**

THIS WAY TO MORE UNEXPECTED

HERE'S SOMETHING TRULY UNEXPECTED: A CROSSWORD PUZZLE AND COLORING SWEEPSTAKES FOR A PERSONALIZED LAKERS JERSEY†

Here's another fun chance to win a cool prize: A Lakers jersey with your name on it. Why the Lakers? They were purple before purple was cool.

First, solve the crossword (HINT: It's not too hard). Then, color Mr. Rupert with markers or crayons. Coloring for adults is all the rage right now! Finally, take a picture of both the puzzle and the picture and post it to your Facebook, Twitter or Instagram, by May 15, 2016. You must use the hashtag #KinectaUnexpected.

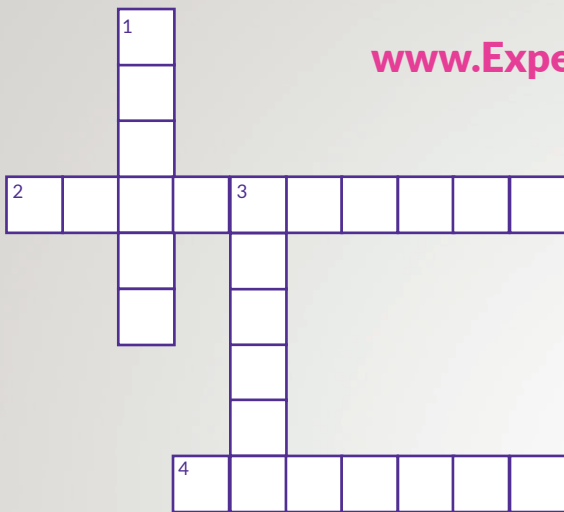
You must also follow/like Kinecta and your post must be public so that we can view the post. Or if you prefer, you can share your picture by posting it on Kinecta's Facebook wall.

We'll pick a winner from those entries with all the answers correct in the crossword puzzle and with the picture of Mr. Rupert colored in.

Get ready to rock that jersey!

†† See bottom of page for sweepstakes details.

SOLVE



www.ExpectTheUnexpected.com

COLOR



Down

- 1) His mustache is his pride and joy
- 3) It's Kinecta's new favorite color

Across

- 2) The opposite of expected
- 4) They run the show at Kinecta, we answer to them!

Answer key: 1) Rupert 2) Unexpected 3) Purple 4) Members



* Goodies available while supplies last. Maximum \$1 per day per account. Employee must be a current Kinecta staff member assigned to the Kinecta member service center you are visiting. Any purple apparel, accessory, or other item that is visible on the employee will qualify as purple. Qualifications are at the discretion of Kinecta.
 † NO PURCHASE NECESSARY. Sweepstakes period from 4/1/16-5/15/16. Prize value for 'Stache the Unexpected Sweepstakes is \$500. Drawing will be held on or about May 31, 2016. Estimated Odds: 1:1000. Please visit www.ExpectTheUnexpected.com for complete official rules.
 †† NO PURCHASE NECESSARY. Sweepstakes period from 4/1/16-5/15/16. Prize value for the Crossword Puzzle and Coloring Sweepstakes is \$299.99 (not including taxes and shipping). Drawing will be held on or about May 31, 2016. Estimated Odds: 1:1000. The Los Angeles Lakers are not affiliated or sponsors of this promotion and this does not constitute their endorsement. Please visit www.ExpectTheUnexpected.com for complete official rules.

Member Access /Download our App

Member Contact Center
 800.854.9846
 310.643.5400

Online
www.kinecta.org



KINECTA
 FEDERAL CREDIT UNION

