



For Immediate Release

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**DFCU Financial Counselor Honored  
Helps People Through Free Financial Seminars and Advice**

**DEARBORN, Mich., July 10, 2007** – Charles Hoff, member education financial counselor at DFCU Financial, was honored as a Customer Service Hero by Corp! magazine in a recent issue.

Earlier this year, Corp! asked its readers to identify customer service heroes – those people who go above and beyond to help others through their “competence, commitment, communication...all qualities that set them apart.” Hoff was nominated by Kathy L. Jackson, human resource manager at Livonia-based Orchard, Hiltz & McCliment, a civil engineering firm, and a client of Hoff’s. To be selected as a Customer Service Hero, the nominator was interviewed along with the potential “hero” and their supervisor.

According to Jackson, “He (Hoff) comes to our office and provides outstanding lunch and learning seminars as well as budget and financial counseling for our employees. His positive attitude and exemplary customer service deserve to be celebrated.”

Hoff has been with DFCU Financial for more than 14 years. Over this time, he saw a growing need he was determined to fill – simple, everyday financial education for people who were becoming straddled with debt.

As Hoff stated, “Things were good in the 1990s, but the faucet has been turned off and consumers have to anticipate future expenses in their budget and not lean on credit. My mission is to help people avoid financial problems or work their way out of them.”

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400 TOWN CENTER DRIVE DEARBORN, MICHIGAN 48126	
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Since DFCU Financial began its financial education mission in 1999, Hoff has presented more than 250 seminars and has helped more than 7,000 people.

All seminars are free and open to the public, not just DFCU Financial members. In addition, Hoff meets individually with people to review their finances and set up what usually is a much-needed budget.

Jerry Brandman, chief operating officer of DFCU Financial and Hoff's supervisor, said, "He (Charles) has a unique ability to reach people and gain their trust. His seminars are popular because he takes a very practical and easy-to-understand approach to budgeting and finances. He's not trying to sell products, but serve the public's need for financial education."

A Visteon employee who recently attended one of Charles' seminars said, "We were waiting for the big sales pitch but it never came."

Hoff is an Accredited Financial Counselor (AFC) through the Association for Financial Counseling and Planning Education (AFCPE).

DFCU Financial, headquartered in Dearborn, is Michigan's largest credit union with \$1.8 billion in assets. It currently operates 11 full-service Detroit-area branch offices in addition to educational student-run branches at Dearborn High School and Livonia Franklin High School. In 2006, DFCU Financial awarded a special patronage dividend to its members, which was the largest in the history of credit unions. To find out how you can join DFCU Financial, call 313.336.2700 or 888.336.2700 from outside the local area, or visit [www.dfcufinancial.com](http://www.dfcufinancial.com).

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**Upcoming Seminar Schedule**

**Personal Money Management Seminar, Part 1 of Series, 6:30 p.m. to 8 p.m.**

<b>Fairlane Branch:</b>	Monday, August 6	Wednesday, September 12	Tuesday, October 9
<b>Livonia Branch:</b>	Tuesday, August 7	Monday, September 17	Tuesday, October 16
<b>Canton Branch</b>	Wednesday, August 8		
<b>Riverview Branch</b>	Monday, August 13		

**Credit Management Seminar, Part 2 of Series, 6:30 p.m. to 8 p.m.**

<b>Fairlane Branch:</b>	Tuesday, August 14	Monday, September 24	Tuesday, October 23
<b>Livonia Branch:</b>	Wednesday, August 15	Tuesday, September 25	Tuesday, October 30
<b>Canton Branch</b>	Monday, August 20		
<b>Riverview Branch</b>	Tuesday, August 21		

All seminars are free and open to the public. Reservations are required for all seminars. Please call 313.322.8480 to make your reservation. For more information about what is covered in each seminar, please visit [www.dfcufinancial.com/learn/education/](http://www.dfcufinancial.com/learn/education/).

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