



APB

JULY 2014

FINANCIAL SERVICES FOR FIRST RESPONDERS



POSITIVE REFLECTIONS:

As of May 31, 2014

Assets	\$746,150,718
Loans	\$431,441,324
Shares	\$639,435,350
Members	34,685

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 Find us on Facebook! Search for SF Police Credit Union and "Like" our page today.
www.facebook.com/sfpolicycreditunion

SF Police Credit Union
www.sfpcu.org

5 Reasons to Choose Your Credit Union for a Vehicle Loan

A vehicle loan is helpful. But a good vehicle loan can make a dramatic difference in your life. And at SF Police Credit Union, we specialize in great vehicle loans.

1) Cruise through the approval process.

Many financial institutions look no further than your credit report when considering your loan application. But credit unions can take the time to consider the full context of past financial behaviors, which can give you a leg up in the approval process.

2) Rates as low as .99% APR. Credit unions are not-for-profit financial institutions, which means all profits are returned to members by way of lower fees and loan rates. And vehicle loans are no exception. Rates at credit unions tend to be lower than at banks, and a lower rate can save you hundreds – even thousands – of dollars in interest payments over the life of the loan.

3) Enjoy a member-centered approach.

Member service representatives keep a strong focus on providing unbiased financial education. Credit unions' success is largely determined by their members' success, so you can rest assured that they have your best interests in mind.

4) Auto Buying Service. This service is free to SFPCU members and acts as a personal concierge through the process. You'll be assigned a personal auto shopper who will find the vehicle you want based on your specifications, for the lowest price possible. Best of all, financing is always handled by SFPCU.

5) Apply with ease. We make it simple to apply for a vehicle loan. Do it online, over the phone or in a branch. Visit www.sfpcu.org today to learn more or see the promotion details on page 5.



A Site to See

SFPCU'S NEW WEBSITE IS LIVE!

It was with great excitement that we unveiled our new website in May. We think you'll like the clean, modern design and we're sure you'll love the improved navigation. We invite you to take a look at some of our exciting updates:

Hover over **Online Services** to see all of our convenient and secure online and mobile services.

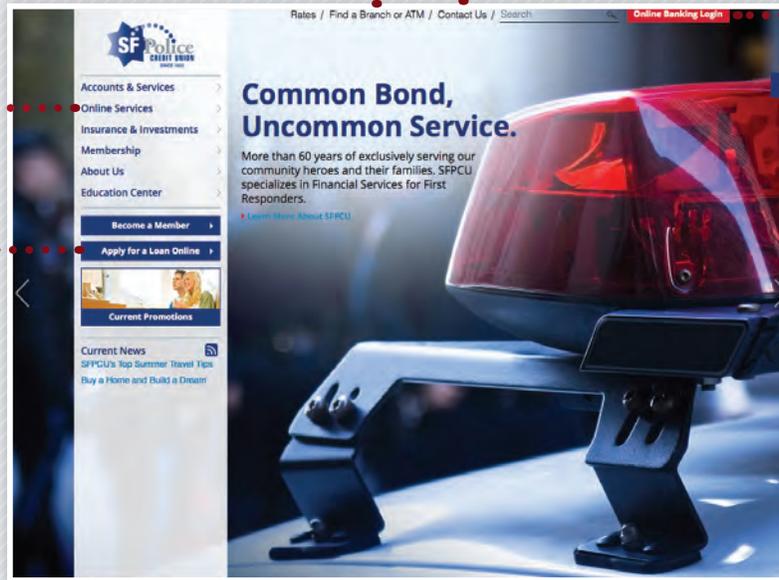
Applying for a loan has never been easier! Click **Apply for a Loan Online** to access our online application.

Choose **Find a Branch or ATM** to search for a location near you.

Have a question? Lost your card? Choose **Contact Us** to get in touch with us online or access our phone directory and mailing addresses.

Click the **Online Banking Login** link to log into your account or set up Online Banking.

You can now see our Facebook updates without ever leaving the site! Click on the **Facebook logo** to display the latest news and information from SFPCU.



READY TO EMBRACE ONLINE BANKING?

We're Here to Help!

SF Police Credit Union can show you just how easy online banking is. Most of our branches are equipped with computer or iPad kiosks where we can walk you through a demonstration and help boost your confidence in your own computer abilities. Because age-friendly banking is more important than ever as our population matures, we believe in making banking as easy and convenient as possible.

Getting Up to Speed

You may not be aware of all the financial products and services SFPCU offers to make managing money a cinch. Nearly any transaction you would normally do at a branch can be performed from your computer, smartphone or tablet.

- **Online Banking** – At www.sfpcu.org you can check your balances, transfer funds between accounts, verify deposits, locate ATMs and even deposit checks at any time, giving you the freedom to bank where and when you need to.
- **Bill Pay** – Pay bills online with just a few clicks of your mouse with our bill payer services.
- **E-statements** – Receive your financial statements faster online. This paperless format helps eliminate the potential for identity

theft and gives you access to your statements anytime, anywhere.

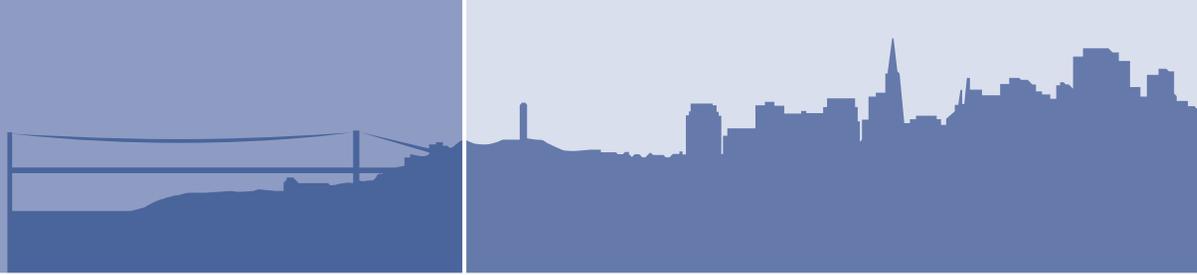
- **Direct Deposit** – Have your paycheck or government-issued checks deposited directly into the checking or savings account you designate.

SFPCU takes every precaution to ensure the security of your online transactions, making Online Banking more advanced and secure than ever. A growing number of boomers and seniors are bypassing the brick-and-mortar branch to manage their money from the couch.

Online Banking Login	
Member Number or Username	<input type="text"/>
Password	<input type="password"/>
Forgot Password? Enroll Login Help	<input type="button" value="Sign In"/>

Ready to give it a try? Just go www.sfpcu.org and click on the enroll link in the Online Banking Login box on top of the page

to enroll. Need help? We invite you to come in to one of our branches and meet with a Member Services Representative who will show you how Online Banking works, get you started and answer your questions.



Call Box

A QUARTERLY INSERT TO YOUR APB NEWSLETTER | JULY 2014



An Interview with our President/CEO – Mr. Eddie Young



In September of 2013, Eddie Young, the Chief Financial Officer (CFO) of the San Francisco Police Credit Union was appointed Interim President/Chief

Executive Officer. In March of 2014, he was confirmed as permanent President/CEO. This is his first interview to familiarize our members with the new chief executive.

Tell us a little bit about your background before you came to the SFPCU.

I've lived in San Francisco most of my life. Being from the local area, I earned a Bachelor of Science Degree in Business Administration with an emphasis in Accounting from San Francisco State University.

In addition, I also worked for six years at a certified public accounting firm that specializes in auditing and consulting services for financial institutions, and have accounting and finance experience from my time spent working in the semi-conductor industry in Silicon Valley.

Before joining the SF Police Credit Union, I was the CFO of San Francisco Fire Credit Union for fifteen years. In addition to my

duties as CFO, I was also responsible for the management of remote electronics services and member transaction item processing. Other responsibilities included the management of Information Technology, Risk Management, development and management of employee benefit plans, purchasing and facilities management.

I joined the SF Police Credit Union seven years ago as the Chief Financial Officer. As the CFO, I had wide-ranging responsibilities which included the management of the accounting, finance, investment and remote electronic member service functions of the Credit Union. I was also the Chairman of the Asset/Liability Committee, which determined and sets the Credit Union's financial direction to ensure financial profitability and safety.

What do you do in your leisure/spare time?

Being the CEO of a large financial institution leaves me very little leisure time, but when I'm not working, I spend quality time with my family. I also enjoy watching sports, especially football and basketball.

How do you feel you prepared yourself for the job of CEO?

During my career, I worked for CEO's that mentored me and provided guidance for

my career path. They helped me develop my leadership skills, and exposed me to the operational needs of all aspects of the organization. This, plus attending educational courses on leadership, management skills, and the development of high-performing organizations helped prepare me for the job of CEO.

What do you find the most challenging aspect of your job?

In this day and age, the challenges confronting a CEO are many. Current economic conditions, including low interest rates, member service expectations and increased regulatory oversight makes a challenging operating environment. It is critical to understand how these market forces are intertwined in relationship to the many federal and state regulations necessary to oversee daily operations.

It is also vitally important to work along with our Credit Union staff, providing opportunities and inspiring them to serve our members by creating an exceptional member experience. We are very fortunate at the Credit Union to have a dedicated and experienced staff who understand and appreciate what our mission is.

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AN INTERVIEW WITH OUR CEO – MR. EDDIE YOUNG

What is your vision for the SFPCU, and how do you intend to get there?

We know our members have many choices in the retail banking world. Our goal is to have them recognize that we are the best choice by providing excellent service, pricing, convenience, and competitive rates. I realize it is a team effort to run an excellent credit union, and we strive to be fully engaged, to communicate well with each other and our members, and continually work to enhance the level of member satisfaction.

Is there anything you would like to tell the members about the SFPCU and future challenges or direction?

Looking back at the recent financial turmoil of the past five or six years, I would

like to first ensure our members that our Credit Union is on a financially solid foundation. We are fiscally secure and the envy of many institutions.

In the future, we are looking to expand our member base, keeping within the terms of our charter as a “first responder” credit union. This means we will continue to look for new and innovative ways to serve members of law enforcement, firefighting, and EMT agencies in the Bay Area, in California and beyond.

While looking to expand we will never forget our current loyal members and will continually strive to keep their trust and confidence. Our motto will always be, “We will do what is right for our members.”

SFPCU DEBIT AND CREDIT CARD FRAUD DETECTION AND NOTIFICATION SYSTEM – UPDATES

As part of our continuing effort to bring the best technology and service to our members, SF Police Credit Union is upgrading our Fraud Detection and Notification System. The new system will provide more immediate attention to notify members faster when fraud is suspected on your SFPCU Debit or Credit card. The notification portion of the system includes a state-of-the-art automated assistant to help you review transactions and confirm their spending activity on your SFPCU Visa or Debit card.

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Is there a topic you'd like to see in the call box? Let us know by emailing us at Callbox@sfpcu.org.

A Few Tips for Retirement

- **Stay healthy.** Get a complete physical examination from your medical provider. Request chest X-rays, an EKG and blood workups for cholesterol levels and diabetes. Have your prostate, colon and blood pressure checked.
- **Exercise.** Stay active by developing an exercise program. Walking 10,000 steps a day can be beneficial to your overall health.
- **Eat healthy.** Avoid processed foods, alcohol and tobacco products. Remember to bake, broil or boil meats and fish. Eat lots of fresh vegetables and fruits. Drink plenty of water.
- **Have a retirement strategy.** Consider doing volunteer work. Travel. Create a hobby and do things you never got a chance to do while you were working.
- **Consider a retirement date in early January for maximum tax benefits.** You can transfer up to \$23,000 into the deferred compensation plan with monies from your sick pay, vacation, compensatory and Deferred Retirement Option Program (DROP) payouts. Consider rolling DROP payouts into a Roth IRA.
- **Don't be in a hurry to spend your payouts.** Remember that you will be taxed when you receive the payouts and that the payout monies will be viewed as additional income on your W-2 for the year you retire. Consult your tax professional for advice. It's not what you earn, but what you keep that is important.
- **Deferred compensation.** Make sure any deductions for deferred compensation have been taken out of your payout checks before you cash them. You cannot add funds to the plan if you cash the checks.
- **Make sure that your affairs are in order.** Review and update any wills, trusts, power of attorney forms and



health care directives you may have.

- **Plan ahead.** It may take about two months before you receive your first retirement check. You will be responsible for making the monthly payments for deductions previously made from your payroll check once you retire. (Payments may include Credit Union loans, your health plan, Delta Dental, Employee Organizations and the Widows and Orphans Association.)
- **Enjoy your retirement.** You earned it!

Please note that neither this financial institution nor any of its affiliates give tax or legal advice. Consult your tax advisor regarding your individual circumstances.

CURRENT PROMOTIONS

To learn more about any of these promotions, please call 800.222.1391 or visit our website at www.sfpccu.org

VEHICLE LOAN DISCOUNT, RATES AS LOW AS .99% APR*: 90 DAYS NO PAYMENTS

Whatever vehicle you prefer, you're always on the road to savings with an SFPCU Vehicle Loan.

- New, used auto or early model auto and motorcycle
- Free Auto Buying Service
- Limited Time Offer! Expires 08/31/14.

Rates as low as

.99% APR*

* APR = Annual Percentage Rate. Rate discount offer valid now through 08/31/14. Offer is valid on New, Used and Early Model Autos and motorcycles. Loan amount must be \$15,000 or higher to qualify. This loan discount cannot be combined with any other promotional offer. Example rate of .99% with 36 monthly payments = \$28 per \$1,000 borrowed, assumes 1.00% maximum promotional discount of .50% for SFPCU home loan, .25% for SFPCU Visa and .25% discount for enrollment in automatic payments. Internal refinances are not eligible. Out-of-state, dealer transaction vehicles are eligible. APR is based on evaluation of credit history, so your rate may differ. Rates, fees and terms are subject to change at any time, visit www.sfpccu.org for current rates.

ENJOY SUMMER ANY WAY YOU LIKE! SFPCU PLATINUM VISA® CREDIT CARD

For a limited time, receive a special **1.99% APR*** for 1 year on all purchases and balance transfers made now through August 2014 with your SFPCU Visa®!

- Design Your Own Card with a personal photo or one from our gallery
- Earn one CURewards point for every dollar spent
- Limited Time Offer! Expires 08/31/14.

1.99% APR*
On Purchases and Balance Transfers

* APR = Annual Percentage Rate. The promotional rate of 1.99% APR is valid for new purchases made 06/02/14 - 08/31/14 and is applied to those purchases for 365 days from the first qualifying transaction date, after which the promotional rate will return to the standard purchase rate (Rate based upon Prime Rate + a Margin of 6-12%). Promotional rate does not apply to cash advances. Applications are subject to terms, conditions and credit approval. You must be at least 18 years of age to apply and show ability to pay, or apply with a co-signer if you are under the age of 21. Rates, fees and terms are subject to change at any time, visit www.sfpccu.org for current rates.

HOME LOAN FLAT-RATE FEE \$599! HOME LOANS.

- Purchase or refinance for a flat fee of \$599
- No hidden costs or pre-payment penalties
- Choose from fixed and adjustable rate mortgages
- Fast and easy application process

Purchase or Refinance
with a flat fee of **\$599!**

Offer valid through December 31, 2014. \$599 flat fee covers Appraisal, Credit Report, Courier/FedEx, Appraisal Review, Tax Service, Wire Transfer, Underwriting and Flood Zone Certification (does not include title insurance, escrow or other fees not listed). Offer valid on 1st mortgages only (Reverse Mortgages, FHA, VA and out-of-state loans are ineligible). Flat Fee Offer, rates, terms and conditions are subject to change without notice.

A BETTER WAY TO GET YOUR STATEMENTS: E-STATEMENTS.

- Sign up today and you could win \$100.
- To get started log, in to Online Banking and click on the E-statements tab.

Cleaning up
is easy with
E-statements!

Offer valid now through December 31, 2014. By enrolling in e-statements you are eligible for (1) entry into the cash drawing. One (1) member enrolled in E-statements will be randomly selected each quarter from all eligible entries to receive \$100 deposited into their SFPCU account. SFPCU employees, volunteers and their family members are not eligible. No purchase necessary to enter and win, for complete terms and conditions, please visit www.sfpccu.org.



CO-OP® ATM NETWORK

With your SFPCU Debit Card, you can:

- Get cash at **30,000** fee-free ATMs, including locations at 7-Eleven®, Costco® and Walgreens.
- Plus, SFPCU members have fee-free access to Bank of the West ATMs.

With Global ATM Checking, you can use any ATM anywhere you are – if another institution charges you, we refund the fees.*

* SFPCU will refund ATM surcharges up to \$3 per out-of-network ATM transaction. You must have an SFPCU Checking Account in good standing and a Direct Deposit posted to your Checking Account monthly.



SHARED BRANCHES

You can handle nearly any transaction.

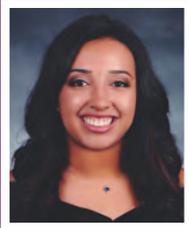
- Make deposits, withdrawals and loan payments at **5,000** Shared Branches.

To access your account, you'll simply need your account number and a current ID.

Congratulations to our 2014 SFPCU Scholarship Award Recipients!

Thank you to all those who applied. The students selected to receive a SFPCU Scholarship Award have achieved outstanding academic excellence and have strived to make a difference in the community where they live. While focusing on education, they also participated in multiple extracurricular activities.

This year we are pleased to honor five recipients due to a tie for fourth place. Each winner received \$1,000 to use toward advancing their education. The money will go toward tuition, books and other educational expenses. We wish these students the best of luck in the year to come!



Leah Bacon,
Boston College



Kyleigh Hoye,
Concordia
University



Madelynn
Perry, California
Polytechnic
State University



Samantha
Puccetti, San Jose
State University



Michelle Wu, San
Francisco State
University

For more information regarding our SFPCU Scholarship Award program, please visit www.sfpcu.org/scholarships.

Bring Your Child to Work Day

Hosted on April 24, 2014, Bring Your Child to Work Day is a fun event for all SFPD employees to bring their son or daughter to work for one day. SF Police Credit Union was out and about meeting employees and their children. Check out our photos of the day and learn more about next year's Bring Your Child to Work Day at www.daughtersandsonstowork.org.



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SFPCU DEBIT AND CREDIT CARD FRAUD DETECTION AND NOTIFICATION SYSTEM – UPDATES

If you receive a notification call from our automated assistant, whom we have nick-named Jill, please work with her to answer questions regarding recent card activity. Please also be aware that our Card Member Security team that provides fraud alert management is available 24 hours per day, seven days per week should you need assistance from a live agent.

If suspicious transactions are identified as fraudulent, calls will be transferred to our outstanding Member Support Team at Card Member Security to help you take the necessary precautions to protect your cards and related accounts. If the recent activity is legitimate, you will be able to close the case using your touch-tone phone.

Branch and ATM Locations

In addition to SFPCU locations, as an SFPCU member you also have access to fee-free CO-OP ATMs, Shared Branch locations and Bank of The West ATMs.

Find fee-free ATM locations nearest you:

www.sfpcu.org/locations.

SFPCU Online

Online Banking / Mobile Banking:

www.sfpcu.org / www.sfpcu.mobi

iPhone® and Android™ Mobile Banking App:

Search for SF Police CU in the iPhone App Store or Google Play to download our apps for free!

Facebook:

www.facebook.com/sfpolicecreditunion

SFPCU Contact Information

24/7 Call Center:

800.222.1391 or 415.564.3800

MemberLink 24-hour transactions:

415.242.2142 or 800.871.3419

Email:

Members_Info@sfpcu.org

Other SFPCU Services

MEMBERS Financial Services:

415.682.3361

BALANCESM Program:

888.456.2227

No-cost Auto Buying Service:

800.716.9550

HOLIDAY NOTICE

SF Police Credit Union branches will be closed:

Independence Day – Friday, July 4

Labor Day – Monday, September 1

Columbus Day – Monday, October 13

For assistance during closed hours, call our 24/7 Call Center at **800.222.1391** or MemberLink, the 24-hour transaction line, at **800.871.3419** or **415.242.2142**; or access SFPCU Online Banking at www.sfpcu.org.

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