

Financial Focus

WINTER 2010

SERVICE 1
Federal Credit Union

PARTNERS IN SUCCESS, #1 IN SERVICE • WWW.SERVICE1FCU.COM



Scholarship Reminder

Are you or someone you know attending college in the Fall of 2010? Here's your chance to relieve some of that financial stress. Service 1 FCU has developed a scholarship program in memory of our former board president, Calvin J. Peterson.

Don't wait! The deadline is approaching. Applications must be postmarked by February 1, 2010.

Applicants must be:

- A member or the child or grandchild of a member of Service 1 Federal Credit Union.
- A high school or college student who plans to enroll or is already enrolled in an undergraduate course of study at an accredited two- or four-year college or university in Fall 2010.

Two \$1,000.00 scholarships will be awarded. Applications are available at any Service 1 FCU location or online. The deadline for scholarship applications is February 1, 2010. For complete scholarship details visit www.service1fcu.com.

Go Online, Go GREEN

You can help the environment, and help yourself at the same time, by using our convenient online services.

E-Notices provide account information faster than ever.

If we have your email address, you will start receiving E-notices on **February 1, 2010**. You will no longer be receiving paper notices for the following items:

Certificate maturity • Overdrafts • Home Equity payment changes
Non-sufficient funds • Delinquency

If we do not have your email address let us know and we will add it to your account so you can start receiving account notices electronically.

FREE CU*EasyPay Online Bill Pay lets you pay your bills without stamps, envelopes or checks, which means fewer trips to the post office. **Sign up between December 1, 2009 and January 31, 2010 and you will be entered to WIN a Dell Inspiron Mini 9 Laptop!**

To register for FREE Online Bill Pay, visit www.service1fcu.com, log onto **It's Me247**, click on "Pay Bills," and simply follow the instructions.

*One (1) Prize Winner will be selected on or about February 5, 2010 by a random drawing from all qualified entries received by a participating credit union between December 1, 2009 and January 31, 2010. See credit union for complete details. Void where prohibited by law.

We are continually working to serve you better. Visit www.service1fcu.com to learn more.



CU Night with the Lumberjacks

Celebrate 50 Years of Muskegon Hockey!
Saturday, January 23, 2010

As a member of Service 1 Federal Credit Union, you can attend the Muskegon Lumberjacks game on Saturday, January 23, 2010 at a discounted rate!

TICKETS ARE JUST \$8.00
for credit union members (regular ticket prices are \$12.50).

PLUS...\$1.00 of each ticket sale will be donated to the Muskegon Rescue Mission. Pick up your ticket voucher at the credit union and redeem it at the LC Walker Arena ticket office by January 20, 2010.

Not only do you get into the game at a discounted price...

- The **first 1,000 members** to redeem their ticket voucher will receive a **FREE t-shirt**. Prizes will be awarded throughout the night to those wearing their t-shirt.
- **1,000 Credit Union members** will receive a **FREE pair of thunder sticks** at the game.

Contact Service 1 Federal Credit Union or visit www.service1fcu.com for more details.



Oops! Avoid These 5 Financial Mistakes

Many of us are resolving to get our finances on track and keep them there in 2010. Don't let these common mistakes undermine your good intentions:

- 1. Not setting financial goals.** If you can set some clear goals, it's much easier to take positive steps.
- 2. Spending more than you earn.** Avoid impulse spending, and learn the art of bargain shopping.
- 3. Paying unnecessary fees.** There is simply no reason to pay a monthly checking account fee, an annual credit card fee, or ATM fees. Take advantage of our free services instead.
- 4. Letting your emergency fund slide.** If you don't have a cushion of cash, you might resort to expensive payday loans or other expensive choices. Make your emergency fund a priority.
- 5. Ignoring your credit score.** Take a few minutes to visit www.annualcreditreport.com and carefully review your credit history.

The Latest Online Scams

Did you know that you can get caught up in an online scam simply by visiting the wrong website? Internet security experts are seeing an upswing in malware, spyware and adware, which can infect your computer and allow criminals to access your information.

To protect yourself, you should:

- Download a reliable security program and keep it updated at all times.
- Avoid peer-to-peer applications for downloading music or movies and make sure your kids are not using them. (Popular examples include Limewire, Kazaa and Morpheus)
- Watch for symptoms of infection including numerous pop-up ads.
- Visit www.antiphishing.org or www.onguardonline.com to learn more.



Security Promise to Our Members

Our Credit Union will never ask for any personal credit card or financial information via email. We do not share our internal email lists with anyone, and have security in place to ensure that our internal databases are not being accessed.



Another Benefit of Membership- Sprint Discounts for CU Members!

Great wireless discounts are now within reach! Sprint offers phones, PDAs, push to talk, data service plans, music downloads, TV and more. Now, Service 1 Federal Credit Union members can benefit from the Sprint Nextel Credit Union Member Discount Plan:

- 10% off most regularly priced Sprint Nextel service plans
- 15% off most corporate liable wireless plans
- Waived activation fee on all new lines
- Waived upgrade fee
- Nationwide coast-to-coast coverage

Sprint®



Visit www.SprintSave4CU.com or your nearest Sprint store for more details.



Special Thanks

Many thanks to all our members who donated to Toys for Tots, Coats for Kids and the Credit Union food drive for Love, Inc. We appreciate your generous support.

New Credit Card Regulations Are About To Kick In

BUT A CREDIT UNION CARD IS STILL YOUR BEST VALUE

Some credit card companies are racing to raise rates and add fees before February 22nd, when new consumer protection laws go into effect. Fortunately, it's easy to avoid their costly tricks. Just apply for a VISA Card from Service 1 FCU.

Our VISA Card provides:

- Fixed 9.9% APR*
- No annual fees
- No balance transfer fees
- Convenient, secure online access

For more information or to apply for your VISA Card, give us a call, stop by or visit www.service1fcu.com.

*APR = Annual Percentage Rate.



Tax Information Reminder

Remember to retain your December statement! The last page contains your 1099 Tax information for 2009.

Speed Up Your Tax Refund with Direct Deposit

Why wait for your refund to arrive in the mail? Simply request Direct Deposit and your refund will be sent electronically to your credit union account, usually within 10 days. Fill out the Direct Deposit line on your tax form 1040, 1040A, or 1040EZ. Be sure to include your account number and our routing and transit number: **272483264**.

What's New In IRAs?

- The annual contribution limit for Traditional and Roth IRA Accounts is \$5,000 for 2009 and 2010.
- Taxpayers over 50 can contribute an additional \$1,000.
- You can contribute to your 2009 IRA until April 15th. Please be sure to specify that you are making a 2009 contribution.
- In 2010, higher-income taxpayers can convert from a Traditional IRA to a Roth IRA. Since there are tax implications and other considerations, we recommend discussing this option with your tax advisor or an investment professional.

Checking: Make The Switch (It's quick and easy!)

Our checking account is totally free, simple and convenient. In fact, many members have found they can save \$100 a year or more by eliminating a monthly checking fee. Why not make the switch today?

YOU CAN ENJOY:

- No monthly service fee
- Thousands of free ATMs nationwide
- No minimum balance requirement
- FREE online banking with FREE bill pay
- No per-check charge

Making the switch is simple. We can even help you set up direct deposit and change over your automatic transactions. Give us a call, or stop by your favorite branch.

We're Here for You

The Service 1 FCU Board of Directors and Supervisory Committee work hard to provide you with products and services that will make your life easier. Learn more about them on our website.

Do you want to make a difference in your credit union? We currently have two openings on the Supervisory Committee. Visit www.service1fcu.com for details on how you can apply for the position.

Staff Anniversaries



Sandra Brown	9 years
Chris DeLong	6 years
Angela Barajas	4 years
Jereisha Connolly	4 years
Rosalyn Lang	3 years
Farrah Starr	3 years
David Lane	2 years
Jessica Cullers	1 year

Congratulations on these milestones, and many thanks for your years of service and dedication!

Join Us for Our 70th Annual Meeting

Our Annual Meeting is just around the corner! We hope you will make plans to join us.

DATE: April 22, 2010

WHERE: Above & Beyond

TIME: Doors open at 6pm

Oakridge Golf Club

Dinner at 6:30pm

513 W. Pontaluna Road

COST: \$7.50 per person

Muskegon, MI



Nominations for open board positions are now being accepted. If you are interested in serving this voluntary position, please submit the following to the Nominating Committee by February 1, 2010.

- Biographical data
- Resume listing your qualifications

You can mail this information to the Nominating Committee at P.O. Box 810, Muskegon, MI 49443, or just drop it off at one of our Muskegon locations.

Members of the Nominating Committee are: Craig Hauter | Howard Kleeves | Earl Beam

Clip-Out Reservation Form

Annual Meeting Reservation Form

Please reserve _____ seats at the Annual Meeting @ \$7.50 each.

A check is enclosed Please debit my account # _____

Name _____

Signature _____

Mail to Service 1 FCU, P.O. Box 810, Muskegon, MI 49443 or bring to any Muskegon location.

Services

ATM

Certificate Accounts

Checking

Club Accounts

- Christmas
- Vacation

Debit MasterCard

Direct Deposit

Electronic Services

- It's Me 247 - Home Banking
- CU*Talk - Audio Response
- Bill Payment
- Check Viewer
- E-Statements

IRAs

- Traditional
- Roth
- Coverdell Education Savings Accounts

Loan Services

- New & Used Auto & Truck
- Boats
- Motorcycles
- RV
- Bill Consolidation
- Home Mortgage
- Home Equity

Money Management Account

Savings

- Astro Kids Savings Club (12 yrs. and younger)
- Generation Next (13 yrs. to 19 yrs.)

VISA® Credit Cards

VISA® Gift Cards

XTEND SHARED BRANCHING:

There are over 160 locations throughout Michigan, Northern Indiana, and even New York. For the branch nearest you, log on to www.service1fcu.com and click on the "Xtend" icon.

Additional Services*

- Line of Credit Advances
- Credit Card Advances
- Travelers Checks**
- Money Orders**
- Corporate Checks**
- Notary Public Services
- Photo Copies**
- Fax Services**

* These services not offered at all locations.
** This service may incur a fee.

Daylight Savings Time Reminder

Daylight Savings Time begins at 2:00 a.m. on Sunday, March 14th. Remember to set your clocks ahead one hour before you go to bed on Saturday night.



MUSKEGON, MI

1075 E. Sherman Blvd.

PO Box 810

Muskegon, MI 49443

P 231-739-5068

F 231-737-3522

LOBBY HOURS

M, W, Th, F 9:00 a.m. to 5:15 p.m.

T 10:00 a.m. to 5:15 p.m.

DRIVE-UP HOURS

M, W, Th 9:00 a.m. to 5:15 p.m.

T 10:00 a.m. to 5:15 p.m.

F 7:30 a.m. to 6:00 p.m.

S 9:00 a.m. to 12:00 p.m.

1625 Eastwind Drive

PO Box 810

Muskegon, MI 49443

P 231-799-0517

F 231-799-0825

LOBBY/DRIVE-UP HOURS

M, W, F 9:00 a.m. to 6:00 p.m.

T 10:00 a.m. to 6:00 p.m.

Th 9:00 a.m. to 7:00 p.m.

S 9:00 a.m. to 3:00 p.m.

MOBILE, AL

Building 47 Broad St.

PO Box 50256

Mobile, AL 36605

P 251-432-8538

F 251-438-9658

LOBBY HOURS

M, W, Th, F 8:30 a.m. to 4:00 p.m.

T 9:30 a.m. to 4:00 p.m.

DRIVE-UP HOURS

M, W, Th, F 8:30 a.m. to 5:00 p.m.

T 9:30 a.m. to 5:00 p.m.

NEOSHO, MO

816 W. Harmony

PO Box 96

Neosho, MO 64850

P 417-451-7588

F 417-451-5304

LOBBY/DRIVE-UP HOURS

M, T, W, Th, 8:30 a.m. to 5:00 p.m.

F 8:30 a.m. to 6:00 p.m.

www.service1fcu.com

CU*TALK

P 616-285-6488

TF 866-368-1930



MobileNEWS

Are You Prepared for Retirement?

Instead of just dreaming about retiring, start planning today. Personal savings are a vital part of retirement planning. Having additional sources of income is important to help build your nest egg. This is where an Individual Retirement Account (IRA) at Service 1 FCU comes in.

- Secure investments with no market risk
- Competitive rates on IRA Certificates
- View your investment status online
- Over 69 years of experience working for you

For more information on your IRA options visit www.service1fcu.com or call (251) 432-8538.

NeoshoNEWS

Santa paid a visit to the Neosho community on December 5, 2009. Over 150 children were able to share their wish lists, take a picture with the jolly man, and participate in the festivities. Thanks for visiting Santa!



MuskegonNEWS

We had a very special visitor at the Lakes Mall Branch on Saturday, December 5, 2009. Santa Claus handed out fifty \$5 Toys 'R' Us gift certificates and each child received a special gift.

To make sure the children in your family receive advanced notice of special upcoming events, open an Astro Kid's Club account today!



FINANCIAL FOCUS ■ WINTER 2010

BOARD OF DIRECTORS

Craig Hauter

John Jolman

Bob Loomis

Howard Kleeves

David Layman

Henry Dorsey

Joni Shinn

DIRECTOR EMERITUS

Earl Beam

Jack Mahn

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Susan Williams

Harold Brown

Lewis Collins



Partners
in Success,
#1
in Service.

WWW.SERVICE1FCU.COM

Muskegon, MI 49443

PO Box 810



CUAdvantage
PAID
U.S. Postage
Presorted Standard

NCUA Your savings federally insured to at least \$250,000 and backed by the full faith and credit of the United States Government

National Credit Union Administration, a U.S. Government Agency