

The Current

JANUARY 2016



CHAIRMAN'S MESSAGE

Happy New Year from your Power Financial Credit Union family! As we begin the New Year, we want to thank you for making 2015 a great year at your Credit Union. It appears that finally our New Year's wish for economic recovery has come true as the Federal Reserve raised rates (finally) in December and that is one of the strongest indicators of economic recovery. This is the first time that rates have risen in eight years! Now, if we could just get the Miami Dolphins from "work in progress" status to NFL team...that would be a New Year's dream come true!

This year will go on record as one of the best automobile sales years ever! We, at Power Financial Credit Union, are happy to say that we lent out over \$18 million dollars in auto loans to our members! We also implemented several new programs to make your car buying experience stress free, including a new auto broker service that can help you locate, and get a great deal on the car of your dreams while totally bypassing the car dealership! You pick the make and model, finance with us, and have the car delivered to your doorstep. Now that is stress free car buying! We also rekindled our partnership with Enterprise Car Sales which offers low-mileage, late-model year used cars with one of the best used car warranty deals in the business. Don't worry about buyer's remorse when you buy your used car from Enterprise as you get 7 days or 1000 miles to decide if you made the right choice.

If you need auto insurance or mechanical breakdown insurance, look no further than your Credit Union. We recently established a partnership with Travelers Auto Insurance to offer phenomenal rates to our members. If you are in the market for car insurance, be sure to give us a call. If you decide to refinance an auto loan from somewhere else (note: we won't hold that against you) or purchase a used vehicle, be sure to check our great deals on mechanical breakdown insurance. We get a great discount from our issuer



and pass that directly on to our members. One of our members bought a used SUV for \$24,000 and the mechanical breakdown policy paid for \$16,000 worth of repairs over the length of ownership...talk about a great return on investment!

As home values continue to recover from the "Great Recession", your Credit Union is happy to be a part of offering great mortgage values to our membership. In 2015, your Credit Union lent out over 33 million dollars in mortgages to our members! We also introduced our 5/5 ARM product to the membership which enables members to get into a mortgage at a lower interest rate than a fixed rate mortgage, but only reprices every 5 years! This is an exceptional value based mortgage product and many members have chosen it over a traditional ARM or fixed rate mortgage.

Whether you are buying a home, looking to refinance your existing mortgage with another lender (see note in car loan section above), or are concerned about the escalating costs of home repair, be sure to inquire about our new partnership with Service America. Service America offers a home maintenance program for any budget and can take the stress out of unforeseen repair expenses such as appliance, air conditioning, and plumbing problems.

(Continued on page 2)

CHAIRMAN'S MESSAGE

(Continued from page 1)

At Power Financial Credit Union, we recognize you rely on us to provide new products/services to provide a stress free financial experience. Here are a few of the exciting products/services we have lined up for 2016:

1. An enhanced mobile banking app that will enable you to see loan pre-approvals, marketing offers, conduct A2A/P2P transfers and view your estatements conveniently on your smartphone.
2. A re-designed VISA credit card with a special 0% APR offer on balance transfers for the first 21 months.
3. Additional payment options for SecureLink Payments including VISA Checkout, Android Pay and Google Pay.
4. New EMV debit cards with enhanced transaction security measures to better protect your debit card from fraud.

Finally, we want to thank our members for their support of this fine financial cooperative. We are extremely proud to say that nine out of ten members would refer friends or family to the Credit Union. On behalf of the Board of Directors and staff of Power Financial Credit Union, I want to thank you for your membership and being part of our Credit Union family.

~ **Leman Murray**

Chairman - Board of Directors



KEEPING IT SAFE IN 2016

With the New Year underway, many of us are following through on resolutions to take better care of ourselves. Just as important, consumers need to pay attention to their financial health and especially to an unfortunate theme: Identity Theft.



Here are a few tips to help fight fraud:

- Give NO financial info if YOU didn't initiate contact (Power Financial Credit Union will NEVER request personal info via email or phone).
- Avoid mail fraud - sign up for free Secure-Link e-statements and receive your account statements online.
- Register for Deluxe Provent - an integrated suite of identity theft protection services for only pennies a month. Even if you are a victim of identity theft, Provent can help to restore your good name.
- Change your passwords on a regular basis- choose unique names and numbers that add an extra layer of protection.
- Keep all of your computer's operating system software current and be sure to update your anti-virus software /firewall daily.

Introducing...

SECURELINK PRIORITY LENDING

Need an auto loan? Signature loan? FAST Personal Lines of Credit? No need to drive to a branch. You don't even have to make an inquiry.



Now, if you qualify for special qualifying loan promotions, they will automatically be visible on your account summary page when you log in to your online banking account or under the "More" section within our Mobile Banking app.

With SecureLink Priority Lending you can:

- Accept your loan offers using online banking and mobile
- Apply 24 hours a day, 7 days a week, at any time
- Save time and needless worries
- Enjoy peace of mind that comes with always knowing your financial options

ANNUAL MEETING ANNOUNCEMENT

Calling all members! Don't miss the Annual Meeting. It's the opportunity for you to learn about the Credit Union's financial position, our success during 2015 and direction for the future.

Date: March 28, 2016

Time: 4:30 p.m.

Place: Power Financial Credit Union
Sheridan Branch (Employee Lounge)
2020 NW 150th Avenue
Pembroke Pines, FL 33028

Join fellow members and meet your Power Financial Credit Union Board of Directors, management and staff. The agenda will include the election of Directors. The Nominating Committee has met and submitted the following incumbent nominees:

Jack E . Patterson was appointed to the Board of Directors in March 1989. As an employee of FPL for 23 years, he held various positions in a management capacity. Jack is currently the President of Corporate Workflow Solutions.

Nominations for vacancies may also be made by a petition signed by 1% of the membership with a maximum of 500.

Each candidate must submit a statement of qualification and biographical data with his or her petition. A letter of intent to accept the position if elected must also accompany the petition and biographical information. Nominations must be returned to Power Financial Credit Union within 30 days of receipt of this notification. This will be a non-ballot election and no nominations will be accepted from the floor when there is only one nominee for each position to be filled. Only those positions without a nominee are subject to nominations from the floor at the time of the meeting.

A SMART MOVE FOR YOUR MONEY

If you have high interest debts with another financial institution, save money with a lower interest rate by consolidating those bills at Power Financial Credit Union. Our rates and payment terms can help restructure your debt and save you hundreds, even thousands of dollars in interest.



With our Home Equity Line of Credit, you can use the equity you've built in your home to borrow at rates as low as 2.75% APR* and the interest may even be tax deductible!**

Even if you don't own a home or have little or no equity, we have a solution for you. It's our Fast Personal Line of Credit that lets you borrow up to \$30,000 at low fixed rates.

Whichever option you choose, make a smart move for your money and consolidate that high rate debt with Power Financial Credit Union today.

**Eligibility for lowest rate and approval is based on credit worthiness, ability to repay, credit score, repayment period and equity in home. All homes must be primary residence in Florida. Rates are subject to change at any time. Other conditions may apply. **Consult your tax advisor.*

TAKING YOUR MOBILE EXPERIENCE TO A NEW LEVEL



Your smart phone just got smarter! Power Financial Credit Union's mobile services bring you security, convenience and the power to pay when and how you want.

VISA CHECKOUT

Shop online? With Visa Checkout you can securely store your shipping and payment information without having to enter it again and again.

APPLE PAY

Pay in stores without swiping your debit card with just a single touch of your finger on your iPhone. Your transaction is secure, as your debit card number isn't stored on the device or on Apple's® server, so they're never shared with the merchant.

(continued on page 4)

Seriously?

This time of year makes us all pause (we used to stop but you know how that goes) to reflect on the special people in our lives. Those people who are there when you need them, who tirelessly will support you through chaotic times, and will never ask for any special favors in return. So a BIG THANK YOU goes out to all of the fine folks who work at your Credit Union. Whether they are employees that you deal with when visiting a branch or calling the contact center, the employees who support the front line by keeping all of the products and services running (smile Lending, Support and Retail Support), the fine folks in Information Technology who work with the systems into the wee hours of the morning so as to not minimize system resources during regular hours, the Accounting folks who make sure everything is in check, the Marketing folks who make the Credit Union look good, our Facilities folks who keep us presentable, or our HR and Organizational Development folks who keep us trained, staffed and paid...all of these people warmly encompass the group we call "Team PowerFi." Even through their regular duties, employees are engaged in multiple project teams to bring new services to you. Your Credit Union is also heavily committed to community

service and outreach which is why all of the employees work with charity events, food pantries, and public educational seminars. We have a lot of fun too. The annual Power Financial Credit Union employee Halloween costume contest gets more competitive every year and we are always happy (thrilled) to have a visit from children under the United Way's care (Halloween is always more special with trick or treaters around). Perhaps this is one of the many reasons that your Credit Union has won the prestigious honor of one of the Best Credit Unions To Work For two years in a row.

So as we move into 2016...a special message for all of my fellow co-workers. Thank you for all that you do. Thank you for supporting one another like only a true family can. Thank you for making Power Financial Credit Union a fun (crazy) and challenging (rewarding) place to work. Congratulations on your recognition as a one of the best Credit Unions To Work For two years in a row! Thank you for your friendship, comradery, wackiness, professionalism, and downright perseverance to bring a top flight service experience to the membership. You truly are a "unique" team and I am proud to be part of you. *Seriously!*

TAKING YOUR MOBILE EXPERIENCE TO A NEW LEVEL *(continued from page 3)*

SECURELINK eDEPOSIT

Make check deposits anytime without driving to a credit union branch. Once you've created a user account for your eDeposit mobile app, making a deposit is as easy as snapping a picture of the front and back of your check with your smartphone.

DEBIT REWARDS

Use your Visa Debit Card and earn up to 10% cash rewards on every day purchases at featured top restaurants and retailers! You can even access your rewards through the SecureLink Mobile app.

POWER FINANCIAL CREDIT UNION

Locations

CONTACT CENTER:

Monday thru Friday 8 am - 6 pm
Saturday 8:30 am - 1 pm
800.548.5465

FLORIDA CITY BRANCH:

33004 South Dixie Hwy
Florida City, FL 33034



JUNO BEACH BRANCH:

12575 US Highway 1
Juno Beach, FL 33408



KENDALL BRANCH:

(near Publix in the Palms at Town & Country Mall)

8228 Mills Drive

Miami, FL 33183



NORTH SHORE BRANCH:

(in the North Shore Medical Ctr)

1100 NW 95th Street

Miami, FL 33150



SHERIDAN BRANCH:

2020 NW 150th Avenue

Pembroke Pines, FL 33028



LEGEND:



Shared Services



Drive Thru



In Branch Debit Card Issue



Night Deposit



Safe Deposit Box



WHAT MEMBERS ARE SAYING:

"Congratulations on the excellent service!" ~ Ana R.

