

THE CURRENT

January 2012

Chairman's Message 2012

There was a great deal of press around Bank Transfer Day on November 5, 2011. It was the culmination of a grassroots movement by consumers to move from fee based large banks to smaller value based community institutions such as credit unions. I am proud to say that Power Financial Credit Union is, and has always been, a value based financial cooperative for its members. We put our members' needs first by offering outstanding value through excellent rates, minimal fees and outstanding personal service. While America may have needed a Bank Transfer Day to tell them about the positive aspects of credit unions, our members have known what credit union value is for over 60 years!

A large part of the Credit Union's success is the feedback that we constantly seek from our members. This feedback is obtained through many sources including our new account/loan surveys, our Town Hall Meetings where our CEO chats with members about the Credit Union, and our monthly Net Promoter surveys. If you aren't familiar with the Net Promoter survey process, it simply asks how many survey respondents would recommend friends/family to a business. Scores of 9 or 10 (on a 10 point scale) are indicators of consumer loyalty to the business. The closer the organization is to scoring 100% (perfect score of 10 from all survey respondents), the higher the loyalty is among its customers. While most financial institutions score between 40% and 60%, I am proud to say that your Credit Union received an overall score of 87% in 2010 and is set to beat that score in 2011! It is our product value coupled with the outstanding



personalized service from our staff that earns us loyalty scores much higher than our competition.

Your Credit Union's Senior Management Team takes the feedback from the membership and incorporates that into the Credit Union's Strategic Plan. A big difference between your Credit Union and the competitors is that we not only seek your feedback, we do something with it! Here are a few initiatives that came directly from Town Hall Meeting requests:

1. Major enhancements are coming to our online banking service including:
 - a. **Account to Account (A2A) and Person to Person (P2P) payments.** This enhancement available in mid-2012 will enable members to transfer to, and receive funds from, their other financial institution accounts all through the convenience of online banking.
 - b. **eDeposit through a Personal Computer and Smartphone.** This improved service available mid-2012 will enable online banking users to make scanned check deposits through their personal computer or by taking a picture of the check using their smartphone.

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c. **Increased Information Now Available in Online Banking History.** We are improving our online banking interface which means more information is available for you! Now online banking users can see pending debit card transactions, pending credit transactions (such as payroll) and can also update their account information online including phone number, email address, and mailing address.

d. **And Don't Forget the Debit Rewards Program.** While many financial institutions are canceling their debit card rewards program, your Credit Union's program is going strong and it's easy to use. Simply select the offers you want within SecureLink Online Banking, use your Power Financial Credit Union VISA Debit Card to pay for your purchase, and the CASH for the reward is deposited directly into your checking account. No points, no catalogs, and no point redemption hassles. Just cash rewards at the places you like to shop conveniently deposited to your Power Financial Credit Union checking account.

2. We continue to offer an outstanding value in the market for Mortgages. If you are

buying or refinancing a home, be sure to get a mortgage with your Credit Union.

3. Be sure to check out the Power Financial Credit Union VISA Credit Card for a great offer on balance transfers. The balance transfer option is an excellent and affordable way to spread out credit card payments for those holiday charges. You can apply online at powerfi.org, at one of our convenient branch locations or call us today at 800-548-5465.

Power Financial Credit Union believes we need to be involved in the communities we serve. The Credit Union staff participated in over 50 volunteer events including the Broward Food Pantry, a Trick or Treat event for Kids in Distress held at our Corporate Headquarters and we held our 3rd Annual Halloween Family Fun Day and had over 600 people from our communities come and enjoy a free morning of attractions and activities!

On behalf of the Board of Directors and staff of Power Financial Credit Union, I want to thank you for your membership and continued support of this fine organization. It is because of you, our members, that we can celebrate our value driven 60th year of financial service.

Leman Murray, *Chairman - Board of Directors*

Fine Tune Your Finances

Win 1 of 10 Bose Wave Sound Systems!

Plus, each month you could win one of four Pandora One radio subscriptions!



All you have to do to enter is pay a bill online. Every bill you pay within your account automatically enters you to win.

SecureLink Online Bill Pay is convenient, fast and secure. And once your finances are tuned up, just a few clicks will keep everything humming right along. Bring harmony to your finances. Log in to SecureLink Online Banking and pay bills today!

Holiday Leftovers?



Consolidate debt with a low fixed-rate personal loan.

**Rates as low as
8.00% APR***

*Eligibility for lowest rate is based on credit worthiness, ability to repay, credit score and term of loan. Maximum loan amount of \$10,000. Maximum loan term is 48 months. Cannot be combined with any other offer. Other conditions apply. Rate subject to change without notice.

Save the Date... Annual Meeting Notice

Power Financial Credit Union's Annual Meeting is the perfect forum to learn about our activities and financial performance during the past year as well as plans for the future. It's also your opportunity to voice your opinion by casting votes in the annual election for Board members. Mark your calendars now and be sure to attend.

Date: Monday, March 26, 2012

Place: Power Financial Credit Union
Sheridan Branch (employee lounge)
2020 N.W. 150 Ave.
Pembroke Pines 33028

Time: 4:30 p.m.



Supervisory Committee and then on the Board of Directors. He now serves on the Power Financial Credit Union Board. Patrick was employed with Miami-Dade County as a Supervisor in G.S.A. Division and is now retired.

Terry Keith began serving on the Board in 2003. As an employee of NextEra/FPL since 1986, Terry has held positions involving finance and account. He is currently the Director of Cost Recovery Clauses.

Wendel Sauer began his voluntary service on the Board 23 years ago with his election in 1988. Wendel worked for FPL for 30 years and, upon retirement in 1999, he held the position of Production Analyst.

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.

The agenda will include the election of directors. The Nominating Committee has met and submitted the following incumbent nominees:

John Breslin has been serving on the Power Financial Credit Union Board since 2006. Prior to the 2006 merger, he was appointed as a member of the Board of Pan Am Horizons Federal Credit Union in 1992 and then as Chairman in 1994. John has been employed by US Customs and Border Protection since 1970. He retired as Chief Master Sergeant after 36 years with the Air Force Reserves.

Leman Murray retired in 2008, after 40 years with FPL, 26 as an FPL employee and 14 as a contractor in FPL's Power Systems Environmental department. Leman has served as a Board member of Power Financial Credit Union for over 20 years and is currently the Board Chair.

Patrick Carnevale began his voluntary service to credit unions 25 years ago with National Airlines with National Airlines Credit Union which, after mergers, eventually became Pan Am Horizons Federal Credit Union. He served on the

Every Little Bit Helps

When it comes to consolidating debt, every little bit helps and it really pays to get a handle on it sooner rather than later. Control your debt before it controls you with these options from Power Financial Credit Union that will help you structure and better manage your debt repayment.

Home Equity Helps

Your home's equity can be a helpful resource for consolidating higher interest debt at a lower rate along with possible tax benefits.* At Power Financial Credit Union, you can choose our Hybrid Home Equity Line of Credit which features a low fixed rate for the first 3, 4, or 5 years and then switches to a variable rate tied to Prime. Or, a low fixed rate Home Equity Loan for monthly payments that will never change during the term of your loan.



*Check with your tax advisor for details.

A Better Credit Card Helps



Transfer those high interest balances from store charge cards and bank credit cards to a Power Financial Credit Union VISA Signature card. Save money on finance charges with our lower

rates! Plus, there are no annual fees and you'll receive unlimited 1% cash back on purchases. That all adds up to more money in your pocket.

Every little bit helps, so make some changes today that will help you reduce the cost of debt and eliminate it faster. To apply or for more information, visit us **online at powerfi.org**, stop by one of our **convenient branch locations** or call us at **800.548.5465**.

0% APR Helps a Lot!

Enjoy 0% APR for 12 billing cycles on both purchases and balance transfers with a Visa Platinum or Visa Business Card.*



Limited Time Only! Apply Today!

**0% introductory APR applies to purchases & balance transfers and is valid for the first 12 billing cycles. The introductory rate does not apply to cash advances. Thereafter, the APR may vary and as of 12/1/2011, the undiscounted variable APR for Purchases and Balance Transfers is 9.99%- 20.99% (based on your creditworthiness) for Visa Platinum and Visa Business. The variable APR for Cash Advances is 23.99%. Cash Advance fee: 4% of each advance amount, \$10 minimum. Convenience Check fee: 4% of each check amount, \$10 minimum. Cash Equivalent fee: 4% of each cash amount, \$20 minimum. Balance Transfer fee of 3% of each transfer amount, \$5 minimum. There is a \$2 minimum finance charge where interest is due. No annual fee. Foreign Transaction fee: 2% of each foreign purchase transaction or foreign ATM advance transaction in U.S. Dollars, 3% of each foreign purchase transaction or foreign ATM advance transaction in a Foreign Currency. Offer expires January 31, 2012.*

POWER FINANCIAL CREDIT UNION. Locations

Great rates. Smart banking.™

Blue Lagoon Branch:
5820 Blue Lagoon Drive
Miami, FL 33126



Florida City Branch:
33004 South Dixie Hwy
Florida City, FL 33034



Homestead Branch:
12171 Moody Drive
Homestead, FL 33032



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



-  **Shared Services**
-  **In Branch Debit Card Issue**
-  **Drive Thru**
-  **Night Deposit**

