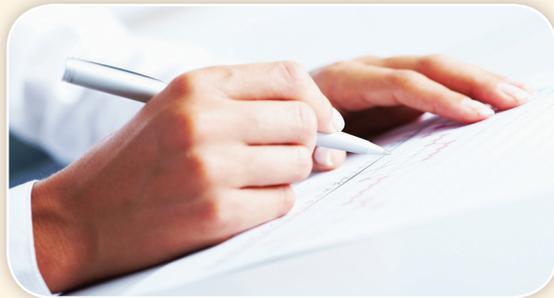


## Chairman's Message 2013

It's hard to believe that 2012 marks the 61st anniversary of this institution. What started out as a small cooperative overseen by a few FPL employees in a trailer has grown into a first rate financial institution with nearly 150 employees serving 40,000 members worldwide! At the heart of the Credit Union has always been the premise that we will provide the best service possible to our members and our Net Promoter score confirms that we continue to deliver on that promise as 9 out of 10 members surveyed would recommend the Credit Union to their friends and family. What I find particularly impressive about this score is that we receive that rating in every service channel the Credit Union provides including the branches, Contact Center, internet, and most recently, our new mobile deposit service. We recognize that there are many companies to choose from when handling your financial affairs and that many of those companies have famous brands that consumers would recognize instantly. We would rather put our resources into developing products/services to meet your needs and ensure that regardless of how you transact business with us, it is a first rate service experience. Forget the marketing awards,



we will take the high member satisfaction ratings every time!

You should also know that your Credit Union has always been concerned with the safety of your money. We continue to execute our prudent business model to provide peace of mind that you will have a solid Credit Union to serve you. The Board of Directors hires an independent auditing firm annually to ensure we are operating judiciously and in compliance with all regulatory requirements. In addition, we are examined by our federal insurer agency, National Credit Union Administration, and our state regulator, the Florida Office of Financial Regulation. I want to publicly recognize and congratulate the Credit Union's Management and Staff for again doing well in its most recent rigorous joint examination by both the federal and state examiners. The positive examination results are a testament to both their work ethic and their commitment to a high performing organization. Our employees process over 20 million transactions a year and our Contact Center handles over 12,000 calls a year and over 6000 internet chats! While all of that activity is occurring, we continue to implement new products, enhance existing

*(continued on page 2)*



products, and continually increase system security to ensure that we have the products and services to meet your needs in the safest operating environment possible.

Here are just a few highlights of what we accomplished in 2012:

- **Increased login security and privacy for online banking** through our enhanced multi factor authentication login process.
- **Redesigned the eDeposit product** to enable deposits through smartphones (Android/Apple) or a scanner attached to a PC.
- **Enhanced the new account opening process** so that new accounts can now be opened over the phone through our Contact Center.
- **Expanded our checking product line with our Second Chance Checking account** which provides consumers who have had checking problems in the past with the opportunity to open a new checking account.

Finally, let me address one of the biggest questions we receive from the membership. We plan to have

mobile banking available to the membership in 2013! We decided to implement our mobile deposit product first and use that roll out as an opportunity to learn about any special service issues and channel expertise that we need to understand prior to the full launch of mobile banking. We want our mobile experience to be as comfortable as our SecureLink Online Banking experience.



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 61st year of financial service.

**Leman Murray**

*Chairman - Board of Directors*

## Got Holiday Debt Overload?

If spreading all that joy left your budget stressed, consolidate those high interest after-the-holiday bills with our low interest personal loan.

- Rates as low as 7.75% APR\*
- One easy monthly payment
- Fixed rate so payments never go up

Lighten your debt load with a Power Financial Credit Union personal loan. Apply today – online, by phone or in person at any branch office.

\*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 may apply. Rate subject to change without notice.



## Annual Meeting Scheduled

**P**ower Financial Credit Union is your financial cooperative: owned by our members, led by our members and existing to serve our members. That is why we encourage every member to attend the annual meeting. All members are equal owners of the Credit Union.

Our annual meeting is the forum for management and elected officials to report to you, the owners. It's an opportunity for you to learn about the Credit Union's financial position, products and services, current business issues and goals.

**DATE:** Monday, March 25

**PLACE:** Power Financial Credit Union  
Sheridan Branch (employee lounge)  
2020 NW 150<sup>th</sup> Avenue  
Pembroke Pines, FL 33028

**TIME:** 4:30 PM



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

**Penny Noel** was appointed to the Supervisory Committee in December 1996 and then to the Board of Directors in March 2004. Penny holds a BSBA degree in Accounting from the University of Florida and a BBA degree in Finance from the University of Miami. Employed by FPL for 23 years, Penny held several positions in Accounting including Budget Administrator and Accounting Systems Analyst.

**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.

## SecureLink Online Upgrades

**A**t Power Financial Credit Union, the quality of your online experience is very important to us. We recently increased the security of our online banking login process to better protect your account and enhanced our Bill Pay product with streamlined user features.

### SecureLink Online Banking

Upon logging in, our system will review the strength of your username and password. If your current login does not meet the upgraded security requirements, you will be asked to create a new username and/or password.



### SecureLink Bill Pay

As part of our ongoing efforts to improve your online banking experience, we have also enhanced SecureLink Bill Pay with a new look and new features designed to make it faster and easier to manage your bills.

If you're still not using SecureLink Online Banking or Bill Pay, you're really missing out on convenient services that can make your life so much easier. To learn more, visit [powerfi.org](http://powerfi.org) today.

# Seriously?

Sometimes it is good to be the "little guy" (although I have been feeling that way for several years now). Sure..you don't have a national presence or a store on every street corner, but most big box retailers and large financial institutions are feeling the pinch from exorbitant operating costs in leasing or operating retail space that is not generating any income. Unbeknownst to the Federal Government, you have to actually make more money then you spend or you go out of business. Who would have thought household names like Hostess, Nokia, and Blackberry would be having discussions about restructuring or closing for good? Which brings me back to my points about being the little guy.... quality control and control in general. When you are operating 20 (let alone over 100) or more branches in several states, it is difficult to control the quality of the service experience.

As the little guy, however, you have control over the experience that the brand delivers. Here at your Credit Union, we must be doing something right because 9 out of every 10 members would recommend us to family and friends. We receive survey responses like "been with you for over 40 years and have always loved my Credit Union." And "it's like being part of a family because every time I walk in they call me by first name." We have Town Hall Meetings with members throughout our branch footprint every year and the members always tell us the same thing...we have the best people working for the Credit Union

because as members they always feel taken care of when leaving the branch or talking with one of our employees on the phone or over the internet. We have been in business for over 60 years and we have multiple generations from the same family as members. That's another feather in our cap for providing a great service experience.

So..we aren't a household name as the marketing folks would define it. We don't have a stock symbol on any index (which might actually be a positive aspect in the current economy), and you won't find the Wall Street Journal, Financial Times, or New Yorker Magazine interviewing us (again that may be construed as a positive in this economy). But we have over 90% debit card penetration among our checking accounts, we have over 60% active utilization of our online banking channel, and we conducted over 20 million transactions for our members last year. Those statistics aren't too shabby for an organization that humbly (and I mean humbly) sees itself as the little guy providing the best member experience possible for its member-owners. If the definition of insanity is "doing the same thing over and over again and expecting different results", then the definition of sanity is "doing the same things over and over again that give you the best results!" So, that's us, the sane little guy doing our best to provide a great service experience for our member-owners year after year for a little over six decades (but, as the little guy, who is counting?).

Thank you for making this little organization a "big deal" in your financial affairs. Seriously.

**POWER FINANCIAL  
CREDIT UNION**  
Great rates. Smart banking.™

## Locations

**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**

