

Chairman's Message 2014

If there is any time in recent history that tested the resolve of American consumers, it has been the last six years. When the economy took a turn for the worst in 2007, your Credit Union put into action a conservative business model that was focused on longer term viability and not short term profit.

Being in South Florida, we are particularly adept at assessing situations, pre-planning for those instances, managing through the challenge, and ensuring all operations are running normally after the threat has passed. Some would label this contingency planning, but we call it smart business. Thankfully we did not have any major weather "situations" to contend with in 2013, but that did not stop us from having our contingency models in place just in case. Even in light of a potential improvement in the economy, we continue to maintain our conservative business model as the prudent protection of your money is our primary concern.

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You see, at Power Financial Credit Union, we consider all of our members family. We understand that life has opportunities and challenges and that it helps when you have a trusted partner to help navigate those situations. We have been serving South Florida families for over 63 years...generation



after generation. When our CEO holds small group meetings with members, it is heartwarming to hear the younger members talk about how their parents brought them to the Credit Union, to hear the middle aged members talk about how their parents brought them to the Credit Union AND that they have brought their children to the Credit Union. Equally rewarding is to hear our senior members talk about how they have brought their children and grandchildren to the Credit Union. Perhaps it is our focus on personalized attention that resonates with all generations. One member said that he feels like Norm from Cheers when walking into a branch because "everybody knows his name!"

Members also write comments on the Net Promoter Satisfaction surveys every month about how personable, knowledgeable, and friendly our employees are. Our members enjoy the fact that they receive personalized attention and any decision that needs to be made (especially on loans) is made quickly and locally by an organization that understands the South Florida market. Mortgage members also love the fact that their loans are

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serviced by their Credit Union and not sold to some third party outside of the state who doesn't understand South Florida. Any issues that may arise are handled quickly by local expert advisors who work with our loans every day.

We also understand that there can be trepidation with large financial decisions (opportunities or challenges) and that financial literacy goes a long way to alleviate buyer's remorse. That is why we offer member seminars to provide information on financial topics to help our members make informed decisions. In 2013, we offered seminars on investing, buying a first home, maximizing college financial planning expenditures, and the potential financial implications from the Affordable Care Act. We recognize that providing financial education is part of the mission of this financial cooperative and that one of the most prudent impacts we can have on the communities we serve is to provide financial literacy sessions for better informed buying decisions.

At Power Financial Credit Union, we pride ourselves on providing new opportunities for our members as well.

Here are a few of the exciting products/services we have lined up for 2014:

- A dynamic redesigned website that will appear correctly formatted on the device of your choice.
- Mobile banking that will enable you to view your accounts, pay bills, view your statements (if enrolled in our eStatement service), and transfer money.
- Account to account transfer that will enable you to transfer money between your Power Financial Credit Union accounts and accounts that you have at other financial services providers.
- An enhanced business services product suite that will include savings, money market, payroll, and merchant services products.

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*

IMPORTANT

Change of Terms Notice

Effective April 1, 2014 all business deposit memberships will be assessed a single \$10.00 monthly relationship fee regardless of business account deposit product type. This includes all business checking, business money market, and business savings accounts.

Managing Your Money Made Easy with **FinanceWorks**[™] powered by **Quicken**[®]

FinanceWorks is a FREE online budgeting tool which makes it easier for you to manage your money and meet your financial goals.

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Managing your money is easy with FinanceWorks – and best of all it's FREE! Just log into SecureLink Online Banking and click for FinanceWorks to get started.



Get Involved, Shape the Future

The Annual Meeting presents an important forum where you can learn about what your Credit Union is doing for you, its performance during the past year and direction for the future.

It's also the time for members to get involved and elect Power Financial Credit Union's officials who shape the future of our financial cooperative. You have a voice in the way the Credit Union operates. It only takes a little time to make a big difference in shaping the future of your credit union.

DATE: Monday, March 31, 2014

PLACE: Power Financial Credit Union
Sheridan Branch (Employee Lounge)
2020 NW 150th 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:

Bob Oldham began his voluntary service on the Board 28 years ago with his election in 1986. Bob is retired from FPL where he worked for over 30 years. Bob currently serves as the Vice Chair for the Board of Directors.

George Skillas began his voluntary service on the Board 24 years ago with his election in 1990. George is retired from the IBEW LU759 where he served as President. George serves on the Board, the Investment Committee, and the Executive Committee.

Leslie McConachie began her voluntary service on the Board 11 years ago with her election in 2003.

Leslie currently teaches at Our Lady of Lourdes Academy in the areas of business studies and economics. Leslie serves on the Board and also is a member of the ALCO Committee.

Stephen Knight began his voluntary service on the Board 8 years ago with his election in 2006. Stephen is currently an Aviation Safety Inspector with the FAA. Stephen serves on the Board and served on the Pan Am Horizons Credit Union Supervisory and Loan Review Committees prior to the merger with Power 1 Credit Union.

Tony Cuba began his voluntary service on the Board 17 years ago with his election in 1997. Tony retired from FPL in 2012 as the Director of Regulatory and Tax Accounting where he worked for over 43 years. Tony serves on the Board, the ALM Committee and the ALCO committee.

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.

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Seriously?

Life can be challenging. Seriously.

While the holidays are a joyous time of celebration, they also are a time of reflection. A time to look at the past year and take account of what went well and what could have gone better. This year was a challenging year for the Power Financial Credit Union family as we watched a co-worker, friend, and brilliant mind struggle with illness and eventually succumb to it. When events like this happen, they make you take a step back and assess whether you are fully living your life the way that you want to or, more importantly, should be.

With the continuous bombardment of noise that surrounds us every day, it is easy to lose focus of the really meaningful things that you want to get done. And, when you really think about it, the really meaningful things always involve people. Somehow, in the serious day to day churning of this thing we call life, we often lose sight of that. We work together, stress together, celebrate together, laugh together, cry together, and generally go about our day to day. The serious question to consider is are

you merely getting through the day or living every day as a day to remember? It's too easy to let the "I need to" in the present become the regrettable "I should have" in the past. For those who have suffered a loss, there is no going back to spend quality time or stopping to spend a few minutes to chat with that person.

This holiday season we want to send you this very simple message...thank you for being part of the Power Financial Credit Union family. It is the family bond and the closeness of this organization that we always want you to feel however you choose to contact us. Our holiday wish is that you find time in your hectic schedule to spend with the people who really matter in your life whether that is your immediate family, your family at work, or your close band of friends. We all need to feel special and only a one to one connection can do that. Life can be challenging, but with family around to support us it can also be fun, exciting, and most importantly meaningful.

Seriously.

Wipe the "Bill" Slate Clean!

Our Home Equity Accumulator Loan can provide the money you need to pay off all your loans and credit cards, saving you a bundle on finance charges. If you've built equity in your home, use it for debt consolidation and combine all your outstanding loan balances into one easy, affordable monthly payment.



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Locations

Contact Center:

Monday thru Friday 8 am - 6 pm
Saturday 8:30 am to 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



Shared Services



In Branch Debit Card Issue



Drive Thru



Night Deposit

