

MONEY TALK

NEWS FROM LION'S SHARE FEDERAL CREDIT UNION

Found conveniently on the World Wide Web at www.lionsharecu.org

Vol. XXVIII, No. 2

June 30, 2009

The Decision Makers

We would like to introduce to you your Lion's Share Federal Credit Union Board of Directors. These are the people who work hard for **you**. They volunteer their time and energy to make the best decisions for your Credit Union, so that we will be a bigger benefit to you. We think it is important for you to be aware of the fact that in addition to their regular jobs they meet on a regular basis to find out what the Credit Union is doing and if what we do is being done well; and they ask, what more can we do to benefit the associates of Food Lion, bloom, Bottom Dollar, Harvey's, Reid's and Sweetbay. If you meet or talk to anyone on our Board of Directors, please take a moment to thank them for what they do at the credit union on your behalf.

Chairman

Doug Miller

Vice Chair

Kim Lyda

Secretary/Treasurer

Patti Fletcher

Board Members

Jim Burris

Lou Delorenzo

Terri Honeycutt

Ken Mills

Kyle Mitchell

Ronnie Smith

Tough Times



In April of this year, the National Foundation for Credit Counseling

released the findings of their third annual Financial Literacy Survey. The results reinforce what we are seeing in our membership whom we serve every day. Families nationwide are struggling with personal finance, and Generation Y adults in particular are facing challenges with money management, savings and debt.

- 41 percent of U.S. adults gave themselves a grade of C, D, or F on their knowledge of personal finance. This number is highest among Gen Y adults at 47 percent.
- 80 percent of adults agree that they would benefit from advice and answers to everyday financial questions from a professional.
- Less than half of adults (42 percent) keep close track of their spending.

- 26 percent admit to not paying all of their bills on time.
- 28 percent of adults with a home mortgage say that the terms of their mortgage somehow turned out to be different than they expected, including: either payment or terms of loan were different than expected, the interest rate or its duration were different, or they had no knowledge of PMI (private mortgage insurance).
- One-third of adults report that they have no savings. Nearly half of Gen Y adults report having no savings.

These findings are scary. This is the reason that Lion's Share Federal Credit Union has chosen BALANCE for the financial education and counseling of our members. If you find yourself in a financial situation that requires help, **DO NOT pay** a Credit Counseling service, your Credit Union has taken care of that for you. BALANCE is FREE to use and, if accessed, can help turn some of these troubling trends around.

Check out what BALANCE has to offer at www.lionsharecu.org. Take some free Financial Education Courses online or simply call 1-888-456-2227, to speak to a BALANCE Financial Counselor.

Times are tough; Lion's Share Federal Credit Union is here to help.

Platinum Visa Credit Card

If you don't have one of our Platinum Visa Credit Cards, you may be missing out on one of the greatest programs that Lion's Share FCU offers. While **banks are increasing credit card rates to 28%** for their customers who have perfect credit and make all payments on time (imagine what the rate would be if you were not perfect); your Credit Union Platinum Visa still offers a **low 8.9% rate** and gives you **cash rewards** on your purchases. This is one huge difference in being a **Member** not just a customer. In difficult times, your credit union is still doing everything we can to help you. Offering a credit card with low fixed rates allows you to carry a balance without paying a huge price for doing so.

To apply for your Lion's Share FCU Platinum Visa Credit Card, visit www.lionsharecu.org, click on **Online Services — Applications — Visa Credit Cards**. You can call our office at 1-800-889-2393 and we will send the application to you in the mail or send an email to memberservices@lionsharecu.org. We will email the application to you. Simply, print it, complete it and then email or fax the completed form to 704-637-6311.

Is Your Checking Account at Lion's Share Federal Credit Union?

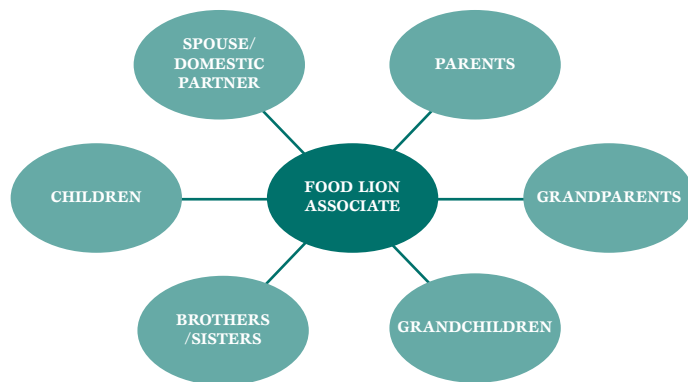
Have you moved your checking account to the Credit Union yet? Now is the perfect time to move it. If you are not already paying fees for your checking account at a bank, look out because it may soon happen. Charging fees for accounts is one way that Banks make money and right now they need your money! It may be a small fee for having the account, and then grow into an additional fee for each check that clears your account. Don't be the person who pays the big bonuses at the bank!

Move your checking account to Lion's Share Federal Credit Union where there is no required minimum balance, no monthly fee and no per check charge. We accept direct deposit from any company or agency that offers it. Visa Check Debit Cards, payroll deduction, and overdraft protection are all available with our checking accounts and check printing cost are minimal. Shared Branching makes two five three two access to your account quick and easy in almost any area and new Credit Union Service Centers (CUSC) are coming on board everyday.

If you already have a savings account with us, it may only take a phone call to get your checking account open. Call or email one of our Member Service Representatives today. We're here to help you!

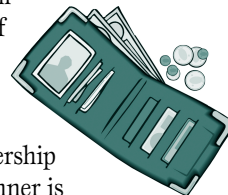
Field of Membership

Do you have a family member who is looking for a car? Is someone in your family having a baby and they want to start a savings account for the child? Do you have a family member who is tired of the bank thing and wants something different, something better? Check out our field of membership. If you have a niece wants to be a member and she is not in the membership field, she can become a Member if her Mother or Father joins the credit union, because they would be your brother/sister. Once started the membership chain can be never ending. Let your family know about your Credit Union and let us help you, help them.



IT PAYS TO READ MONEY TALKS

No one found the last four digits of their social security number in the last Money Talks edition and won **\$125** for careful reading! You may be rewarded for being an alert reader. Somewhere in this newsletter, a four-digit number is hidden. This number is spelled out in words and is written all together—for example: one two three four. If this number is the last four digits of your social security number, contact our office and we will deposit **\$150.00** into your membership savings account. If no winner is found, the \$150.00 will be raised to **\$175.00(!)** in the next edition. We've never gone to \$175.00 so look carefully and **Good Luck!**



Be Aware

In an effort to fight crime and prevent fraud, make a note that Lion's Share Federal Credit Union will **never contact you in any way** to verify your account information. Remember we have your information; there is no reason for us to ask you for it. A lot of criminals make a lot of money because people willingly give out their account information. Be aware, when the economy is bad, criminal activity increases.

The internet is another place that you need to be especially careful with your personal information. LSFCU will never ask you for your account number, debit card number, PIN or security codes via email or online. If anyone asks for any information on the phone or online, or if you ever feel that your information has been compromised, contact our office immediately.

Announcement of Service Fee Changes

Your Lion's Share Federal Credit Union Management and Board of Directors are extremely proud of all of the various products and services that we offer to our members. We are also pleased to offer these services at very low cost to the members that use them every day. The Credit Union is needing to make

some adjustments—the first time in over seven years! After comparing ourselves with the rest of the financial services marketplace we are sure that you will continue to find your membership in LSFCU a great value!

The following schedule will take effect on July 15, 2009:

Account Services Fees

Automatic transfer of funds from a Savings to Checking Account	\$5
Check Printing	Depends on style
Deposited or cashed items returned unpaid	\$15
Overdraft—each overdraft item paid through ODP	\$25
Nonsufficient funds—each	\$30
Stop Payments—each	\$25
Stop Payments—consecutive numbers grouped	\$25
Wire Transfer (outgoing)	\$25
Wire Transfer (incoming)	\$10
Research Item—each	\$5
Replacement plastic card/PIN	\$10
Account Dormancy Fee (no account activity for over 365 days)	\$5 annually
ATM Withdrawal/Transfer Fee (4 free per month)	\$2
Closing Account within the first 90 days	\$10
Travelers Cheques	\$1 per \$100 purchased or free with a checking account
Delinquent Loan Payment Charge (5 days after Due Date)	5%
ACH Origination Agreement Modification	\$15
Safe Deposit Box (small) Free with checking and a loan	\$25 annually
Safe Deposit Box (medium) Free with checking and a loan	\$35 annually
Safe Deposit Box (large) Free with checking and a loan	\$40 annually
Shared Branch Transaction (except Account Deposits or Loan Payments)	\$2.50

Phone and Internet Access Fees

Account Withdrawals/Transfers	
24-hour Account Information Access	
Home Bill Payment Service	
E-Alerts	
E-Documents	
Wireless Account Access	ALL FREE!





www.lionsharecu.org

Your Credit Union Staff Directory

Member Service Representatives

- Erika Albarran-Ocampo ext. #236
MSR (*Hablo español*)
- Mary Jo Benfield ext. #242
MSR
- Misty S. Fisher ext. #237
MSR/Marketing Director
- Teresa Keirn ext. #244
MSR
- Karen Leazer ext. #223
Membership Officer/Lending Specialist
- Pamela McLendon ext. #245
MSR
- Helen Miller ext. #234
MSR
- Debora Washburn ext. #235
MSR

Member Service Specialists

- Laura Freeze ext. #241
Vice President/Member Services
- Marie Bowles ext. #226
Loan Officer
- Tammy Thompson ext. #227
Loan Officer

Operations

- Shelia Hilliard ext. #224
Vice President/Operations
- Susie Hardister ext. # 243
Overdraft Privilege Administrator
- Judy Lentz ext. #228
Sr. Operations Technician

Administration

- John P. McGrail ext. #225
President/CEO

P. O. Box 278, Salisbury, NC 28145-0278

Hours: Monday through Friday

8:00 a.m. to 5:00 p.m. – Lobby opens at 8:30 a.m.

850 Harrison Road, Salisbury, NC 28147

Phone: 704-636-0643

800-889-2393

FAX: 704-637-6311

[www.lionssharecu.org](http://www.lionsharecu.org) or www.creditunion.net



CLOSING SCHEDULE

Our office will be closed on

September 7, 2009

Remember Carl and the Internet Branch are always open!

Our Commitment to Privacy

Your privacy is crucial to Lion's Share Federal Credit Union keeping your business and operating with your confidence. This is paramount in continuing to protect you as a member. To show our dedication to your privacy we provide this notice explaining our information practices and the choices you can make about the way your information is collected and used. If you have questions, please contact a member service representative toll-free at 1-800-889-2393 or 704-636-0643 locally.

We are committed to providing you with competitive products and services to meet your financial needs. This necessitates that we share information to provide you with certain financial opportunities. In order to do so, we have entered into agreements with other companies that provide either service to us or additional financial products for you to consider. You may have your information excluded from these offers by simply contacting the Credit Union and requesting exclusion.

Under these agreements, we may disclose all of the information we collect, as described below to companies that perform marketing or other services on our behalf. To protect our members' privacy, we only work with companies that agree to maintain strong confidentially protection and limit the use of the information we provide. We do not permit these companies to sell to other third parties the information we provide to them.

The Information We Collect

We collect and may disclose nonpublic personal information about you from the following sources:

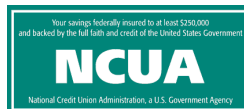
- Information we receive from you on membership, loan applications, and other forms.
- Information about your transactions with us or others.
- Information we receive from a consumer reporting agency.
- Information obtained when verifying the information you provide on an application or other forms, such as from your current or past employers or from other institutions where you conduct financial transactions.

We may also disclose information we collect about you under other circumstances as permitted or required by law. We may report information about your account to credit bureaus. Late payments, missed payments, or other defaults on your account may be reflected in your credit report. These disclosures typically include information to process transactions on your behalf, conduct the operations of our credit union, follow your instructions as you authorize, or protect the security of our financial records.

If you terminate your membership with the Credit Union, we will not share information we have collected about you, except as permitted or required by law.

How We Protect Your Information

We restrict access to nonpublic personal information about you to those employees who have a specific business purpose in utilizing your data. Our employees are trained in the importance of maintaining confidentiality and member privacy. We maintain physical, electronic, and procedural safeguards that comply with federal regulations and leading industry practices to protect your personal information.



Adopted 10/19/2000
Reviewed annually

