

# TIDINGS

PARADISE VALLEY FEDERAL CREDIT UNION

Fourth Quarter 2009



## ***Come See Us in our New Home***

Located just east of Paradise Valley Hospital, Paradise Valley Federal Credit Union's new home is part of the beautiful Paradise Village, located at 2700 East 4<sup>th</sup> Street in National City, California. This is an exciting time for the Credit Union and its members, significantly expanding the square footage of the Credit Union, 6 teller windows, on-site ATM, night drop, and plenty of parking.

PVFCU will continue to offer a wide-range of financial services to its members and is anticipating this new location to be more convenient and allow for future growth.

As a credit union, PVFCU is a distinctly different type of financial institution, owned by its members and operating for their benefit. Their prime motivation is not for profit, but for service. As always, PVFCU will continue to offer personal service and competitive rates on loans and savings.

Stop by and visit PVFCU in their new location. We will be happy to serve you.

## ***Simplify Your Life***

Life's complicated - but making deposits to your PVFCU account doesn't need to be. Simplify by using direct deposit. For example, with direct deposit you'll know exactly when your tax refund check is safely in your account. No more hanging out at the mailbox waiting for it to arrive. No more standing in line on payday to cash a check, either. You can have any regular recurring payment deposited directly into your PVFCU account. Check with a member representative to find out how to sign up.

When you file your taxes, just indicate your PVFCU account number, whether the refund is to be deposited into a savings or a checking account and provide the Credit Union's routing and transit number on your tax form. You'll find both numbers printed on the bottom of your checks - our routing and transit number is the one on the left. Or call PVFCU and we'll be happy to confirm it. Direct deposit saves time, and it's more secure, too, so don't delay. Sign up today.



## BOARD OF DIRECTORS

Milton Fredricksen, *President*  
Norman Schaffner, *Vice-President*  
Gary Friestad, *Treasurer*  
Ernie Sanchez, *Secretary*  
Rochelle Wisdom, *Director*

## CREDIT COMMITTEE

James "Eddy" Cheneweth III,  
*Chairperson*  
Lorraine Villegas  
Steve Grady

## SUPERVISORY COMMITTEE

Gary Friestad, *Chairperson*  
Roger Reyes

## CREDIT UNION STAFF

John G. Pressler, *CEO*  
Theresa Lewis, *Operations Supervisor*  
Gerald Schaffner, *Accounting*  
Janice Pressler, *Loan Supervisor*

Sinann Kinney  
Arlene Subarich  
*New Accounts / Loans*

Marcella Avitia  
Carolina Enriquez  
Pat Fuson  
Cindy Layon  
Sommer Molina  
Erminda Reque  
Sharmela Taylor  
*Member Representatives*

## e-Services: Put PVFCU at Your Fingertips

It's midnight and you want to know the balance in your checking account. Or it's 6 a.m. and you need to transfer funds to make a loan payment. No need to wait until the Credit Union office is open - our online branch never closes. We are here when you need us, day or night, every day of the week and just a few keystrokes and mouse clicks away.

When you sign up to use PVFCU's e-services, you can do many transactions on your schedule, not ours. In addition to checking balances and making loan payments, you also can transfer funds between your share savings account and your checking account or transfer funds between joint accounts. Getting low on checks? There's also a link to order a new supply. And when you sign up to receive your statements electronically, rather than through the mail, you'll not only receive the statement more quickly, it won't ever get lost in the mail or stolen from your mailbox.

To find out more about putting PVFCU at your fingertips, call on us today. It's easy to sign up and sooner or later, you'll be glad you did.



## Your Next Car: Lease or Buy?

If you're in the market for a new car, you may have wondered if leasing is a better option than buying. Often a lease will put you in a more expensive car than you might otherwise afford to buy outright. That's because, typically, lease payments are lower than loan payments - you are paying only for the vehicle's depreciation during the lease term, plus rent charges (like interest), taxes, and fees. Instead of a down payment on your vehicle loan, your up-front costs may include the first month's payment, a refundable security deposit, a capitalized cost reduction payment, taxes, registration, and other fees and charges. Also when you lease, there are limits on mileage, wear, and a substantial penalty for ending the lease early.

For many, the tax breaks in the economic stimulus package, low interest rates, and ample dealer inventories may provide the compelling reasons to buy. If you are a high mileage driver and plan to keep your car a long time, buying is usually the better alternative. For your best loan options, contact us at Paradise Valley Federal Credit Union. We'll help you sort out the numbers to help you determine what works best for you.



## The 411 on APR and APY

When you see an ad for a loan or for a savings certificate, you've probably noticed the terms "APR" and "APY." But what do they mean?

**APR** stands for "annual percentage rate." This is the price you pay per dollar, per year for the credit you use. It's a standard measure required by law, and all else being equal, the lower the APR, the better the credit bargain. It helps you sort out loans with different fees and terms by providing an "apples-to-apples" comparison. For example, is a loan with a lower stated interest rate, but high fees, a better deal than one with a higher stated rate and low fees? Because APR calculations account for fees to determine a single rate you can quickly find the answer.

**APY** is "annual percentage yield" and its disclosure is also required by law. APY is the yardstick for the interest being paid on savings accounts or certificates. The higher the APY, the more money you'll earn on your savings. It, too, helps you make accurate comparisons between savings vehicles.

The logo for APR (Annual Percentage Rate) features the letters "APR" in a bold, white, sans-serif font, set against a dark brown, rounded rectangular background.

Annual Percentage Rate

The logo for APY (Annual Percentage Yield) features the letters "APY" in a bold, white, sans-serif font, set against a dark brown, rounded rectangular background.

Annual Percentage Yield

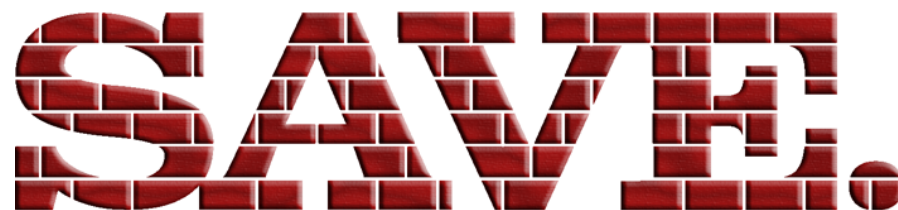
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## Tough Times Savings Tips

For many people, setting aside funds is never easy. So when times are tough, it may seem almost impossible to save. But instead of adding to your credit card debt for the things you want or need, try saving for them instead. Here are three tips to get you started:

1. Use payroll deduction or automatic transfer to set aside money every month. It's true: What you don't see, you won't miss. You may be surprised how quickly even small amounts add up.
2. Save your change. Empty your pockets every day into a small jar or basket. Once it's full, bring it to the credit union to deposit into your account.
3. Give up an expensive habit, like drinking lattes. Earmark the money saved for a special treat, such as a vacation trip or a new wardrobe; save your funds in a special account at PVFCU until you've reached your goal. Then start again for something new.

**Build yourself a solid foundation:**

The word "SAVE" is written in large, bold, red letters. Each letter is filled with a pattern of smaller red bricks, creating a textured, three-dimensional effect.

## To Your Credit

The word credit comes from the Latin word "credo," meaning, "I believe." When you get a loan from Paradise Valley Federal Credit Union, it's an expression of trust in you and your word; you are a believable person. We don't treat you like a number: We treat you like the valued member/owner you are. So when you hear that there's no credit available, check in with us to find out the facts.

We have loans for almost any reason, including the kitchen sink. So whether you need a motorcycle or a motor home, a new roof or a finished basement, funds for back to school or a winter getaway, call or stop by PVFCU. With competitive rates and flexible terms, we have a loan that will fit your budget. In fact, a consolidation loan may help you improve your personal bottom line by eliminating high interest credit card debt. When you're looking for someone to believe in you, look to PVFCU.



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The logo features the word "YOU" in a large, teal, sans-serif font. Inside the letter "O", there is a purple silhouette of a family consisting of a man, a woman, and a child. Below "YOU", the words "are the CREDIT UNION" are written in a smaller, purple, sans-serif font.

## A Better Credit Card

News about credit cards jumped from the personal finance page to the front page in 2009, as many of the tactics employed by credit card companies came under scrutiny. So isn't it nice to know that your PVFCU credit card has always had consumer-friendly features and benefits? For example, when credit card companies were shortening their grace periods - the length of time between the arrival of the monthly statement and the payment due date - your PVFCU credit card maintained a grace period of 25 days. And credit card companies typically charged a transaction fee of 3% with a minimum fee of \$10, so a cardholder who took a \$50 cash advance had to pay the \$10 minimum. That amounted to a transaction fee of 20%! We do not charge hidden transaction fees or minimum fees for cash advances or balance transfers.

So spread the news: When you're looking for a fair deal on a credit card, look no farther than PVFCU.

## DIVIDEND \$\$\$NEWS

(as of 9/30/09)

Regular Shares	1.51% APY
Share Drafts	0.51% APY
IRA's	
\$100 to \$4,999	1.51% APY
\$5,000 to \$9,999	1.51% APY
\$10,000 to \$24,999	1.76% APY
\$25,000 to \$49,999	2.02% APY
\$50,000 to \$99,999	2.27% APY
\$100,000 +	2.53% APY
Certificates	Call

## Notary Service

Did you know that PVFCU offers notary service to its members? We can notarize any documents, and it only takes a few minutes to have done. You will need to present a valid photo ID and sign the document in the presence of the Credit Union notary. While an appointment is not necessary, it is best to call ahead of time to verify the availability of the notary public on the day you want to have your document notarized.

Offering this service to you is just another way PVFCU is here to serve you.



## STATISTICALLY S.P.E.A.K.I.N.G

(as of 9/30/09)

Assets	\$65,400,000
Shares	\$56,000,000
Loans	\$50,400,000
Members	5100
Accounts	7493

## HOURS & PHONES

Monday-Thursday	9 A.M. to 5 P.M.
Friday	9 A.M. to 4 P.M.
Saturday-Sunday	Closed

PVFCU Office	(619) 475-4313 (800) 253-6991
Fax	(619) 475-0998
Access 24	(619) 475-2009 (866) 760-3777

[www.paradisevalleyfcu.com](http://www.paradisevalleyfcu.com)

## We Appreciate You!

Volunteers are the heart of every credit union and without their involvement, credit unions would not be able to survive. One of the main successful aspects of growth within any credit union involves the number and parts played by its volunteers. Our Board of Directors, committee members, and advisers are all volunteers, committed to serving members of PVFCU. We appreciate everything our volunteers have done and extend a very big Thank You to each and every one of you!



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