



Update

OWNER'S

Winter 2010

Helping You Live Better With Electronic Services

Saving you time, money and hassles in life is only part of the appeal of electronic or e*services. It's also worth noting that these services provide you with more security and the ability to better manage your finances.

So get online today and check out the many ways we can make life easier for you:

✓ *e*Branch* home banking to view your account balances and histories, cleared check images, transfer funds and make loan payments, view and manage your Sioux Falls Federal Visa credit card account, and access electronic statements for all your accounts.

✓ *e*Pay* bill payment service allows you to pay anyone, anytime for free. You will never again have to buy stamps, write checks or find a safe mailbox to pay your bills. You can even have your bills delivered electronically with e*Pay!

You control when a payment is made too, not the biller. Enjoy total privacy and the assurance of our on-time payment guarantee.

Arrowhead Branch Taking Shape

If you don't get the chance to drive by the new Arrowhead branch on the east side of Sioux Falls, then you can view the construction progress on our web site.

From the home page, click on the What's New link to see the latest

✓ *Account Alerts* is like having your own personal assistant to help monitor account activity for you, and then tell you things when you need to know them. We'll notify you in real-time via email or text message of things like balance thresholds you set, transactions you want to track, deposits made, check clearings, loan due dates, automatic payments, certificate maturities and much more.

✓ *e*Statements* is one of the best ways ever to reduce your paper clutter and help our environment too. Enjoy unlimited access to statements at your convenience, delivered via your secure e*Branch home banking session, with an email alert sent to you whenever a new statement is available. And you'll get your e*Statements faster than you would via traditional mail.

We can electronically deliver your credit union deposit and loan account statements as well as your credit union Visa credit card statements, and we'll give you an archive of at least twelve months of back statements for viewing.

pictures and information about our newest branch office.

Our present schedule is to have the branch open for use by sometime in March.

And if you do find yourself out on the east side someday, drive by for a look.

✓ *Check Reordering* allows you to reorder personal checks, business checks and accessories with just a few clicks of the mouse. You can also use the same link from our site to check the status of your order.

So now that you know about some of the ways we can make life better for you, be sure to visit our web site to learn more. Just select the Online Services link on our home page.

And our staff will be happy to help you get started too. Just stop by or give us a call.



Check Out What's Inside:

- ✓ **A better checking account from us**
- ✓ **What card's in your wallet?**
- ✓ **Buying the safest car you can**
- ✓ **Holiday Closings**
- ✓ **Statistical update**

Our Vision:

Helping People Live Better

Our Mission:

We will better people's lives by providing relevant financial services, building trusted relationships, serving our community and providing a rewarding atmosphere for our employees.

Our Core Values:

We are committed to...

- Integrity
- Respect
- Accountability
- Service

Don't Let Checking Fees Take Their Toll

Consumers are willing to pay for convenient financial services, but how much is too much? And do you know that your credit union offers a better value?

You can trace most fees to one major difference between credit unions and banks: Banks' profit motives often influence the number and size of their checking account fees.

So even a "free" checking account at a bank isn't free if you have to maintain an outrageous minimum balance, stay away from their lobby or not call a live person, give up being paid interest on your balance or live by other complicated rules.

But enough about the competition. Let's talk about what we can offer you, like:

✓ A checking account that costs you nothing for normal use, except for the checks you buy. That means no minimum balance requirement, no monthly service fees, no per-check charges, no limits on how many checks you write, and if you're age 55 or better we'll even provide you with free checks.

✓ A low-cost DraftTopper overdraft protection line of credit that costs nothing unless you use it, and then only pennies a day in simple interest loan charges. A \$100 advance, for example, costs just 4 cents per day.

✓ An ATM & Checkcard that gives you access to over 60 Advantage ATMs in and around Sioux Falls, plus 28,000 CO-OP ATMs across the country — all surcharge free.

That same card carries a Visa logo that allows you to use it free at merchant locations everywhere for purchases and cash back. Imagine never having to worry about check acceptance hassles again!

✓ And yes — we pay a dividend too! You'll earn interest on your funds any day your balance exceeds our dividend threshold.

Now we know that switching a checking account can be a hassle, so that's why we developed an easy switch kit that our staff will use to make the transition a breeze. All you need to do is come in and see us, and let us take care of the rest.

So — when can we expect you?

A Credit Union Credit Card: Your Best Bet

In our fall newsletter we listed some of the new rules that Congress is placing on credit card issuers in an attempt to curb some of the unfair practices that consumers have complained about for years.

Since then, consumer finance experts have been advising people to look to a credit union for relief from large card issuers that are cutting credit limits, raising rates and increasing fees before the new rules take effect in a few months.

Since we largely conform to the new rules already, you don't have to worry about any big changes to our credit card program.

For years we have been offering lower interest rates, lower fees, a reasonable grace period and local service from the employees you know and deal with every day.

Compare that to the almost daily horror stories from people dealing with the major card issuers, and we think it's time for you to just say "enough".

So if you already have a Sioux Falls Federal Visa credit card, good for you. If not, now is the time to change.

Choose from our Visa Classic or Platinum card programs, and we have no-fee balance transfer offers so you can say good-bye to that other card issuer and start saving money immediately.

For complete details, visit our web site and go to Products/Loans/Visa. Apply on the web site, or visit with one of our staff.

Buy The Safest Car You Can

If you're buying a new car you want something that looks good, can fit in everything and everybody you need to haul and, more than ever, gets good gas mileage.

But don't forget a crucial factor: finding a vehicle that can keep you and your family safe. Here's how to make sure you buy the safest car that fits your needs:

Read the ratings — Both the Insurance Institute for Highway Safety and the National Highway Traffic Safety Administration test vehicles for their crashworthiness. You'll want to look at both sets of ratings at iihs.org and safercar.gov.

Pick your equipment — Among car makers trying to keep costs down for price-conscious consumers, even some crucial safety equipment is optional. Here's a rundown of what is essential and well worth the cost and what may be truly optional if you're watching your budget.

✓ Electronic stability control. This feature can reduce the chance of a rollover, so it's especially important for larger vehicles like SUVs or trucks. Such traction control might, for instance, stop a slide on a wet road before tires on one side hit a curb and the vehicle tips over. Federal officials are proposing making this feature mandatory within a few years.

✓ Side air bags. Front air bags, which come required with all vehicles, do little to protect you if your vehicle is hit from the side. But in recent years, side crash test performance has improved greatly as side air bags that protect both the head and chest have been added as standard equipment or options to many vehicles. The IIHS estimates that such head and chest air bags can reduce the chance of fatality by up to 45%.

✓ Rear vision cameras. When you're backing up, this camera shows on your dash a picture of what is immediately behind you. At a cost of about \$450, this is an expensive option that you may not need if this isn't an everyday problem for you. On the other hand, if you live in a neighborhood where small children often are running around, this camera may seem well worth it.

A whole new generation of technologies are coming along, and most of us will need to balance cost vs. benefit. Just remember that your ideal vehicle is one that helps you avoid an accident and protects you if there is a crash.

We have resources at our Auto Libraries that can guide you in making decisions — and we also can help you decide the best way to finance the purchase with low interest credit union loans that fit your needs.

Shopping For Rates? Check Us Out!

A new or used vehicle, even in this economy, is more affordable than ever, thanks to our affordable rates and terms. Bankrate.com agrees that credit unions have the best auto rates and

are in first place, compared with banks, for the lowest car loan rates.

Not only will we finance your purchase, but we will also show you how to price, shop and negotiate for the best deal possible. Visit us first.

Insurance Matters

New Year's Resolutions...

Many of us look at the new year and decide it's a great time improve our lives. Some common resolutions are to lose weight, stop smoking, simplify our lives, and have better control of finances. Dakota Financial Services may not be able to help you lose weight, but we can help simplify your life and usually save you money in the process.

Simplify Your Life — Dakota Financial Services has been a fixture in Sioux Falls Federal Credit Union's main branch for years. Having your insurance agent at our main office location has proven convenient for many members. We want to simplify even more of your lives. That's why we have decided to set up an office in our Meadows location on Tuesdays and Thursdays.

Control Finances — Dakota Financial Services is an independent insurance agency that can shop the market for auto, home, commercial, life and health insurance. We can offer the best coverage at competitive prices and ensure that you are still receiving competitive rates for years to come.

So now that we have found solutions for two of your resolutions, make a new one: Call Jason or Amber at 977-8341 to have a great new year!

Dakota Financial Services is a Credit Union-owned insurance agency, created to serve the insurance and investment needs of Sioux Falls Federal Credit Union members and their families.



Jason Young



DAKOTA FINANCIAL SERVICES
INSURANCE & INVESTMENTS

Credit Union Services

Regular Share Accounts

Christmas Club
Super Shares
Share Certificates
Individual Retirement Accounts
Health Savings Accounts
Share Draft Checking
Commercial Checking, merchant card and ACH processing
U.S. Savings Bonds
Direct Deposit & Payroll Deduction
Overdraft Protection
Advantage ATM & Check Cards
Money Orders
Cashier's Checks
Wire Transfers
Safe Deposit Boxes
Night Depository

Insurance:

- Auto, Home, Health & Life through our Dakota Financial Services agency
- Credit Life & Disability
- Vehicle Service Contracts
- Guaranteed Asset Protection
- Travel Accident

Loans:

- Cars, Trucks & Vans
- Motorcycles & Rec Vehicles
- Home Mortgages
- Home Equity
- Home Improvement
- Commercial
- Personal Lines of Credit
- Visa Credit Cards
- Student Loans

Reloadable prepaid Visa cards

Anytime TellerPhone

Online Visa credit card access

e*Branch home banking

e*Pay bill payment

e*Statements

Googolplex online youth magazine

Money Mix online magazine for young adults

Personal Finance Resource Center online magazine

Auto Library

New & Used Car Price Guides

Carfax Vehicle History Service

Home Buying Information

Notary & Copy Service

Statistical Update

As of December 1, 2009

Members.....22,325

Shares.....\$123,309,017

Loans.....\$104,621,349

Assets.....\$138,668,285

Holiday Closings

Monday, January 18th

Martin Luther King Day

Monday, February 15th

President's Day

Looking For 2009 Tax Information?

If you're looking for tax information like dividends earned and loan interest paid on your credit union accounts, you'll find what you need on the statement that came with this newsletter.

Just go to the last page and it's in the statement summary section.

You can also find the same information online by logging on to e*Branch home banking.

The Real Free Credit Report

A reminder that federal law gives you the right to receive a free credit report from each of the three national consumer reporting agencies once per year.

This would be an excellent time for you to take advantage of this benefit to ensure that your record is accurate.

These three reporting agencies have established one web site and one toll-free number through which you can order your free reports.

www.annualcreditreport.com

1-877-322-8228

Sioux Falls Federal Credit Union

Owner's Update is a quarterly publication of Sioux Falls Federal Credit Union

MAIN OFFICE: 700 E 14th St.
Lobby: M-F 9 am to 5 pm
Drive Up: M-F 7:30 am to 5:30 pm

MEADOWS: 2517 S Louise Ave.
Lobby: M-F 9 am to 5 pm
Saturday: 9 am to Noon
Drive Up: M-F 7:30 am to 5:30 pm
Saturday 9 am to Noon

SOUTH CLIFF: 3405 S Cliff Ave.
Lobby: M-F 9 am to 5 pm
Saturday: 9 am to Noon
Drive Up: M-F 7:30 am to 6pm
Saturday 9 am to Noon

PHONE NUMBERS:

All our office locations can be reached by dialing one of the two numbers below...

334-2471

outside local calling area
1-800-568-5711

Anytime TellerPhone: ... 334-5422

