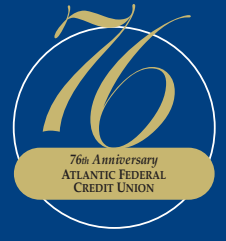


# THE CU'S NEWS



the QUARTERLY NEWSLETTER for MEMBERS of the ATLANTIC FEDERAL CREDIT UNION SUMMER 2011

## Student Loans Are Here; LET US HELP FUND YOUR CHILD'S FUTURE

College is a big investment. If you've exhausted all your financial aid and federal loan options and still have a tuition balance due, come to the Credit Union for a private student loan.

Our Student Loans have low rates and great benefits:

- Borrow up to \$30,000 per year
- Zero origination fees for all qualified student borrowers
- Competitive interest rates
- 1% rate reduction once you repay 10% of the loan
- 30-day no-fee return policy

Use the funds for any qualified expense including tuition, room and board, books, computers, even past due tuition bills.

Go to [www.atlfedcu.com](http://www.atlfedcu.com) for more information and to apply. Also at our website is our new "College Resource Center" that's full of helpful information on the college selection and admission process as well as funding options.



## SHOP or DINE ON US WHEN YOU REFER FAMILY, CO-WORKERS & FRIENDS

Bring Family, Friends & Co-workers Into the Credit Union. You'll Both Receive a \$25 Gift Card to Your Choice of Any Store or Restaurant Below:



### Dine or Shop; It's Your Choice!

You can choose your \$25 Member Referral Gift Card from the following:

Macy's  
Sears  
Home Goods  
Marshall's  
JC Penney  
TJ Maxx  
Gap  
Banana Republic  
Old Navy  
Talbots  
L.L. Bean  
Payless Shoe Source

Cracker Barrel  
Old Country Store  
Applebee's  
Bahama Breeze  
Bertucci's Restaurant  
Olive Garden  
Chili's Grill & Bar  
On The Border Cantina  
Panera Bread  
Maggiano's Little Italy  
Red Lobster  
Uno's Chicago Bar & Grill  
LongHorn SteakHouse



These days everyone needs a credit union as banks squeeze consumers with more fees and higher balance requirements.

So, now's the time to refer family, friends and co-workers to the Atlantic Federal Credit Union. There's no limit to the number of referrals you can make. And now, when your referral joins and opens savings and checking accounts with direct deposit, you'll both receive \$25 gift cards. The credit union will send each of you a form to choose the gift card you want.

Use the coupon to the right or go to [www.atlfedcu.com](http://www.atlfedcu.com) to make referrals. We'll send each referral a membership package (they join on their own). New

member's accounts must be opened by October 31, 2011 for you both to qualify.\*

\*For the new and referring members to qualify for the \$25 gift card, the new member must open an AFCU savings account with \$25 and a checking account. Within 60 days of account opening, the new member must initiate Direct Deposit such as payroll, pension, Social Security or other government benefit. AFCU employees and officials not eligible.

### New Member Referral Coupon

Please print. Photocopy for more names.

Name of Person You're Referring \_\_\_\_\_

Their Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Your Name \_\_\_\_\_

Your Credit Union Account # \_\_\_\_\_ / Your Phone # \_\_\_\_\_

Return to: Atlantic Federal Credit Union  
37 Market Street, Kenilworth, NJ 07033  
Or fax to: (908) 245-7876 / Or submit at: [www.atlfedcu.com](http://www.atlfedcu.com)  
Employees and officials of Atlantic Federal Credit Union and their families are not eligible.

## SIGN UP for E-STATEMENTS

Every 10th Member Wins \$25

**We've Awarded \$475 to 19 Members So Far During Our E-Statement Promotion.**

**Y**ou could be in the next group of winners if you sign up for E-Statements. We have a \$25 drawing every time 10 members sign up.

E-Statements provide all of the same account information as your current paper statement and reduce paper clutter around your home! You can always view the past 12 months of statements at our safe, encrypted website and even print images of cleared checks.



You'll get your statement faster too - usually by the 2nd or 3rd business day of the month.

**G**o to [www.atlfedcu.com](http://www.atlfedcu.com) and click on the "E-Statement" link to sign up. You'll be automatically eligible for the next drawing on August 1. Members who signed up for E-Statements since December 15, 2010 are entered in all subsequent drawings.

## ANNUAL MEETING HIGHLIGHTS

**T**he Atlantic Federal Credit Union's 76th Annual Meeting was held May 1st at the Pines Manor. During the Business Meeting, William Kennedy, Donald Olsen and Robert Wilder were all re-elected to three year terms on the Board of Directors. After the business portion of the meeting, lunch was served and many door prizes were awarded including a \$500 gift card.



Above left: Board members Jose Spina & Bob Janish.  
Center: Board members Kitty Flint & Bob Wilder.  
Right: Pastor Sadie Bridges sings *God Bless America* at the beginning of the meeting.

Right & below: Families & friends enjoy their Annual Meeting together.



Above left: a lucky member wins a \$200 door prize, presented to her by Maryann Small, (right) the Credit Union's Marketing Manager. Right: Members enjoyed lunch and viewed a program about Credit Union products & services including its most recent additions.

## FROM YOUR CEO



**Fred Beckman,**  
*Treasurer & CEO*

**I**t seems like almost every day... there's an article appearing in some newspaper or financial publication urging consumers to switch from a bank to a credit union for their "banking" needs.

The reasons most often given are better customer service and lower fees. Actually, in many cases it's not only a matter of lower fees but for many credit unions, it's more a case of no fees.

### *Checking services are a prime example:*

In a recent article, MSNBC columnist Bob Sullivan drew attention to the vanishing free checking services at banks. In his column "New \$5 ATM Fee Just the Latest Trap", Sullivan points out that some banks have taken away their "no-strings-attached free checking accounts." According to Mr. Sullivan, Chase has even been testing \$5 ATM fees in some states (ouch!) and he goes on to break down the costs of ATM fees, maintaining a minimum balance and much more associated in doing your business with banks.

Atlantic Federal Credit Union has always offered a free basic checking account with "no strings" attached.

And even in those instances when we do charge a fee for a particular service, you'll typically find our fees less than those charged by banks for similar services.

**O**ur members continue to pay down their debts...in what remains a very tenuous economy. While we are always here to make loans to our members, getting your debt under control is always a good thing. The financial well-being of our members is more important to us than making a loan to that member.

Sometimes, both can be accomplished. For example, if you're carrying a lot of credit card debt and making only the minimum payment each month, we can help you consolidate that card debt into one loan with a set finish date, and the new payment may be lower than all of the combined payments you are now making.

Also, consider refinancing a car loan you might have at another financial institution with Atlantic Federal.

**I** know this is starting to sound like a broken record, but...if you are borrowing, the low interest rates continue to favor borrowers at the expense of savers.

While we strive to pay at or near the top in our market area, expect savings and CD rates to remain low for awhile.

One way to hedge against low CD rates is with our Rate Riser Certificate. If rates go up in the initial 1 year deposit term, this CD enables you to make an additional deposit anytime during that year and get the new, higher interest rate then in effect on the entire new balance. The certificate term for the entire new balance extends by one year from the date of the additional deposit.

See our website or call Member Services for details.

**T**here's some valuable information...in this edition of the CU's News, including gift cards for member referrals, incentives when you sign up for electronic statements, auto financing, financial management through FinanceWorks, and for our college bound members – our student survival kit and our new student loan program.

**S**peaking of auto financing... don't forget that we'll beat any used vehicle rate from a licensed dealer. If you shop around, there are some good deals to be had for "pre-owned" cars and combined with our offer to beat any dealer rate, purchasing a used car may be the best and most economical way to go.

**J**ust a reminder...that Atlantic Federal offers its members an entire menu of investment and insurance products through our affiliation with CUNA Mutual.

Go to our website [www.atlfedcu.com](http://www.atlfedcu.com) and click on the appropriate link – "My Financial Center, Insurance & Investments or Brokerage Services."

CUNA Mutual specializes in serving credit union members and provides you with a one-stop shopping site for all of your insurance and investment needs. Check it out.

On a closing note...I refer our members to the annual Privacy Statement included elsewhere in this newsletter.

Have a great summer...

A handwritten signature in black ink that reads "Fred Beckman". The signature is written in a cursive, flowing style.

## MAKE IT HAPPEN *with a* HOME EQUITY LOAN *or* 2ND MORTGAGE

Making home improvements? Buying a car? Expecting college tuition bills? Make it all happen with a Home Equity Loan or 2nd Mortgage. Our loans feature:

- **No application fee.\*\* No points. No closing costs.**
- **Free convenience checks with Equity Loans for easy use.**
- **Use the interest as a tax deduction.\*\*\*\***



**A**lready have an equity loan or 2nd mortgage with another lender? Refinance with us. Our low rates could substantially reduce your monthly payment.

Complete our online application at [www.atlfedcu.com](http://www.atlfedcu.com) or call: 1-800-222-1329.

APR=Annual Percentage Rate. Loans limited to NJ and PA owner occupied 1-2 family dwellings. \*Variable rate based on the prime rate plus or minus an index which is determined depending on loan to value and adjusted quarterly or semi-annually as the prime rate changes. \*\*5 year term. Other rates and terms available up to 20 years. \*\*\*\$300 refinance fee for existing Atlantic Federal Credit Union 2nd Mortgage loans. \*\*\*\*Consult your tax advisor.

Lines of Credit  
As Low As: **4.0%**  
APR\*

Fixed Rates  
As Low As: **4.99%**  
APR\*\*

## the STUDENT SURVIVAL KIT

**I**f there's a student in your family heading to college this fall, make sure he or she takes along Atlantic Federal's Student Account. Whether they're living on campus or commuting from home, they can manage their finances safely using the credit union you already know and trust. As an added feature, ask us to set up cross-account transfer authorization so you



can quickly transfer funds from your account into 205420 your student's using @nytime Financial Center or @nytime Teller.

### Here's What's Included in the Student Account:

- Free Checking with no monthly fees or minimum balance.
- Free Visa® Debit/ATM Card.
- Free Online Banking, Bill Payer & 24-hour telephone teller.
- College Rewards Visa® Credit Card with online access to view account activity & make payments.
- E-Statements so you don't need to depend on dorm mail.
- Cross Transfer Authorization (optional) which allows cash transfers between your parent's account and your account.

## 2010 SCHOLARSHIP AWARDS

**F**red Beckman, CEO/Treasurer of Atlantic Federal, presents \$1,000 college scholarship awards from the Credit Union to (left to right) Richard Holden, who plans to attend Villanova University, Sommer Engler, who plans to attend Richard Stockton College and Angelo Monaco, who plans to attend Rutgers University.

High school seniors who are Atlantic Federal Credit Union members were eligible to apply for the scholarships. Judging was based on academics, student leadership and extra-curricular activities.



# DESPITE *the* TALK of TIGHT CREDIT, ATLANTIC FEDERAL is YOUR AUTO FINANCING HEADQUARTERS



**New Car Loan Rates as low as 4.50% apr\***  
**Used Car Loan Rates as low as 4.75% apr\***

*If you're in the market for a vehicle this summer, AFCU's New & Used vehicle rates can't be beat.*

**P**lus, you can maximize your bargaining power with a pre-approved loan from us. Our pre-approval certificates are as good as cash and valid for 60 days. Just show the certificate to the dealer and you're ready to negotiate and take advantage of all manufacturer rebates and discounts. It takes just minutes to get a loan pre-approval at our website.

**Our Used Vehicle Loan challenge continues: If you find a lower used car rate, bring it to us and we'll beat it.\*\***

\*APR=Annual Percentage Rate. Rates & percentage financing shown offered to Premier Members meeting selected credit criteria for up to a 3-year term. Other rates & terms available based on Member Merits status & credit worthiness criteria. AFCU vehicle loans not eligible for refinancing. Rates as of July 1, 2011. Subject to change without notice. \*\*For qualified borrowers on sales from licensed dealerships.

## TAKE *the* GUESSING OUT of MANAGING YOUR MONEY *with:*

**FinanceWorks™**  
*powered by Quicken®*



**"I hate balancing  
my account."**

**"I'm never really  
sure if I have enough money  
saved up for a  
large purchase."**



**"I can't tell if I've  
done a good job  
cutting my monthly expenses."**



**I**f these comments sound like you, Atlantic Federal's free online money management tool called FinanceWorks® is the answer.

In just minutes, your AFCU and non-AFCU account information can be brought into the program so you get a complete picture of your spending.

### FinanceWorks lets you:

- Categorize your expenses so you really know how much you spend on gas groceries, shopping and eating out.
- Schedule e-mail reminders to avoid missed payment dates and late fees.
- See how much money you have available until your next paycheck.

AFCU's online tools make it fast and easy to check your balances, pay bills and manage your 260900260 money when it's convenient for you - whether it's at your PC, waiting for the train or on line in the supermarket.

If you're a current user of @nytime Financial Center, log in and follow the FinanceWorks link to get started. If you're not yet using @nytime Financial Center, simply enroll at [www.atlfedcu.com](http://www.atlfedcu.com) and follow the FinanceWorks link.



## OPEN a VACATION CLUB



**P**lan ahead for your next vacation and open a Vacation Club. (If you had one this year, you are automatically enrolled already.) We can transfer the weekly amount of your choosing into the Club from the payroll coming in to your account. Or mail in deposits. All accounts earn interest.

Vacation Clubs do not mature on a specific date. You can make withdrawals from your Club anytime. Access your funds online at @nytime Financial Center and transfer them into your Savings or Checking Account. Then write checks against the amount or make withdrawals at an ATM.

You can also use @nytime Teller or stop by any of our branches to transfer or withdraw the funds. You will continue to be enrolled in a Vacation Club after you make a withdrawal unless you notify us otherwise. To open a club, go our website at [www.atlfedcu.com](http://www.atlfedcu.com) or call us at 1-800-222-1329.

## 2011 Privacy Statement

In recognition of our Members' expectation of privacy, Atlantic Federal Credit Union has adopted the following privacy policy.

**Privacy. Within the Credit Union.** In the normal course of Credit Union operations, it is both necessary that we communicate information to or about our Members and sometimes mandatory that the Credit Union provide information to the "outside." Examples of this include: the mailing of account statements and loan information to Members, responding to subpoenas, requests from Credit Union regulators or other legally required disclosures of information, credit reporting, and risk management. In addition, Members may authorize the sharing of information for credit references, to enable payments by check or credit card, or for other business transactions. These are some of the examples of the appropriate use of Member information.

At Atlantic FCU we collect, retain and use information about you for the purpose of serving your financial needs and administering our account relationships with you. To the extent permitted by law, this information is shared with the Credit Union's affiliates in order that we can provide products and services appropriate to your needs. We collect nonpublic personal information about you from the following sources:

1. Information we receive from you on applications or other forms; and
2. Information about your transactions with us, our affiliates, or others; and
3. Information we receive from a consumer-reporting agency.

**With Third Parties.** One of our goals is to offer our Members products we think may be of interest to them. From time-to-time the Credit Union and its affiliates will communicate with our Members to make them aware of our wide-range of financial products and services from banking, to insurance, to brokerage services, loan opportunities and financial planning services.

Occasionally, the Credit Union or an affiliate may introduce a financial product to our Members from a non-affiliated, outside company. When working with this type of company, the Credit Union requires a contractual agreement to protect the confidentiality of our Member information. However, you the Member, may choose to provide information to an outside company if you are interested in their product. Atlantic FCU is highly selective in choosing vendors and service companies that assist us in providing quality products and services to our Members. We may share certain member information with these third parties to facilitate the offering, administration, collection, and delivery of these products and services under controlled circumstances designed to protect our Members' privacy. We may disclose the following kinds of nonpublic personal information about you:

1. Information we received from you on applications or other forms such as your name, address, social security number, assets, and income; and
2. Information about your transactions with us or others, such as your account balance, payment history, parties to transactions and credit card usage; and
3. Information we receive from a consumer-reporting agency such as your credit worthiness and credit history.

We require third parties to comply with strict standards regarding security and confidentiality of such information. They are not permitted to release, use for their own purposes, or sell any customer information we share with them to any other party. Atlantic FCU does not sell customer information to outside parties. Atlantic FCU does exchange certain information about our Members with selected credit reporting agencies in accordance with the provisions of the Fair Credit Reporting Act.

The Credit Union does not disclose nonpublic personal information about former Members except as permitted by law. You should be aware that there may be occasions where the Credit Union is legally required to disclose information about you, such as in response to a subpoena, to prevent fraud, or to comply with a legally permitted inquiry by a governmental agency or federal regulator.

**Marketing Information Opt Out.** If you prefer that we not disclose nonpublic personal information about you to nonaf-

filiated third parties, you may opt out of these disclosures, that is, you may direct us not to make those disclosures, other than disclosures permitted by law. If you wish to opt out of disclosures to nonaffiliated third parties, you may call: (908) 245-1750 or write to us at: Atlantic FCU, PO Box 618, Kenilworth NJ 07033.

**Fair Credit Reporting Act.** The Fair Credit Reporting Act (FCRA) covers how and when the Credit Union may share information with its affiliates. For example, a Credit Union is permitted to share its Members' names, addresses, transactions and experience history with its affiliates. This sharing of information allows the Credit Union and its affiliates to design and improve products and services for Members. The statute also includes a restriction on sharing certain other types of member information, for example, a credit report obtained from an outside credit reporting service. If you prefer that we not disclose nonpublic personal information about you to our affiliates, you may opt out of these disclosures, that is, you may direct us not to make those disclosures other than disclosures permitted by law. If you wish to opt out of disclosures to our affiliates, you may call: (908) 245-1750 or write to us at: Atlantic FCU, PO Box 618, Kenilworth NJ 07033.

**Credit Union Employees.** At Atlantic FCU, any employee access to Member information is authorized for business purposes only and is based on the sensitivity of the information and our employees' or agents' need to know. We remind our employees regularly of their obligations to maintain the confidentiality of your information.

**Security Standards.** We have established and continually maintain security standards and procedures to help us protect you from unauthorized access to confidential information about you, including through the Internet.

**Accuracy and Right to Correct.** Our goal is to maintain complete and accurate information about you and your accounts with the Credit Union. If you ever believe that the Credit Union's records contain inaccurate information about you, you should notify the Credit Union in writing. Upon receipt of your inquiry, we will investigate and correct any inaccuracies discovered during the investigation.

### Note Potential Change to Our Check Availability Policy.

On or about July 21, 2011 the Credit Union's Funds Availability Policy may change. This is because of new federal regulations that affect all financial institutions. But implementation of these new regulations has been delayed and until the issue is finally resolved the Credit Union can't provide Members with concrete details. So, be advised that the Funds Availability Policy is scheduled to change to:

The first \$200 from a deposit of non-Atlantic Federal Credit Union Checks to your Credit Union Accounts will be available by the first business day after the day of your deposit. The remaining funds will be available by the second business day after the day of your deposit. For example, if you deposit a \$600 Check on a Monday, \$200 of the deposit will be available by Tuesday. The remaining \$400 will be available by Wednesday.

### Unlimited Share Insurance Coverage Expanded

All non-interest bearing transaction accounts are insured, without limit to December 31, 2012 by NCUA, the National Credit Union Administration. This federal insurance is separate from, and in addition to, the NCUA insurance coverage provided on all of the Credit Union's other Savings accounts.

### Who Is Watching Out for You?

The Credit Union's Supervisory Committee is the Member's watchdog. You may contact them at:

**Atlantic FCU Supervisory Committee**  
P.O. Box 83  
Roselle Park, N.J. 07204.

## HOLIDAY CLOSINGS

Mon., Sept. 5 for Labor Day  
Mon., Oct. 10 for Columbus Day

## Rewards- \$25 - \$100

Find your Account Number in this issue of The CU's News & call: (908) 245-1750, ext. 7512. \$25 will be added to your Share Savings Account. \$100 will be added if you have a Checking Account which had activity in the past 30 days.

*Deadline to claim your reward is August 15, 2011.*



## ATLANTIC FEDERAL CREDIT UNION

*"Service Excellence All the Time"*



Atlantic Federal supplements the federal NCUA insurance with an additional \$250,000 coverage from ESI, the nation's leading private insurer.

**Phone: (908) 245-1750**

**Toll Free: 1-800-222-1329**

**Fax: (908) 245-0680**

**Kenilworth:** 37 Market Street  
Kenilworth, NJ 07033

Hours: M-F 8 am till 5 pm | Thurs. till 6:30 pm  
Sat. 9 am till Noon

**Newark:** 570 Broad St., Suite 127, Newark, NJ 07102  
Hours: M-W 8:30 am till 4:30 pm | Thurs. & Fri. till 5 pm

**Elizabeth:** Trinitas Hospital -  
210 Williamson St. Elizabeth, NJ 07201

Hours: M-F 9 am till 4 pm

*Serving Only Verizon Wireless Employees:*

**Bedminster:** 180 Washington Valley Rd. 2nd Floor  
Bedminster NJ 07921

Hours: Tuesdays & Fridays 8:30 am till 4 pm

**Orangeburg:** 2000 Corporate Drive  
Orangeburg NY 10962

Hours: Monday - Friday 9:30 am till 2:30 pm

**Warren:** 30 Independence Blvd.

Warren NJ 07059

Hours: Monday, Wednesday, Thursday 8:30 am till 4 pm

▪ **Web Site - [www.atlfedcu.com](http://www.atlfedcu.com)**

▪ **E-mail - [info@atlfedcu.com](mailto:info@atlfedcu.com)**

▪ **@nytime Teller - (908) 245-0404**

Or press 1 after calling the C.U.'s main number.