

THE CU'S NEWS

Read All About It:

- Mobile Banking Apps - Coming Soon
- Annual Meeting: May 6th, RSVP Inside

the QUARTERLY NEWSLETTER for MEMBERS of the ATLANTIC FEDERAL CREDIT UNION WINTER 2012

WE'LL BEAT ANY USED CAR LOAN RATE*



Used Vehicles as low as:
4.75% APR**

If you find a lower used car loan rate, bring it to Atlantic Federal Credit Union and we'll beat it...

- Up to 125% financing including tax, title & extended warranty
- Terms up to 7 years
- Refinances welcome at the same great rates.
- Get your loan approved at www.atlfedcu.com.

*For qualified borrowers on sales from licensed dealerships.
**APR=Annual Percentage Rate. Rates and percentage financing shown offered to Premier Members meeting selected credit criteria for up to a 3-year term. Other rates and terms available based on Member Merits status and credit worthiness criteria. AFCU vehicle loans not eligible for refinancing. Rates in effect as of January 1, 2012 and are subject to change without notice.

FRED BECKMAN RETIRES from AFCU - MIKE FANELLI ELECTED as NEW CEO/ TREASURER

After 17 years of leading Atlantic Federal, Fred Beckman, CEO/Treasurer, retired last month. The Credit Union's Board of Directors has elected Mike Fanelli, formerly AFCU's Chief Financial Officer and Chief Operating Officer, to the CEO/Treasurer position. Mike has been with the Credit Union for 12 years.

Fred was just the fourth CEO in the history of Atlantic Federal, which was chartered in 1935. Under his leadership, assets at the Credit Union doubled from \$137 million at the beginning of 1994 to a current all-time high of \$276 million. During his years at Atlantic Federal, many new products and services were introduced and a vast array of online services were added.

Prior to coming to the Credit Union, Fred ran his own CPA firm. He will remain on Atlantic Federal Credit Union's Board of Directors.

Mike is a graduate of the University of Scranton. He started his career working for the New Jersey Credit Union League as a league consultant. He later worked for eight years at Fred's CPA firm before becoming CFO/COO at Pinnacle

Federal Credit Union in Edison, NJ. He was reunited with Fred at Atlantic Federal in 2000.



Fred Beckman (right) congratulates Mike Fanelli on his selection as CEO.

Fred says he is looking forward to a retirement full of golf, skiing and travel. He will become a first-time grandfather in early May. His immediate plans also include a trip to Korea with his wife Jo Ann to visit his son, then on to China for a tour of major sites.

FREE ANONYMOUS FINANCIAL HELP with "DEBT in FOCUS"

If one of your New Year's resolutions is to take a hard look at your finances and see how you can lower your expenses and save more, we have the perfect solution with our new Debt in Focus online program.

Debt in Focus quickly gives you a complete and anonymous analysis of your situation without you having to

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disclose any personal information to a third party.

After answering a few questions about your income and debts, Debt in Focus provides a wealth of information tailored to you including:

- *Suggestions on lowering expenses*
- *Tips on paying off outstanding bills*



- *Strategies for increasing savings*
- *Ways to improve your credit score*

Best of all, results and recommendations are written in a concise, conversational tone with clear instructions on how to act on them.

You will not be required to disclose your name, social security number, e-mail address, physical address or any other identifiable information. The information you enter about income and debts **cannot and will not** be used to identify you unless at the results page you specifically request that a credit union representative contact you.

To start, log on to the Credit Union's Web Site at www.atlfedcu.com and click on the "Debt in Focus" banner.



TOO MUCH HOLIDAY CHEER? CONSOLIDATING MAY BE *the* ANSWER

Overwhelmed with holiday expenses and other bills? Consolidate your bills with a Credit Union Personal 795440 Loan and have just one monthly payment.

You'll save on interest charges with our low rates.

**Loans up to \$10,000.
Rates as low as:**

**9.65%
APR***

*Annual Percentage Rate. Rate shown is for Premier members meeting selected credit criteria. Other rates are available based on Member Merits status and credit worthiness criteria.



Scholarships for High School Seniors

Graduating high school seniors may apply for a 2012 Credit Union Scholarship.

Our scholarship program is run in conjunction with the N.J. Credit Union League's state-wide program. Six \$1,000 scholarships will be awarded at the state level. Three scholarships will be awarded to students attending 4-year colleges or universities and three scholarships will be awarded to students attending technical schools or community colleges.

The top three graded applicants from Atlantic Federal who do not win at the state level will receive \$1,000 awards from Atlantic Federal.

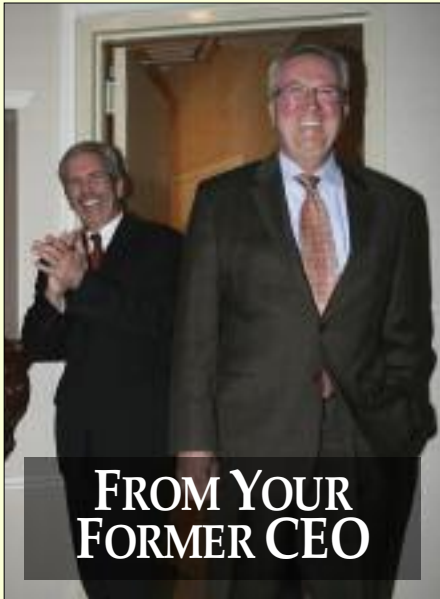
To qualify for the competition:

1. Student must be a high school senior graduating June 2012.

2. Student must be a member of the Credit Union in good standing. Or, the student may open an AFCU account at the time of applying for the scholarship.

In addition to immediate family being eligible to open accounts, our expanded field of membership allows most individuals to join. Follow the "Membership Eligibility" tab within the "Membership" section of our website.

Ceadline for scholarship entries is April 2nd. Applications can be downloaded from our website. Call Member Services with any questions on membership or to request a mailed scholarship application.



Fred Beckman arrives at his retirement party, December 2.

It's time to move on...as you no doubt read on the first page of this edition of the newsletter, I have retired from my position as Chief Executive Officer, effective Friday, December 2nd. It was a great run for me professionally and personally, but after more than 17 ½ years at Atlantic Federal, it's time for the next chapter in my life...more time for travel, skiing, golf, my first grandchild in early May, and whatever my "better half" has planned. I certainly went out in style...what was supposed to be a quiet dinner with my senior managers turned out to be a surprise retirement party at Costa del Sol restaurant in Union. I opened the door and there were 90 people waiting to celebrate my retirement (see photo above)...great food, great company (the employees, Board of Directors, my family and some very good friends) and great music. I'm a 50's Doo Wop kind of guy and there was a steady stream of that music on my behalf. I can't thank the Board of Directors and staff enough for their support over the years. And *I want to extend a special thanks to our members*; your loyal patronage has

made this a great credit union, and will continue to do so in the future. I plan to remain on the Board of Directors and look forward to enjoying good fellowship with the members at our next Annual Meeting.

I'm leaving you in great hands... Mike Fanelli, the long time Chief Operations Officer and Chief Financial Officer for your credit union, was elected by the Board of Directors as my successor. Mike brings with him a wealth of experience in the credit union industry. Prior to his 12 years with Atlantic Federal, Mike spent five years as CFO/COO with another credit union. And before that, he worked with me as an auditor specializing in credit unions.

Mike has some progressive ideas that will enable Atlantic Federal to remain relevant to our members as well as maintain and enhance our ability to compete in this challenging economic environment and intensely competitive financial services market. This will also position us in our attempts to broaden our appeal to a wider potential membership base. The membership can expect some new and attractive products and services under Mike as we move forward.

Looking for a good used car? I may be gone, but our offer still stands...we'll beat any dealer rate out there, period!

Refinance your existing loans... with Atlantic Federal. I'm talking mortgages, home equities, auto – chances are, your payment will go down and you'll pay a lower interest rate...we'll help you get it done...but you have to contact us!!!! So give our Loan Department a call to find out how much you can save by transferring your loans to Atlantic Federal.

Tell all of your family and friends... about the benefits of membership in our credit union. And now, just

about anyone can be eligible to join us and enjoy our great rates, products and service.

Odds and Ends... If your own personal finances will allow it, please make it a resolution to be as generous as you can this year – I keep hearing how the regional food banks and food pantries hosted by various charitable organizations were overwhelmed by the holiday demand, and it's a need that won't let up as we enter the new year – nobody should ever have to go to bed hungry in this country; or look for opportunities to volunteer your time for a worthy cause...also make it a resolution to reduce debt and save some funds for a rainy day; in partnership with a third party provider, Atlantic Federal now offers *Debt in Focus*, a free and anonymous program to help our members get their financial house in order – for access to the program, just go to our web page at www.atlfedcu.com and click on the link...come to think of it, I wish Uncle Sam would use our Debt in Focus service to get their financial house in order...for us more "experienced" folks, it's nice to see a 3.6% increase in our Social Security benefit in 2012...over the course of my life, I've been confronted with and involved in some challenging, confusing and bewildering situations, but I've got to tell you, figuring out all of the Medicare options takes the cake...

Well, it's about that time...once again, my thanks goes out to our members for their great support and patronage over the years. I will see you at the Annual Meeting.

May you and your family have a healthy and prosperous 2012....

Fred Beckman



GET a TURBO TAX DISCOUNT & Win \$15,000

Atlantic Federal has arranged special pricing for Members to use TurboTax® for Online Banking to prepare their federal and state tax returns.

In addition, when AFCU Members start their tax return, they will be automatically entered in the sweepstakes to win:

- **One \$15,000 grand prize**
- **Four \$500 first prizes**

Choose between the TurboTax Online® Free Federal Edition (state extra) or get a 15% discount on Deluxe, Premier and Home & Business Federal online returns (state extra). A 10% discount is available for desktop downloads. All versions offer:

- A step-by-step interview with special help for first-time users
- Saves you time by accurately importing personal and financial data
- Gets you the biggest refund you deserve fast - in as few as 8 days with convenient direct deposit

This year's Turbo Tax program features an improved 1099 upload process and a smoother browser experience on iPad and Android Galaxy tablets.

TurboTax is available inside @nytime Financial Center. Just log in and click on the "My Turbo Tax" tab to get started.

GETTING an IRS REFUND THIS YEAR?

Choose direct deposit to your Atlantic Federal account for your tax refund.

- **Speed** - Electronic refunds are quicker than mail. Your refund gets to your account up to 3 weeks faster.
- **Safe** - There's no check to get lost or stolen.
- **Easy** - Just include Atlantic Federal's routing number: 221276370 and your account number on the 1040 form or state tax form in the section labeled "Refund."

TAX TIP

Why not consider using a portion of your federal and/ or state tax refund for your 2011 IRA.

ATTEND YOUR 77th ANNUAL MEETING



Come celebrate Atlantic Federal's 77th Anniversary at your Annual Meeting Luncheon Sunday, May 6, 2012 at 1 p.m.

At the Pines Manor in Edison, N.J.

Luncheon / Door Prizes

Election Results / Important Reports from Senior Management & Directors.

Please return the RSVP coupon below to the Credit Union by April 13, 2012. Acknowledgment of your reservation along with your name badge and directions to the Pines Manor will be returned to you by mail.

ANNUAL MEETING R.S.V.P. COUPON

**Return this coupon by April 13th to: Atlantic Federal Credit Union
37 Market St., Kenilworth NJ 07033 or fax to (908) 245-0680**

YOUR NAME

ACCOUNT NUMBER

JOINT MEMBER'S NAME (IF ATTENDING WITH YOU)

YOUR STREET ADDRESS

CITY

STATE

ZIP

YOUR PHONE NUMBER

Note: You must be the primary or joint owner of an AFCU savings account in good standing to attend the Annual Meeting and luncheon.

HOME EQUITY LINE of CREDIT RATES STILL VERY LOW

As low as **4.0%**
APR*

Whether it's a major purchase, a home improvement or simply getting control of your debt, an AFCU Home Equity Line of Credit can be the smart alternative to high-interest credit cards. Our rates are still at historic lows. Interest is usually tax deductible too.**

* Annual percentage rate. Based on 80% loan to value. Variable rate based on the prime rate plus or minus an index which is determined depending on loan to value & adjusted quarterly or semi-annually. Loans limited to NJ and PA owner-occupied 1-2 family dwellings.
**Consult your tax advisor.

MOBILE BANKING APPS COMING SOON



A new, online banking capability will soon be available from the Credit Union for Android and iPhone users. Free mobile phone apps will give immediate, direct access to the Credit Union's online home banking site.

There will be one app for Android users and another for iPhone. It will only take seconds to click on the appro-

appropriate icon and set up your link. Then, you can begin using your PDA to make transactions, get information and more. It will be like carrying a branch of the

Credit Union in your pocket.

Check our monthly E-Newsletter or website for an announcement of their availability. Don't currently receive our E-Newsletter? Click on the E-News icon on our page to sign up.

WANT FREE CHECKING? COME to AFCU

**Stop paying unnecessary bank fees.
With AFCU's Free Checking, you get:**

- No minimum balance / No monthly service fee
- Free ATM/ Visa debit card with surcharge-free withdrawals at 28,000 Co-Op ATMs
- Free online banking and bill pay
- Free mobile banking
- Free 238011 E-Statements
- Free automatic overdraft from available funds in savings to cover checks. Reg D limits apply.
- Free online switch kit to close old accounts and redirect direct deposit and/ or automatic payments to your AFCU account

Go to www.atlfedcu.com, click on "Deposit Account," then "Checking" for an application and the switch kit.

2nd Chance Checking

If you've been unable to open a Checking Account due to negative history in Check-systems, our new **2nd Chance Checking** could be your solution:

Plus, after six months of no NSF's, returned items or negative balances, you may be able to move into our regular checking.

2nd Chance Checking has a \$10 monthly fee and lower debit card and ATM withdrawal limits. The account has a number of free services including online banking, bill pay, mobile banking and E-Statements.

To apply for an account, go to www.atlfedcu.com, click on "Applications & Forms," then "Membership/Deposit Applications." Print out the Checking Account application. Once you submit the completed application, we will let you know if you qualify for the account.

Electronic Tax Forms for E-Statement Recipients

Members who get E-Statements from the Credit Union will also receive their 2011 year-end tax forms electronically. These forms include 1098's and 1099's. E-tax forms are delivered in the same format as E-Statements and are included in the unviewed document list. Per the Paperwork Reduction Act, 1099 forms are generated for members with \$10 or more in interest income. 1098 forms are generated for members with \$600 or more in qualifying real estate loan interest.

Contributing to the Community

Below: Our staff responded to a request to donate gently-used dresses and gowns for young women affiliated with the Linden Family Success Center for an upcoming affair.



Right: Our staff assembled Thanksgiving dinners that were donated to 30 needy families in the area.



Below: Our Kenilworth staff prepares holiday gift donations for area children in need.



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 February 10, 2012.

HOLIDAY CLOSINGS

Monday, January 16th for Martin Luther King Day

Monday, February 20th for President's Day



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

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

▪ **E-mail** - info@atlfedcu.com

▪ **@nytime Teller** - (908) 245-0404

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

