

AMBASSADOR HORIZONS

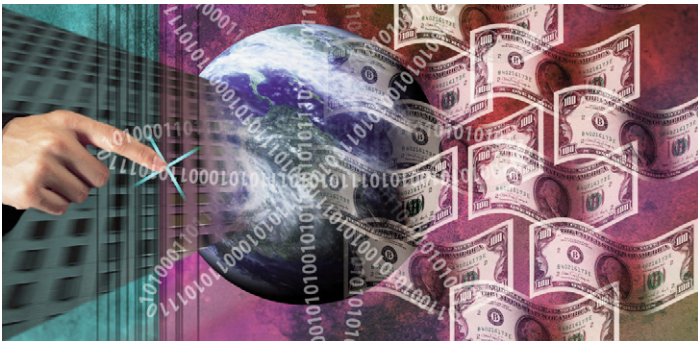
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★ LIBERTY SAVINGS FEDERAL CREDIT UNION ★

RESERVE EARLY FOR FALL SEMINARS

LSFCU announces its fall lineup of consumer seminars. Designed to help LSFCU members and neighbors gain a greater understanding of their financial world, these seminars are free of charge, open to the public and normally last about 2 hours. Reservations are required as seats fill up quickly. Post the attached poster in your break room to be sure your employees don't get closed out! ★



MAXIMIZING PROFITABILITY SEMINAR SET

LSFCU is set to kick off its popular community seminar series this fall. In addition to the seminars for individuals, we are also starting a series of business workshops.

Maximizing Profitability will be held Tuesday, October 16, 2007 8AM - 10AM, Jersey City Education Association Offices, 1600 Kennedy Blvd.

Most of the information you need to improve the profitability of your business is right in your accounting records, but no one has ever shown you what to look for. This workshop will help you overcome your fear of numbers and gain control over your business' fiscal health. Find out which segment of your business is supporting another and which segment is hurting the others. Learn how to plug financial leaks in your business and improve your cash flow.

Alyssa Lebovic, CPA, will be the instructor for this workshop. She is a partner at Keller & Lebovic, CPAs in Fair Lawn, NJ, a firm that concentrates on Profitability Consulting. They have been in business for more than 20 years, helping businesses and individuals – Keep More of What They Make. Visit them at www.kellerandlebovic.com

Many more business-oriented seminars are planned for the future. Stay tuned to future issues of Ambassador Horizons and Liberty Horizons for more information or check our web site. If you would like a customized seminar at your business, contact Sean McDonald either by phone (201) 239-7038 or e-mail smcdonald@lsfcu.org ★

FIRST TIME HOME BUYERS

*Saturday, September 15, 2007
10AM - 12 Noon, Jersey City
Education Association Offices,
1600 Kennedy Blvd.*



This seminar is designed for people looking to purchase a home. We will present information about mortgage pre-approvals, finding a Realtor, selecting a home, making a bid, and the legal aspects of buying a home. Even if you're not a "first-time" buyer, you can still benefit from our presenters' expertise in the home-buying process. (Presented in conjunction with Sterling Financial Services). ★

BASIC BUDGETING

*Saturday, November 3, 2007
10AM - 12 Noon, Jersey City Education
Association Offices, 1600 Kennedy Blvd.*

Ever wonder where all of your money goes? Do you end up spending more than you're making? Do you pay off your credit cards only to have the balances creep up again a short time later? If you answered yes to any of these questions, you should attend this seminar. This lively presentation will review the various components of building a basic budget—then give you invaluable tips on sticking to it! ★

Registration for both seminars are being taken online. Simply visit www.lsfcu.org and click on the link on the home page to register. You may also register by calling Sean McDonald at (201) 239-7038.

A Word Of Thanks

Mr. Jim Miller, President/CEO, LSFCU

Dear Mr. Miller;

I recently read this month's Liberty Horizons newsletter and thought about my experiences at LSFCU and thought I would write.

In 1983 I was a student at Hudson Catholic High School in Jersey City. A decision was made to form the first student run credit union branch in the country. You, Maria Solorzano and many of the LSFCU staff held countless meetings with us until we were ready to open. We elected our own officers and soon began operations.

In hindsight, I am sure it was not a profitable venture for Liberty Savings but a priceless experience not only for our eight volunteer students but also for Hudson Catholic students using our services and allowing them to do their own banking right at school.

Two of us were fortunate enough to be offered summer internships at the Credit Union. We had the fortunate experience to work with Mr. and Mrs. Miller, their son Jim and Maria.

It is many years later and I just wanted to formally say thank you. Today, I own and manage four businesses including a CPA, financial planning and employee benefit firms as well as a property and casualty agency. The experience gained from the trust LSFCU placed in us will and has lasted a lifetime and again.

Sincerely, John E. Graziano, CPA, PFS ★

DATELINE NBC "STINGS" CAR DEALERSHIPS, PRAISES CREDIT UNIONS



Dateline NBC is best known for trapping would be child molesters, but they also catch car loan scam artists in the act—while also putting credit unions in the spotlight as an example of "how to do it right." Using a hidden camera, the show documented outright fraud in dealerships consisting of fast talk, forgery, and shady financing arrangements. A young woman trying to purchase a Ford Mustang was coerced by the car dealer's finance manager into signing papers for a 10.9% loan. The woman later was accompanied by a consumer expert who helped her secure financing from her credit union at 4.9%. The cooperative and nonprofit status of credit unions enables us to pass savings on to members, resulting in lower rates and higher yields.

Remar Sutton, president of the Consumer Task Force for Automotive Issues, offered consumer survival tips in the car-buying process:

- Skip dealership financing arrangements in favor of joining a credit union as the best option for a fair loan and honest answers.
- Don't feel pressured into exceeding your budget.
- Don't sign a mandatory arbitration agreement.
- Don't buy on your first visit to the dealership.

For years LSFCU has made car buying even easier with its Enterprise Car Sales. These sales offer slightly used rental cars that have passed rigorous quality standards at substantially reduced prices and at the lowest interest rates possible. Contact your Member Services Representative for more information on our next sale.



(Portions of this article courtesy of the Credit Union National Association Inc.) ★

SEE THE TIGERS AND FISH FOR LESS! THANKS TO LIBERTY SAVINGS

We are excited to announce that Liberty Savings Federal Credit Union has signed up for the Bronx Zoo & New York Aquarium Online Discount Ticket Program. You are now able to buy discounted tickets for both the Bronx Zoo and New York Aquarium with the added convenience of printing your admission tickets from your computer and presenting them at the entrance turnstiles bypassing ticket booth lines. You may purchase tickets immediately by visiting our exclusive Wildlife Conservation Society Online Discount Ticket Store 24/7 at <https://tickets.wcs.org>. Enter this Personalized Store Name: liberty ★



Your Opinions Count—Voice Yours With Our Online Survey

In our ongoing efforts to provide the best possible service to our members, we ask that you and your employees share your thoughts on some key items of importance. Your feedback will allow us to continue what is liked and make improvements where necessary. We appreciate your participation and will only take a few minutes. The survey is on our web site. Simply visit www.lsfcu.org and click on the survey link on the home page. We thank you in advance! ★



IS IT TIME TO REASSESS YOUR EMPLOYEE BENEFITS PROVIDER?

There is an increased awareness of a problem that all of us responsible for overseeing employee health benefits have known for years. The costs of providing employee benefits continue to rise and employees are looking to their employers for even more assistance.

This summer may be a good time to reassess what you're providing to your employees and who is managing your company's benefits package.

According to David Mihlon of Park Financial Group, health benefits are just a part of the pie. "Retirement plans, investment strategies, life and disability insurance, are all parts of an overall plan that gives employees and employers a sense of security against the unknown," says Mihlon.

As a company changes so does its employee profile. "We increased our staff by 35% this year. We were shocked to see the increase in health care benefits costs from our current provider," says Dave McIndoe, President of Netwave Interactive Marketing. McIndoe notes that by reviewing the current benefits offered by his health care provider and by making some changes, his company is able to increase benefits offered without increasing employee contributions. ★

EMPLOYER BENEFITS

Mihlon says comprehensive health benefits are just part of Park Financial Group's business service package. Besides health coverage Park Financial Group

- Manages retirement plans such as 401k, 403b, and SEP IRAs
- Offers individual financial planning consultations to business owners and employees
- Reviews Group Life and Disability to help business owners build a solid foundation for the future with little or no cost to the business
- Offers comprehensive financial plans for the business to include succession planning issues, business insurance services, and investments

Call Sean McDonald at 201-239-7038 or email him at smcdonald@lsfcu.org to find out more or to schedule a no obligation meeting with Park Financial. ★

Securities offered through Cadaret Grant & Co. Inc., Member NASD/SIPC. Investments: Not NCUA Insured - No Bank Guarantee- May Lose Value



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