

AMBASSADOR HORIZONS

Issue No. 17 December 2007



★ LIBERTY SAVINGS FEDERAL CREDIT UNION ★

IT'S OFFICIAL: NEW BRANCH TO OPEN IN FEBRUARY

LSFCU is very excited to announce that its Greenville Branch--at the corner of JFK Boulevard and Seaview Avenue in Jersey City will officially open in February of 2008. With the branch opening comes Saturday hours and extended hours at both branches.

"Having two branches not only enables us to serve more of the Hudson County community, but it also enables us maximize our staff, so we can offer extended hours," says LSFCU President and CEO James Miller, Sr. "The plan is to keep the main office open until six one night and keep the Greenville branch open to six on another week night. This is intended to help our members who could not make it to Newark Avenue before our traditional closing," adds Mr. Miller.

In addition, our new Greenville branch offers free parking and more member space than our current location. The hours for both branches are as follows:

	<u>Newark Avenue</u>	<u>Greenville</u>
Monday	10-5	10-6
Tuesday	10-6	10-5
Wednesday	10-5	10-6
Thursday	10-6	9-4
Friday	10-5	10-5
Saturday	Closed	9-1

GREENVILLE BRANCH PUTS US CLOSER TO MORE MEMBERS

A major reason for our expansion into the Greenville section of Jersey City was to be closer to more of our members. As we all know, Jersey City has undergone some major neighborhood shifts since our founding in 1951. While our Newark Avenue branch is convenient to downtown, Journal Square and the Heights, the new Greenville branch makes it much simpler for members from Society Hill, Port Liberte, and West Side members to do their banking.

LSFCU has always been about its members, so when one of our largest member organizations, the Jersey City Education Association had space in its new headquarters, it was an easy decision for us to select our second location.

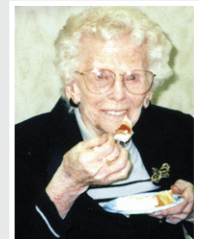
But the opening of the Greenville branch is about more than serving the needs of Jersey City's teachers. It's about adding a convenient location for our members and member organizations in southern Jersey City. By placing a branch at opposite ends of Hudson County's largest city, we're hoping to serve more of our 14,000 members.

We ask that all of our Ambassadors post the enclosed poster in their break rooms. It announces the opening of our new branch and lists just some of the great benefits we provide.

Remember, the more members we have, the more money we can loan. This helps our great city and surrounding communities fully enjoy the Renaissance of Hudson County! ★



LSFCU FAMILY MOURNS FOUNDER CATHERINE MILLER



It is with profound sadness that we announce the passing of LSFCU Founder, Mrs. Catherine Miller.

Mrs. Miller was a familiar face to so many of our members. In fact, she made it a point to be here at the credit union as often as she could despite her frail health in recent years. You could usually find her sitting in the lobby greeting our members as they came and left. When Mrs. Miller and her husband, the late William Miller, started LSFCU in 1951, their goal was simple: to provide financial resources for people who wouldn't otherwise have them. Her caring attitude, warm demeanor, and personal touch made the difference for our members for over 55 years.

Retiring from full-time credit union service in 1987, Mrs. Miller was still always concerned that LSFCU operate in the same service-oriented manner in which it was started. Her early examples of how to properly and compassionately conduct a business continue to shine today.

The credit union industry has lost a great pioneer, our staff has lost a faithful friend, and our world has lost a dignified woman. While we are saddened by this loss, we are hopeful that her example will continue to manifest itself as we strive to provide the absolute best in financial services to our members. Mrs. Miller would expect nothing less and we will honor her memory by fulfilling and exceeding her expectations....and yours. ★

HOLIDAY LOAN SALE GOING ON NOW!

Even Santa needs a little help from time to time. If your members are having trouble filling all their stockings this season, LSFUCU wants to help. Through January 15, 2008, members will receive a 1.00% rate discount on signature loans. This is a major alternative to financing expenses through credit cards. Rates depend upon individual member's credit ratings, but Member Service Representatives will do their best to work within members budgets.



To help your employees get through one of the toughest financial times of the year, let them know about this great offer. Post the attached flyer in your break room today. Send out a company alert. And don't forget to tell them, New Members are Welcome and are eligible for this offer. ★



LOTS IN STORE FOR LIBERTYLINK ONLINE BANKING

Most of our members already take advantage of our LibertyLink

online services. It's a great way to check on balances, transfer funds between accounts, pay loans or check the rate of return on our many savings instruments.

Come 2008 however, you will be able to do much more. On or about January 15 of next year, LSFUCU will be rolling out an online bill paying service. You will be able to automatically transfer payments from your LSFUCU account to various vendors. What's more, payments can be done automatically. You will also be able to transfer funds from other financial institutions into your LSFUCU accounts, all from the comfort of your desktop.

In early February, LSFUCU also plans to unveil online loan applications. You will be able to visit the Liberty Savings site (www.lsfcu.org) and fill in your application right there, comfortable in knowing your application is not only secure but that your rate will be the lowest available. It's all about the growing circle of services your company's credit union provides. ★

Spring Seminar Schedule

- Saturday January 12, 2008
Understanding Your Credit Report
- Saturday March 1, 2008
First Time Homebuyers
NEW SEMINAR!!
- Saturday April 26, 2008
Identity Theft – Who's Got Your Number?

Partnership with Sterling Financial LSFCU DOES MORTGAGES TOO!



It is a very exciting time to be shopping for a new home. Real estate prices are at record lows and mortgage rates are lower than usual and are expected to go lower.

Through our partnership with Sterling Financial Services, LSFUCU offers our members a wide variety of mortgage programs. Sterling Financial's specialty is to find the right product for each members' individual situations. As an added bonus, members of LSFUCU qualify for a free mortgage consultation with Sterling!

If you are thinking about buying that first home or the second or third, contact Cecilia Tehume at Sterling Financial Services. The number is 201-729-9000 Ext 153. You may also send her an e-mail at falconceil@aol.com.

"When my wife and I started the home-buying process, we were very anxious about the whole thing. This was our first home and there is a lot to do. Of course, one of the main tasks is to secure a mortgage. I can say that deciding to go to Sterling Financial Services for our mortgage was one of the best decisions we made throughout the entire process. Cecilia Tehume is a consummate professional who is caring and compassionate, diligent and knowledgeable. She was able to secure a mortgage for us and walked us through the entire process. When we hit some obstacles in the process, Cecilia was right there to mitigate them with us. We are now in our new home and we credit Cecilia and the whole Sterling Financial team for helping to make that happen."

Sean McDonald, Homeowner and LSFUCU Employee ★

IT'S ALL ABOUT MEMBER SERVICE IN 2008

If you've been following our past newsletters, you already know that LSFUCU is moving full speed ahead on improving member services. Our survey this summer revealed that for the most part, members are very happy with our services, but they want shorter lines, more convenience and a better idea of all we have to offer.

You spoke, we listened—and now respond!

- *Our new Greenville branch will make it easier for more members to visit our branches. Beginning in February, we will have expanded hours and will be open on Saturdays!*
- *We added shared branching, which means members can transact LSFUCU business at other participating credit unions regardless of their location!*
- *We are working on a new website that will be easier to use and much more descriptive of all our services. That will be unveiled in January.*
- *We are expanding our online banking services to include online bill pay. That will be unveiled in mid-January.*

Further details on all these membership enhancements will be forthcoming in our January member newsletter. ★



666 Newark Avenue,
Jersey City, NJ 07306



LIBERTY SAVINGS
★ Federal Credit Union ★

Phone: 201-659-3900
Fax: 201-659-7627
www.lsfcu.org

