

AMBASSADOR HORIZONS

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★ LIBERTY SAVINGS FEDERAL CREDIT UNION ★

LSFCU SPREADING THE FINANCIAL PLANNING WORD

Liberty Savings continues to preach the benefits of good financial planning. Our latest community seminar was held Saturday, March 10 at the Blue Ribbon Restaurant in Jersey City. The topic was sound financial and retirement planning.

Hosted by LSFCU Partnership Development Officer, Sean McDonald, and facilitated by David Mihlon, CFA, CFP, a financial advisor with Park Financial Group, the seminar room was filled to capacity as credit union members and their guests were shown:

- *How to set up a financial plan for virtually any budget*
- *How to begin an educational plan for your children*
- *The value of compound interest*
- *The "secret of saving money before you get a chance to spend it"*

"We made what can be a fairly dry topic into something interesting and fun," says McDonald, himself a licensed Financial Advisor. "It's a real roll up your sleeves and get started session," he added, noting that Park Financial Group was able to set up a number of confidential planning sessions from the meeting.

"These are no-cost, no-obligation meetings for LSFCU members," he adds. "Between our two organizations we are able to give our members every tool they need to start a financial plan or retirement plan."

McDonald concludes, "The only thing we can't provide is the commitment to save and invest. We'll help in any way we can, but the first step in financial planning needs to be taken by the *individual*. Once that first step is taken, we'll work with the individual to come up with a sensible plan."

HOLD A FINANCIAL PLANNING SEMINAR AT YOUR WORKPLACE

Want to help your employees get a head start on their financial or retirement plan? Schedule an LSFCU seminar at your workplace. A simplified version of the seminar mentioned above, LSFCU representatives can cover the basic elements of a plan, what's needed to get started, and a question and answer session in one hour.

Seminars are free to Select Employee Groups, but must be scheduled in advance. Sean McDonald can answer any further questions. He can be reached at (201) 239-7038 or at smcdonald@lsfcu.org. ★

Securities offered through Cadaret Grant & Co. Inc. Member NASD/SIPC. Investments are not guaranteed or FDIC insured.



Scholarship Winner, Ariana N. Young, Parents Karen & Darryl Young.

BEARY CLUB CONTINUES TO BE BIG HIT WITH MEMBERS

Our ongoing effort to promote good savings habits among our younger members has proven to be a "Beary Big Success." The program was launched last summer and we have already announced five winners. All members of the credit union under age 18 who have savings accounts are eligible to win \$500 scholarships.

The winners are drawn randomly each time the Beary Club fund reaches \$500. Once a winner is determined, the \$500 is put into a share certificate and deposited into the winner's credit union account. The certificate will accrue interest until the member reaches age 18, at which time the money can be used at the owner's discretion.



DVD Winner Jacalyn Kaszuba and LSFCU employee Cassandra Wiggins

The Beary Club fund is supported by our generous members and friends who can donate as little as \$5 to the fund. Each \$5 donation entitles the donor to receive a souvenir plush bear. The bears "come from all walks of life." Two of our most popular bears nowadays are St. Patty's Bear and the Easter Beary.

The two most recent winners of \$500 Beary Club scholarships are Melissa M. Ramcharitar, age 10 and Ariana N. Young, age 10. Melissa attends PS #17 in Jersey City and Ariana attends the Midtown Community School in Bayonne. Ariana's parents are members through the Jersey City Board of Education. Melissa's mom, Anna is a member through Sunny Side Day Care.

The bears are a terrific and affordable gift that gives in three ways: Besides the obvious cuddlesome bear, a portion of the proceeds goes toward the March of Dimes and the rest goes into the Beary Club Scholarship. *Give Cassandra Wiggins a call at (201) 239-7047 and find out how you can run a Beary Club promotion at your place of business.* ★



Scholarship Winner Melissa M. Ramcharitar and her mom, Anna Ramcharitar.

A Monthly Newsletter for all LSFCU Ambassadors



EXPANDED CHARTER LEADS TO EXPANDED MEMBERSHIP

It's been a little more than a year since Liberty Savings Federal Credit Union announced its expanded charter that includes all of Hudson County. Since that time, our membership has reached its highest point in our 50-plus years! We now boast more than 16,000 members, making us one of the largest credit unions in the entire state.

Why do we mention this? The more certificates of deposit and savings we have on hand, the more we are able to lend back to our members at very attractive rates. The more active our members are, the more events, seminars, promotions and programs we can offer.

One thing we continue to mention is that LSFCU is a **not-for-profit organization** that exists for its members.

That is why our Ambassador program is so important. That is why **you** are so important.

- *Tell us what your employees want from their credit union.*
- *Ask us to help you with their financial planning, insurance and savings needs.*
- *Above all, help us spread the word of the value of LSFCU.*

The more members we sign up, the more we are able to give back to your organization in terms of additional services and great rates! ★

Progress Report: LSFCU's New Branch

It's coming...but as with most new construction, it's taking longer than expected. We are expecting a grand opening in the June timeframe. The new branch will be located at the corner of Kennedy and Seaview Avenues right here in Jersey City.

We hope this new branch will be more convenient for some of the outlying members of our credit union who don't get downtown as often. We know it will be convenient for many of our teacher members, as the branch is located in the same building as the Jersey City Education Association (JCEA).

We thank you for your patience. We promise you the branch will be well worth the wait! ★

WHAT DO YOUR MEMBERS WANT FROM THEIR CREDIT UNION?

As the Ambassador to your organization for LSFCU, we'd like your opinion about what your employees are looking for. Please answer the following questions and fax them back to us at (201) 659-7627.

Every respondent will get a FREE GIFT for their time.

Please rank the following with 5 being the most and 1 being the least.

Percentage of your workforce that speak Spanish as their primary language 1 2 3 4 5

Percentage of your workforce interested in first home ownership 1 2 3 4 5

Percentage of your workforce that own their own home 1 2 3 4 5

Your estimate of how many of your employees are LSFCU members. 1 2 3 4 5

Percentage of your workforce that have school age children 1 2 3 4 5

Percentage of your workforce that have children interested in college 1 2 3 4 5

How interested would your workforce be in:

Getting good prices and rates on used cars 1 2 3 4 5

Learning about retirement planning 1 2 3 4 5

Needing assistance in better insurance rates 1 2 3 4 5

Having home computers 1 2 3 4 5

Name _____

Company _____

Phone Number _____

Email Address _____

THE LSFCU TOUR CONTINUES

As you know, your LSFCU Partner Development Team has been wearing their tires out visiting our SEGs and explaining our benefits to new and old members. Besides visiting many of the teacher's lounges at our member school districts, we've recently made stops at the Lyndhurst township offices, West New York Board of Education, Ideal Aluminum in Bayonne and the Jersey City Board of Education.

If you would like to be part of our "Spring Tour" give Sean McDonald (201) 239-7038 or Cassandra Wiggins (201) 239-7047 a call.

Your credit union wants to pay you a visit! ★



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