



SF Fire Credit Union

Siren News

MESSAGE FROM THE PRESIDENT

Summer Update

It seems that only a few weeks ago I was providing members with a recap of 2012, and what we had planned for this year. While it's hard to believe that we're already half-way through 2013, it is an opportune time to update everybody on the state of their credit union. There are some recently launched products and services to make sure you're aware of, news of what's coming soon, and our needing assistance from the membership.

First and foremost, know that your credit union remains a safe and sound financial institution. We continue to be profitable, which is how we grow our capital reserves to ensure a long and prosperous future. We owe this success to you, as the more business you do with SF Fire Credit Union, the more successful we are as a financial cooperative. We know you have many financial services providers to choose from, and appreciate being your financial institution of choice.

Education has always been important to our membership, with many asking for help in finding ways to pay for the ever increasing costs associated with it. We responded by expanding our education loan program, which is now available for K-12 tuition, as well as graduate level business studies.

We're excited to have completed the remodel of our Mint Plaza Branch, located just a few steps from where the credit union began at 17 Engine on Jessie Street in San Francisco. I apologize for any inconvenience members may have experienced during construction, and hope you'll be pleased with the improved space.

There's more in store for members this summer, including a new Online Banking system which promises to be faster and easier-to-use. We'll also continue holding the popular member car sales, with the next event scheduled for late September at the Cow Palace in San Francisco.

While all is well at SF Fire Credit Union, we are facing a significant challenge that many of you might already be aware of from messages I've sent out recently. Congress is considering subjecting not-for-profit credit unions to corporate taxation—the impact of which would be very detrimental to all credit unions, including our own. If you haven't done so already, please contact your elected officials and ask them to not tax your credit union. An easy way to do this is through Connect for the Cause (www.connectforthecause.org), a simple, free, web-based network which allows you to quickly send your legislators a message.

On behalf of all of us at SF Fire Credit Union, I thank you for your continued loyalty and support. As always, I welcome your questions and comments. Feel free to contact me directly through our website (Ask Darren), Twitter (@SFFireCU) or by mail at our California Street address.

Darren Herrmann
President and CEO



GO PAPERLESS: Make an *e-Statement*

Sign up for e-Statements and pick up a FREE reusable shopping bag from any SF Fire Credit Union branch today!

Student Loans, from Primary to Graduate School

San Francisco, and the Bay Area in general, can be an expensive place to live. Couple daily living expenses with private school education for the little ones, and it can become quite difficult to pay those tuition expenses every month. We at SF Fire Credit Union understand the cost of sending your child to school, so we've come up with a few options to help you finance your child's education—from Kindergarten all the way through Graduate School. [Learn more or apply at www.sffirecu.org](http://www.sffirecu.org).



NEW!

K-12 TUITION LOANS

6.99%¹ APR



STUDENT LOANS

6.00%² APR



NEW!

GRADUATE LOANS

6.00%² APR

1. Annual Percentage Rate as low as indicated, based on credit worthiness, and reflects a 0.25% discount on loans that have been authorized an electronic payment method. 2. Variable rate can adjust quarterly and is based on the Prime Rate plus a margin of 3% or 4% based on credit worthiness. As of June 24th the Prime Rate is 3.25%. Rate reflects a 0.25% discount on loans that have been authorized an electronic payment method.

SF FIRE CREDIT UNION PLATINUM VISA

Travel Smart with your Platinum Visa Credit Card

In addition to redeeming your points² for an upcoming trip, be sure to check out the great features that your SF Fire Credit Union Platinum Visa[®] has to offer.

- **No Foreign Currency Exchange or Transaction Fees**
- **Auto Rental Collision Waiver**
- **Lost Luggage Locator Service**
- **Travel Accident Insurance**
- **Travel Emergency Assistant Services**

RATES AS LOW AS

7.25%¹
APR

PLEASE REMEMBER to contact us before your trip to avoid any restrictions on your card. Notify us via Web Chat, over the phone or in person to ensure that you'll be able to use your debit or credit cards without any restrictions while you are away from home.

1. Annual Percentage Rate based on credit worthiness. Variable rates adjust quarterly and range from 7.25% – 18.00%. All variable rates, terms and conditions subject to change without notice. 2. For the most current version of the program rules, award options, and point requirements, please click the Extra Awards link within Online Banking or call an awards representative at 1 (877) 909-1450.

The Office of Foreign Assets Control

At our Annual Meeting of the Membership in February, a motion was approved that directed the management of the credit union to provide more transparency into the regulations that we're required to comply with, and the steps we take to do so. In our previous issue, we learned about the Bank Secrecy Act (BSA). This quarter, we're going to focus on another federal requirement that helps minimize our risk of losing money to or inadvertently supporting money launderers, drug traffickers, or terrorists.

WHAT IS THE OFFICE OF FOREIGN ASSETS CONTROL (OFAC)?

The Office of Foreign Asset Control (OFAC) is the part of the US Department of Treasury that administers and enforces economic and trade sanctions based on US foreign policy and national security goals against targeted foreign countries and regimes, terrorists, international narcotics traffickers, those engaged in activities related to the proliferation of weapons of mass destruction, and other threats to the national security, foreign policy or economy of the United States.¹

OFAC essentially helps to protect financial institutions (like SF Fire Credit Union) and individuals against transactions that may risk financial loss or from engaging in terrorist or criminal activity. They compile an ongoing list of Specially Designated Nationals (SDNs) which is a list of individuals and companies owned or controlled by, or acting for or on behalf of targeted countries (not friendly to the United States), as well as groups and entities designated under programs that might not be country-specific.

¹ <http://www.treasury.gov>

² <http://www.treasury.gov/resource-center/sanctions/SDN-List/Pages/default.aspx>

HOW DOES SF FIRE CREDIT UNION COMPLY WITH THE OFAC?

We take many measures to ensure the safety and soundness of SF Fire Credit Union. This starts at the individual member level. We screen every account against the OFAC SDN list on a daily basis. Our member-facing staff has been well-trained to identify transactions or activity that may be deemed prohibited or blocked. An example of activity that would be blocked according to OFAC's current SDN list (last updated June 12th, 2013), would be if a member was trying to wire funds (in any amount) to or from North Korea.²

Our employees, Board of Directors, and Supervisory Committee are required to go through BSA compliance training annually.

QUESTIONS?

If you have questions about compliance, please contact our Compliance Officer Chris Van Sickle at cvsickle@sffirecu.org, or visit our website at www.sffirecu.org and Ask Darren.

INVESTMENT PLANNING CENTER

Rolling Over Your 401(k), 457(b) or 403(b) into an IRA

It might be easy to forget about retirement plans from past employers, but if you do you might miss out on potential earnings. This is why rolling them over into one IRA might be beneficial to your savings goals. Other reasons for rolling over to an IRA include: more investing options, diversification, and personable service.

To read more about this topic, please visit us online at www.sffirecu.org. And if you'd like to initiate an "orphan" retirement plan rollover give our Investments Department a call at (415) 674-4845 or (415) 674-4846.

*Non-deposit investment products and services are offered through CUSO Financial Services, L.P. ("CFS"), a registered broker-dealer (Member FINRA/SIPC) and SEC Registered Investment Advisor. Products offered through CFS: are not NCUA/NCUSIF or otherwise federally insured, are not guarantees or obligations of the credit union, and may involve investment risk including possible loss of principal. Investment Representatives are registered through CFS. SF Fire Credit Union has contracted with CFS to make non-deposit investment products and services available to credit union members. CFS and its Registered Representatives do not provide tax advice. For such advice, please consult with a qualified tax professional.

2013 Firefighter Summer Olympics July 27th- August 2nd

Hosted by San Diego City Firefighters L145
For more information, visit www.firefighterolympics.org

Join the Novato Professional Firefighters Association

2013 Relay for Life

July 27th

10:00am at San Jose Middle School
to benefit the American Cancer Society

For more info, visit www.sffirecu.org

SF FIREFIGHTERS LOCAL 798

BLOOD DRIVE

August 13th, 14th & 15th

8:00am - 3:00pm

Blood Centers of the Pacific, 270 Masonic Ave.

For more info visit: www.sffdlocal798.org

7th Annual

JOHNNY "V" CHILI COOKOFF

Saturday, Sept. 14th

Justin Herman Plaza (Embarcadero Plaza)

to Benefit the SF Firefighters Local 798
Toy Program

California Branch

3201 California Street, SF, CA 94118-1903

Mint Plaza Branch

12 Mint Plaza, SF, CA 94103

Stonestown Branch

565 Buckingham Way, SF, CA 94132-1904

Pacifica Branch (Cashless)

1220 Linda Mar Blvd.
Pacifica, CA 94044-4264

Branch Hours

Monday - Friday 8:30 a.m. - 6:00 p.m.
Saturday 8:30 a.m. - 3:00 p.m.

Call Center & Web Chat Hours

7-Days-a-Week 6:00 a.m. - 10:00 p.m.

Telephone

(415) 674-4800 1 (888) 499-FIRE (3473)

Apply for a Loan 24/7

By Phone: 1 (888) 499-FIRE (3473)
Online: www.sffirecu.org

Online and Mobile Services at www.sffirecu.org

- Online and Mobile Banking with free Bill Pay, free check deposits and free Account-to-Account Transfers
- Current Rates
- ATM and Shared Branch Locator

Credit Union Holidays

Thursday, July 4th - Independence Day

Monday, September 2nd - Labor Day

The Branches will be closed, however the Call Center / Web Chat will be open during its regular hours, from 6:00am to 10:00pm.

SF Fire Credit Union's Service Guarantee

SF Fire Credit Union upholds a tradition of excellence and strives to provide exceptional service. We guarantee courtesy, accuracy and promptness at all times. If we do not meet these standards in any way, let us know. We will apologize, correct the issue and credit your account \$10, no questions asked.



Deposits in this credit union are insured by American Share Insurance, the largest provider of private share insurance.



Each SF Fire Credit Union deposit and certificate account is insured up to \$500,000.

This institution is not federally insured, and if the institution fails, the Federal Government does not guarantee that depositors will get back their money. Accounts with this institution are not insured by any state government.

BRANCHES CLOSED INDEPENDENCE DAY, JULY 4TH LABOR DAY, SEPTEMBER 2ND

CALL CENTER & WEB CHAT HOURS 6:00AM to 10:00PM – 7 days a week