

5th Annual Battle of the Bay

Monday, November 11th
at the Cow Palace, San Francisco

Charity Hockey Game between Oakland and San Francisco Firefighters

Benefitting Make-A-Wish Greater Bay Area
Tickets \$15, purchase at www.sfwish.kintera.org/hockeygame

22nd Annual
**Phoenix Society
Old Timers' Night Dinner**
Wednesday, Nov. 6th
at the Spanish Cultural Center

More info, visit www.sfflocal798.org

Retired Firemen & Widows Meeting

Thursday, Nov. 21st
at the Irish Cultural Center

For more info, contact Tim O'Brien

BRANCHES CLOSED

COLUMBUS DAY, OCT 14TH
THANKSGIVING, NOV 28TH
CHRISTMAS EVE, DEC 24TH @ 1PM
CHRISTMAS, DEC 25TH

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

IMPORTANT ELECTION NOTICE

The Annual Meeting of the Members and elections of the Board of Directors and Supervisory Committee will be held on Presidents Day, Monday, February 17th, 2014 at the Spanish Cultural Center located at 2850 Alemany Blvd. in San Francisco.

There are two positions on the Board of Directors and two positions on the Supervisory Committee which are up for election. Nomination petitions must be received at the Main Branch of SF Fire Credit Union by November 19th, 2013. To obtain additional information regarding election procedures, write to SF Fire Credit Union, ATTN: Cynthia Ong, 3201 California Street, San Francisco, CA 94118.

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

Monday, October 14th - Columbus Day
Monday, November 11th - Veterans Day
Thursday, November 28nd - Thanksgiving Day
Wednesday, December 25th - Christmas 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.  American 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.



SF Fire Credit Union

OCTOBER 2013

Siren News

OFFER EXPIRES OCTOBER 31, 2013

EARN POINTS WHEN YOU MAKE A BALANCE TRANSFER²

to your SF Fire Credit Union Platinum Visa[®] Credit Card

TRANSFER MY BALANCES

- No Balance Transfer Fee
- Not an Introductory Rate
- **Balance Transfers earn Extra Awards[™] Points!**

RATES AS LOW AS

7.25%
APR

APPLY OR TRANSFER YOUR BALANCES WITHIN ONLINE OR MOBILE BANKING, IN A BRANCH, OR OVER THE PHONE!

1. Variable Annual Percentage Rate. Rate adjusts quarterly and equals Prime Rate (from the first day of the previous month) plus a margin of 4.00%. Balance transfers and cash advances will be at the same rate as purchases, with the only difference being that finance charges begin occurring immediately (purchases have a 25-day grace period). There is no balance transfer or cash advance fee. 2. Limited-time promotional offer on Extra Awards points for balance transfers made between September 1, 2013 and October 31, 2013. Points earned for balance transfers, with balance transfers eligible for points not to exceed total credit limit. After the promotional offer period, Extra Awards points are earned by making purchases only. Cash advances are not eligible for Extra Awards points.

FINANCING YOUR FUTURE

SF Fire Credit Union: Now an SBA Authorized Lender

Need capital to help your business grow? We're happy to announce that we are now an authorized SBA (Small Business Administration) lender. What does this mean for our members? It means that we're now able to fund business loans for larger dollar amounts at even better rates. We're excited to offer this service to our members, and are happy to meet with you if you feel your business could benefit from additional financing.

If you're on the market to expand your business, or would like to learn more about our Business Checking, Business Visa or Lines of Credit, make an appointment to meet with our new Vice President of Business Services, Herman White. You can contact him directly by calling (415) 674-4808, or emailing hwhite@sffirecu.org.



Fall Update

Fall has arrived, and the change in season seems the appropriate time for an update on the state of the credit union. It was a busy summer, with some new products you should all be aware of, as well as changes to our Mint Plaza branch. I want to keep you apprised of what's coming soon, and remind everybody of the continued need to stay engaged in the fight to protect credit unions and their ability to serve members.

The financial well-being of the credit union has always been relevant to members, who have shown particular interest in how we've fared during the troubled economic times of the last few years. Rest assured that we remain prosperous, growing capital reserves and thus ensuring a long future of serving you and your families. The local economy and housing market are continuing to improve, which benefits our members and the credit union alike. As property values rise many now have the opportunity to secure low interest rate home equity lines of credit to complete postponed home repairs and improvements, or in some cases consolidate their higher interest rate consumer and credit card debt.

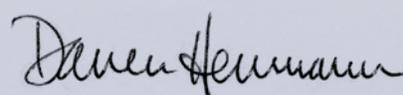
We're always striving to meet your needs, be it with products and services or the ease of accessing accounts. For members who are (or aspire to be) entrepreneurs, SF Fire Credit Union is now an SBA (Small Business Administration) authorized lender who can help you succeed as a small business owner. And when it comes to ease of doing business with us, I encourage all members to look forward to our new online banking and website - both of which will be launching in the coming months.

The remodel of our Mint Plaza location was completed this summer, which has garnered positive feedback from those of you who live or work downtown. It also serves as the new home to our Call Center, which is located above the branch and is able to accommodate a growing staff dedicated to assisting you 365 days a year. Work will soon commence

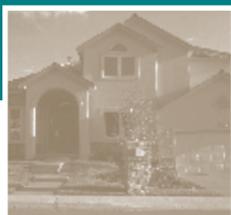
on the second floor at California Street, which is being remodeled to better utilize the space for our employees. We're going to make every effort possible to minimize the impact this construction will have on members visiting the branch, and appreciate your patience while renovations are being done.

SF Fire Credit Union is fortunate to have members who stay informed regarding whatever challenges we might be facing or endeavors we're embarking upon, and get involved. Whether it's our annual holiday season fund raising drive for the SF Firefighters Toy Program or taking a stand to protect credit unions, we are very thankful for your support. The banking industry continues to aggressively lobby Congress to subject not-for-profit credit unions to corporate taxation, the impact of which would be tough on us. SF Fire Credit Union members have sent over 5,200 messages to their elected officials asking them to not tax their credit union. It has been a powerful message, and we're humbled by your response to our call for help. If you'd like to lend your voice to stand with credit unions in this fight, an easy way to do so is through CONNECT FOR THE CAUSE (www.connectforthecause.org). It's 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. 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



MEMBER SEMINAR: FIRST TIME HOMEBUYERS

Join us **Wednesday, October 30th** for a **FREE** First Time Homebuying seminar.

- Learn more about:**
- The Buyers' Timeline (from beginning to end)
 - The Appraisal Process
 - Choosing a Realtor, *and more!*

Please RSVP by Friday, October 25th by visiting www.sffirecu.org or by calling our Call Center.

The Escheatment Process

Have you ever wondered what happens when a member passes away and the credit union is not informed? Or when a member completely stops using their account? After a set amount of time the state steps in and begins what is referred to as the escheatment process. SF Fire Credit Union has policies and procedures in place to notify members when their account has become inactive far before escheatment begins.

WHAT IS ESCHEATMENT?

Escheatment is the process of identifying members' deposit (checking, savings, etc.) and time deposit (CD) accounts that are considered abandoned and turning those funds over to the state of the owner's last known address if the member cannot be contacted to re-activate the account.

HOW DOES SF FIRE CREDIT UNION NOTIFY ITS MEMBERS?

SF Fire Credit Union currently notifies members with a letter when their membership has been inactive for nine months. Once an account has been inactive for one year, a monthly fee of \$3 is applied. Ultimately our hope is that if a member no longer wishes to have an account with us, then they will close it, as keeping inactive accounts open is costly to the rest of the members of the credit union. We then send another letter a few months before the three year mark to inform the member that upon reaching three years of inactivity, their account will be closed and the funds will be turned over to the state.

HOW DOES SF FIRE CREDIT UNION COMPLY WITH ESCHEATMENT REGULATIONS?

In our General Disclosure, under the section titled "Unclaimed Property Law" we explain that:

California law states that inactive account balances shall be turned over to the state if, after a period of more than three years, the owner has not:

- Increased or decreased the amount of deposit; or
- Corresponded in writing with this Credit Union concerning the funds or deposits; or
- Otherwise indicated an interest in the funds or deposits as evidenced by a memorandum or letter on file with the Credit Union.

HOW CAN I FIND OUT IF THERE ARE ESCHEATED FUNDS BEING HELD FOR ME?

California has over \$6 billion in unclaimed cash and property. To see if the State of California is holding any funds that belong to you, visit <http://sco.ca.gov/upd.html>.

QUESTIONS?

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

"The October Effect" – What Does this Mean for Investors?

October has a bad reputation for investors. Black Monday, Tuesday and Thursday all occurred in October 1929, after which came the Great Depression. In addition, the great crash of 1987 occurred on October 19th, and saw the Dow plummet 22% in a single day. These events gave rise to "The October Effect," the theory that stocks tend to decline during the month of October. In reality it is a psychological expectation rather than an actual phenomenon; most statistics go against the theory.

To read more about this topic, please visit us online at www.sffirecu.org. Our CFS* Financial Advisors are available to conduct portfolio analysis and review – give Stephen Sewer a call at (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.