

Making the most of your dollars & cents...

CENTS ABILITIES

The South Jersey Federal Credit Union Quarterly Update

Summer 2009



South Jersey
Federal Credit Union

A New Look for Deptford

CENTS•ABILITIES

Volume 3.3 - Summer 2009

I N S I D E

3

Checking Conversion

4-5

Improvements & Changes at
SJFCU's Deptford Office

6

Your Best Bet: Our Credit Card

7

Share Insurance Protection
Extended

Call Us Before You Travel

8-9

Scholarship Winners

11

Puzzle Page

12-13

Welcome To The Family

15

2nd Quarter Dividends

Calendar

Welcome!

New beginnings are the focus in this summer edition of CENTS-ABILITIES.

We are ready to renovate our Deptford branch, bringing the interior design in line with our member-friendly interiors in Voorhees, Moorestown and Pleasantville. The emphasis is on a true service culture and the unique design reinforces that. Let me assure you that there will be **no** disruption of service during renovations. Construction will begin in late summer, when the new Operations Center is scheduled to be completed.

As the troublesome economy continues, this is an excellent time to open an SJFCU Visa card account – or use our card instead of other cards. The big credit card issuers are wasting no time in raising rates and adding fees before the new credit card law takes effect. Why not switch to an SJFCU Visa card?

For the seven winners of 2009 SJFCU scholarships, this is **literally** a time of commencements and new beginnings. These academically talented students, who excel in community involvement, will start their college careers this fall. Please join me in congratulating them as they begin a new phase in their lives.

Sincerely yours,
Benjamin T. Griffith
President/CEO



WHERE IN THE WORLD ARE YOU GOING?

Vacation Club starts July 2009.
Come in and open one! It's Smart and Easy!



FREE GIFT
Receive a travel pillow
when you open your
Vacation Club account.
Limited quantities. While supplies last.

 South Jersey
Federal Credit Union
We *belong* to you.™

CHECKING CONVERSION BRINGS NEW BENEFITS!

The ability to view your cleared checks online – a benefit of using checks with SJFCU’s new routing number– is now available to members!

The November 30th deadline is approaching! This is a great reason to **make sure** you have updated checks with the new Routing & Transit number we are phasing in. (The old number was 091901480. The new number is 236077755.) After November 30, 2009, only SJFCU checks with this new routing number can be processed.

On-line images show both the front and back of cancelled items. There is no charge for this service; the on-line images are available for 90 days. Afterwards, check copies are available for \$5 each for up to seven years after the clearing date.

Members who use PCU can find their check images two ways:

- | | | |
|--|-----------|--|
| 1) Go to Member History, click on the hyperlink listing the check number. | Or | 2) Click on “e-Documents” then click on “eChecks” and then enter the check number. |
|--|-----------|--|

Don’t yet have new checks? **Order now! Look at your checks:** If the number is 236077755, you have the new checks. If the number at the bottom of check is 091901480, you need to switch.

- Stop by any branch, **or**
- Mail in your re-order form, **or**
- Call Member Services at 800-582-7640, **or**
- Use the Liberty/Harland Clarke Check Order link on our website.

We’ve arranged for **special low-cost member pricing of \$3.99 per box** plus shipping and handling if you order the “Image” style check.

- **We’ll buy back your old checks.** If you can’t use up the old checks in time, we’ll buy them back. Bring (or mail) your old checks to SJFCU after you have received your new supply and we’ll credit your account for \$.05 per unused check, up to 150 items.

Be sure to notify third-parties of the change – for example, insurance premiums, health club fees, etc. Tell them your new ABA Routing & Transit number and your account number. A handy form is available on the SJFCU website.

Using another printer? If you purchase checks from a source other than SJFCU, you need to tell them the new ABA Routing & Transit number, and your Account Number.

Member Service Uninterrupted As Deptford Renovations Begin

Late in the summer, interior renovations will begin in the lobby of the Deptford branch of South Jersey Federal Credit Union. Over a period of months, the entire lobby and adjacent areas will be transformed to better serve members.

There will be no disruption of service during the renovations. Our members will always have full access to every staff member and to every service provided by SJFCU.

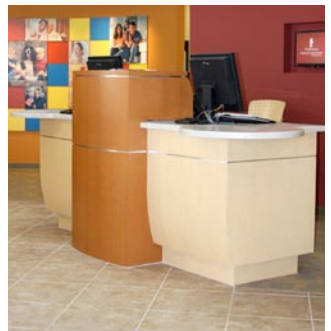


Artist rendering of the new Deptford lobby

The anticipated completion of the new SJFCU Operations Center, just behind the Deptford branch, is the catalyst for the renovation of our branch office.

The construction and renovation will be done in two distinct phases. First, one side of the lobby will be closed off and the other side – including the present teller line – will remain open to members. Then, the completed side will open for daily transactions and business, while the second half of the lobby will be renovated.

- One of the most important changes occurring in our Deptford lobby will be the transformation from the traditional “teller wall” to the installation of **member service “pods”**. The pods will allow SJFCU representatives to meet pro-actively



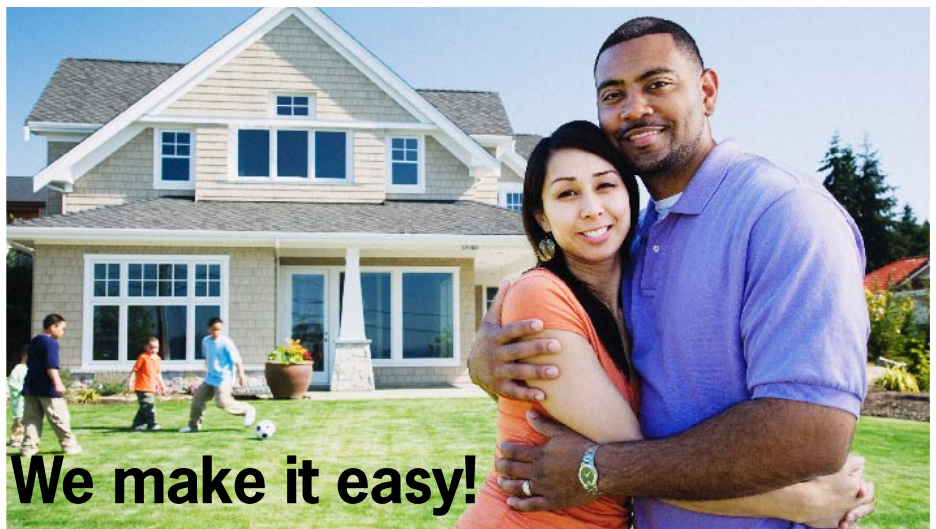
Member service pod

with members at the “pod” stations. Their open design encourages more communication between members and staff.

- Members will have comfortable **waiting areas** in the lobby, with updated seating installed and product information displayed on LCD Screens. **Member Service Offices** will provide confidential space for consultation and the **Lending Department** will be expanded. All four drive-thru lanes will remain open, and the **ATM machine** will remain accessible in the vestibule 24/7 throughout the renovation.

Renovations are slated to be completed in early 2010.

FIND A HOME. BUY A HOME.



We make it easy!

Get a **MORTGAGE LOAN** through the people you trust...South Jersey Federal Credit Union. Take advantage of some of the lowest Mortgage Loan Rates available in years. And, if you are a first time home buyer, you may qualify for an \$8,000 federal tax credit. Call 800-582-7640 or stop in any branch for additional information.

There's never been a better time to open an SJFCU Visa credit card!



As a new credit card bill was signed into law by the President of the United States in late May, it **may** seem that managing your plastic just got easier.

Not necessarily. If you have credit cards **other** than those issued by SJFCU, you've likely received notices from them recently. The big credit card issuers are wasting no time in raising rates, adding fees and generally making life difficult for consumers – **all before the new law actually goes into effect in February 2010.**

In this interim period before the new law takes effect, consumers' budgets will take another hit if they have cards from these big credit card issuers.

When it goes into effect next year, the new law will bring some much-needed reforms to the credit card industry. In the short haul, a number of "unintended consequences" will likely occur in the months before the law takes effect, according to Adam Levin, chairman/founder of Credit.com, a company providing education and information about credit products. "There will be some fallout," added Levin, "and it might be a short-term negative."

From the big credit card issuers, expect **higher rates.** Annual percentage rates are expected to go up, not just introductory rates but also APRs on existing accounts. A payment a day late, or even use of too much of your credit limit, may mean "the big guys" will raise your rate. **Those currently not paying annual fees may see them return.** Other fees – for balance transfers, late payments or cash advances – may rise. Rewards programs may be cut back.

But at SJFCU – We offer a fixed rate Visa Credit card. If a member is, for example, away on vacation and is a day late with a monthly payment, we don't raise the member's APR. At SJFCU, our members don't have to subject themselves to unexpected increases in credit card rates due to late payments or arbitrary fee increases. We support our members with the best credit card deal around!

SJFCU DEPOSITS PROTECTED UP TO \$500,000 - EXTENDED THROUGH 2013

The National Credit Union Administration (NCUA) – the independent federal agency that regulates, charters and supervises credit unions – announced in May that the share insurance coverage of \$250,000 for each credit union member’s deposits will stay at that level through December 31, 2013.

Of course, because SJFCU also provides Excess Share Insurance (ESI) coverage, members’ deposits are insured up to \$500,000 for all savings accounts, and an additional \$500,000 for retirement accounts such as IRAs.

The extension of the share insurance protection at the \$250,000 level was signed into law by President Barack Obama on May 20, as a provision of the “Helping Families Save Their Homes” Act of 2009.

You’ll recall that back in early October 2008, former President George W. Bush signed the “Emergency Economic Stabilization” Act of 2008, which first increased federal deposit insurance through the National Credit Union Share Insurance Fund (NCUSIF) from \$100,000 to \$250,000. This temporary increase was only mandated through December 31, 2009.

Now, the increased level of \$250,000 in federal deposit insurance is guaranteed through the end of 2013, more than 4 ½ years from now.

Your funds are safe and secure at SJFCU, as the economy begins its recovery.

Call Us Before You Travel

Heading anywhere far from home? Call SJFCU first!

We want to protect you from fraudulent use of your Visa Check Card, ATM Card and/or Visa Credit Card. Our fraud alert service may automatically call you if they detect unusual spending patterns on any cards - including purchases in far away locations - to verify that the new charges are legitimate. If the service can’t reach you – because they don’t have your correct phone number(s) - your card usage may be blocked. You don’t want that to happen while you’re on vacation!



Please notify us if you are planning to leave for a trip outside of the area or out of the country. Let us know where you’ll be and on what dates. Provide us with your cell phone number, to reach you if needed. Call us at 800-582-7640.



Above (left to right): Alyssa Atkisson, William Waters, Jennifer Beers, Emily O'Malley, SJFCU President/CEO Benjamin T. Griffith, and Tyler Migliaccio. Not pictured: Deborah Dunn and John Boswell.



2009 SJFCU Scholarship Winners

Congratulations to this year's group of South Jersey Federal Credit Union college scholarship winners! Our "Class of 2009" includes seven bright and talented students chosen from a qualified group of applicants from throughout southern New Jersey. All applicants have a parent who is an SJFCU member.

The seven scholars presented below will attend colleges in four different states and the District of Columbia. The young scholars were honored at a ceremony in June at SJFCU's Deptford headquarters. SJFCU President/CEO Benjamin T. Griffith presented commemorative certificates and the

scholarship checks to the five students who attended.

In total, \$3,750 was distributed to the college bound students in awards ranging from \$250 to \$1,000. Selection of the winners was made based on a broad range of criteria, including high school academic achievement, standardized test scores, extracurricular activities, demonstrated community involvement and an essay. Each applicant had to write an essay focused on the history of credit unions and how the credit union will continue to play a significant role in their lives.

\$1,000 Scholarship Winners



Jennifer Beers, of Voorhees, graduated from Eastern Regional High School and will enroll this fall at Stevens Institute of Technology where she will pursue a degree in environmental engineering.

Inducted into the National Honor Society, Jennifer also served as president of the Science Club and participated in the Science Olympiad, and also was a four-year member and president of ESCAPE (Eastern Students Caring and Protecting the Environment). She attended the Governor's School on the Environment following her junior year, was active in the school's Key Club service projects, and was a member of Junior Classical League all through high school, for which she served as co-historian in her senior year.



William Waters, a resident of Little Egg Harbor and a graduate of Pinelands Regional High School, will attend the University of Maryland. He plans to major in chemical engineering

with the goal of earning advanced degrees in the field and becoming part of cutting edge research in alternative energy. With these long-term goals in sight, he attended the Governor's School for Engineering and Technology, and was the captain of Pinelands Regional's Academic Competition Team, which competed in a series of interscholastic tournaments statewide. He was inducted into the National Honor Society and was active in the school's science club and Math League.

\$500 Scholarship Winners



Brigantine resident **Deborah Dunn** will attend Rowan University in the fall, where she intends to pursue studies in either chemical engineering or mathematics. The Atlantic City High School graduate was president and active member of the school's Key Club and a member of the National Honor Society. All during high school, Deborah played flute as a concert band member, and she also ran track and field for three years. In her community, she has volunteered for seven years at the Brigantine Island Triathlon.



Emily O'Malley, a Mullica Hill resident, graduated from Kingsway Regional High School. This fall, she is heading out west to attend Arizona State University to pursue a degree in accounting and finance. Active in student council, she was president in her senior year. An avid sports enthusiast, she played on both the softball and field hockey teams all four years, and was the boys' team basketball manager all through high school. A member of the National Honor Society, Emily was chosen to attend several leadership programs while in school, notably an Accounting Careers Leadership Institute in New England.

\$250 Scholarship Winners



Alyssa Atkisson, who resides in Egg Harbor Township, graduated from Our Lady of Mercy Academy. This fall, she will enroll at St. Joseph's University to major in international business. Her leadership skills were recognized by her peers as she served on student council and as junior class secretary, and by her attendance at a Leadership America conference. A member of National Honor Society, Alyssa also earned varsity letters playing on her school's tennis team, and has spent many hours tutoring fellow students.



Cherry Hill resident **John Boswell** graduated from Cherry Hill High School West. He will attend American University in Washington, D.C. to study business and communications. An avid soccer player, John captained his school's soccer team in his junior and senior years, and also was picked for the All Conference Soccer first team in 2008. He also captained his wrestling team for two years. He attended Boys State in 2008, and has served as a volunteer in the annual Relay for Life in the past two years.



Tyler Migliaccio, a resident of Blackwood, is a graduate of Triton Regional High School. In the fall, he will enroll at The Richard Stockton College of New Jersey to pursue a degree in nursing. Tyler has always been active in the Boy Scouts and he earned Eagle Scout rank. At Triton, he has been active in both Key Club and Interact service organizations, and has volunteered each year for the Special Olympics. Athletically, he has participated in the school's wrestling and swimming teams and, for all four years, on his school's baseball team.



	South Jersey Federal Credit Union	PNC ¹	TD Bank ¹	The Bank ¹
Rate	5.49% ^{APY}	7.44% ^{APY}	7.03% ^{APY}	6.99% ^{APY}
Loan To Value	Up To 85%	Up To 85%	Up To 80%	Less than 80%
Term	Up to 5 Years \$10,000 minimum No Maximum	\$75,000 Minimum	\$50,000 - \$99,999 + \$90 Origination Fee	No loan amounts. Other restrictions noted.
	No Closing Costs	No Closing Costs	No Closing Costs	Data Not Provided



Fast Approval



Interest May Be Tax Deductible



Take Up To 20 Years To Repay



Easy Payments with Payroll Deduction

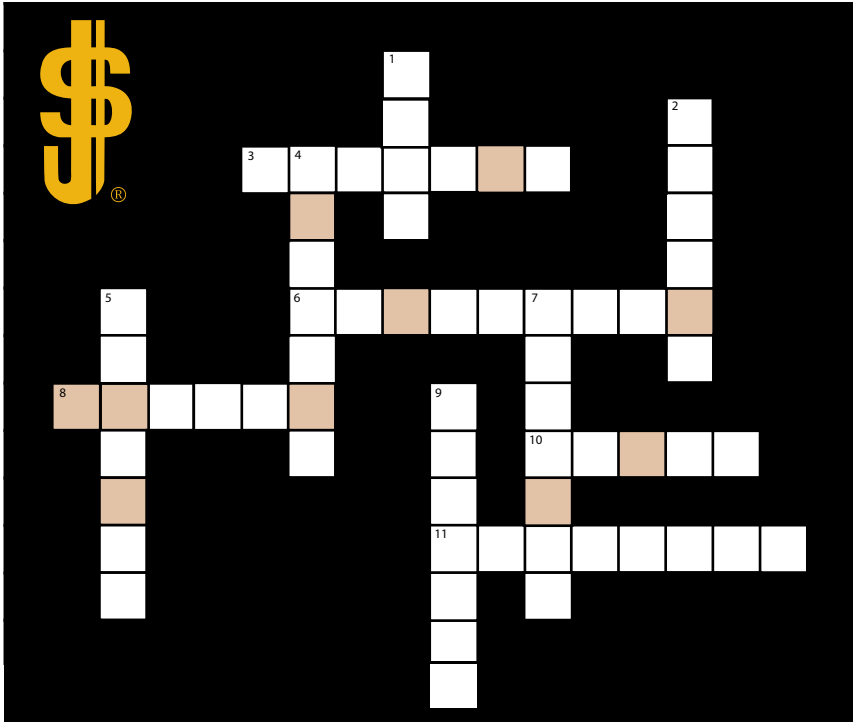
With **NO CLOSING COSTS** and **GREAT TERMS**...now is the time to take care of those repairs, upgrade old appliances, take a well-deserved vacation. Anything's possible, when you take advantage of SJFCU's Extreme Home Equity Loan Makeover!



* The Annual Percentage Rate (APR) is a fixed rate for the term of the loan and is based on credit worthiness. The rate applies to new and refinanced loans in Premier category with a term up to 60 months and automatic payment such as payroll deduction. The APR without automatic payment is one-half percent (0.5%) higher. New and refinanced loans must be \$10,000 or more of new money. This product is a fixed rate, closed-end loan secured by your primary residence and is equal to up to 85% loan-to-value including your 1st mortgage balance, if any. Other rates and terms available to qualified borrowers are based on credit approval. Offer is good through July 31, 2009. Rates, promotion and no-fee offer may be changed or discontinued at any time at the discretion of the credit union. 20 year repayment available with a minimum loan of \$75,000. Consult a tax professional about deductibility. ¹Rates obtained from websites and effective as of 5/14/09.



PUZZLE PAGE



Complete this crossword puzzle by filling in words from the clues provided. When the puzzle is complete, unscramble the highlighted letters to solve the BONUS word.
 Hint: You'll obtain many of the answers by reading the articles in this newsletter. Answers are on page 15.

ACROSS

- 3 Unlike the big credit card _____, SJFCU will not raise rates on its fixed-rate Visa credit card.
- 6 During Deptford renovations, our ATM machine will remain in the _____, open and operational 24/7 for member convenience.
- 8 Two new municipalities have joined the SJFCU family: Laurel Springs in Camden County, and _____ in Gloucester County.
- 10 During the height of vacation season, it's important to let SJFCU know if you'll be out of the area, or out of the country; otherwise, we may _____ your card usage.
- 11 OPEX Corporation, a new employee member group, is in the business of mailroom automation and _____ imaging.

DOWN

- 1 Unaffected by the renovations in the Deptford lobby, the branch's _____ drive-thru lanes will

also remain open and fully operational all during the period of renovation.

- 2 Just like our Voorhees and Moorestown branches, service "pods" will replace the traditional _____ wall in the Deptford lobby.
- 4 Three of our 2009 scholarship winners will attend schools here in New Jersey: Rowan University, Richard Stockton College, and _____ Institute of Technology.
- 5 Of the seven scholarship winners, the one who will travel the farthest to start college this fall will attend _____ State University.
- 7 As we phase in our own check routing number, if you need new checks and can't use up the old checks in time, we will have a _____ program for members.
- 9 Among the expanded areas off the Deptford lobby as a result of renovations will be seven offices for SJFCU's _____ department.

BONUS Clue: The catalyst for the renovations to the Deptford branch is the anticipated opening of the new _____ center.

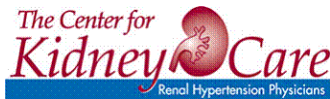


Welcome to the Family

New Employer Groups with SJFCU

Bach Associates, P.C., Haddon Heights

Bach Associates was established 13 years ago and is a registered New Jersey professional corporation authorized to provide engineering, architectural, interior design, environmental and planning services. There are 32 full-time employees at the firm, including professional engineers, environmental scientists, architects, planners, land surveyors, draftsmen and office administrators. The firm is a member of the American Institute of Architects (AIA) and currently provides professional services for projects with construction budgets from \$100,000 to \$85 million.



The Center for Kidney Care, Mt. Laurel

Founded in 1987, The Center for Kidney Care has expanded to encompass three offices. The main office in Mt. Laurel is now complemented by a second office on the campus of Lourdes Medical Center in Willingboro, which opened in 2007. More recently, a third office opened in Columbus. The medical practice has a total of 24 full-time and four part-time employees; the physicians are all board-certified in Nephrology and Internal Medicine. The practice provides high quality, compassionate care to patients with kidney disorders, kidney transplant recipients, dialysis patients and anyone with problematic hypertension.

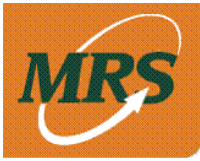
H & S DuBois Farms, Pittsgrove

For 34 years, the family-run H & S DuBois Farms has grown vegetables and other crops on a 4,200-acre farm with an office in Pittsgrove and acreage that spans Salem, Gloucester and Cumberland counties. H & S DuBois has a total of 13 full-time employees including managers, laborers and general staff. The family's sixth and seventh generations now actively work to produce a variety of vegetables, along with wheat, hay and soybean crops.



Laurel Springs Borough

Incorporated in 1913, Laurel Springs Borough has a population of just under 2,000 in an area of only half a square mile in central Camden County. The borough has 12 full-time and 23 part-time employees, who are administrators and certified municipal clerks, as well as public works employees and clerical staff.



MRS Associates, Cherry Hill

MRS Associates is a nationally licensed full-service company in the business of accounts receivable management. The firm was founded 19 years ago, and has 650 full-time and 50 part-time employees, who are customer services representatives and collectors. MRS personnel accomplish the settlement of delinquent accounts quickly and efficiently, in areas including automobiles, commercial accounts, education, financial services, government, retail, technology and telecommunications. The firm also offers back office management and customer relationship management in varied industries.



OPEX Corporation, Moorestown

In the business of high-speed mailroom automation and document imaging, OPEX is a recognized global technology leader in its field. Established nearly 35 years ago, OPEX has more than 260 employees. OPEX's innovations and workflow solutions serve customers in fields including financial services, insurance, health care, government and telecommunications. The company also offers a range of products, such as document scanners and software, mail openers and extractors, mail sorters and payment processing equipment.



Pitman Borough

Beginning as a Methodist summer camp meeting in 1871, Pitman grew into a town that was incorporated in 1905. The present-day borough has a population of 9,300 and employs 48 full-time and 65 part-time people who are clerical and managerial staff, public works laborers and other appointed members of boards and organizations. Pitman Grove, the original camp meeting area, is on the New Jersey and National Registers of Historic Places. The jewel of Pitman's downtown business district is the recently restored Broadway Theater.



Spectrum Hypnotherapy, Sewell

Founded by co-owners Roy and Eunice Audette, both of whom are certified and licensed hypnotherapists, the firm's staff provides hypnotherapy to those seeking relief from anxiety, panic and phobias. They also aid clients in weight loss and quitting smoking, and treat pain relief and insomnia. Spectrum Hypnotherapy is a member of the International Medical and Dental Hypnotherapy Association.



South Jersey Federal Credit Union

We belong to you.™

Deptford Branch (Main Office)

1615 Hurffville Road,
Route 41, PO Box 5530, Deptford, NJ 08096

Lobby:

8:30 am - 5:00 pm, Monday - Wednesday
8:30 am - 7:00 pm, Thursday - Friday
8:30 am - 2:00 pm, Saturday

Drive-Thru:

7:30 am - 6:00 pm, Monday - Wednesday
7:30 am - 7:00 pm, Thursday - Friday
8:30 am - 2:00 pm, Saturday

Call Center:

8:00 am - 7:00 pm, Monday - Friday
8:30 am - 2:00 pm, Saturday

Camden Branch

423 Market Street
Camden, NJ 08101

8:30 am - 5:00 pm, Monday - Friday
9:00 am - noon, Saturday

Moorestown Branch

1201 N Church St
Moorestown, NJ 08057

8:30 am - 5:00 pm, Monday - Thursday
8:30 am - 6:00 pm, Friday
8:30 am - 2:00 pm, Saturday

Pleasantville Branch

15 W Jersey Avenue
Pleasantville, NJ 08232

Lobby:

8:30 am - 5:00 pm, Monday - Wednesday
8:30 am - 7:00 pm, Thursday - Friday
8:30 am - 2:00 pm, Saturday

Drive-Thru:

7:30 am - 6:00 pm, Monday - Wednesday
7:30 am - 7:00 pm, Thursday - Friday
8:30 am - 2:00 pm, Saturday

Vineland Branch

106 West Landis Avenue
Vineland, NJ 08360

8:30 am - 5:00 pm, Monday - Thursday
8:30 am - 6:00 pm, Friday
8:30 am - 1:00 pm, Saturday

Voorhees Branch

Eagle Plaza - 700 Haddonfield-Berlin Road
Voorhees, NJ 08043

8:30 am - 6:00 pm, Monday - Friday
8:30 am - 2:00 pm, Saturday

Woodbridge Branch

Woodbridge Developmental Center
Rahway Avenue, Avenel, NJ 07001

9:30 am - 4:00 pm, Wednesday

Main Contact Numbers

800-582-7640 • 856-232-9000
856-374-9700 (Administration)
856-232-5400 or 877-888-3553 (IVY)

Board of Directors

James C. Puderbach - Chairman
Lucian Janik - Vice Chairman
Gladys Kamihira - Secretary
Jasper J. Garagozzo - Treasurer
John Bettis
Bienvenido Calaf, Jr.
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Senior Vice President/Operations
James K. Hartmann
Vice President of Lending
Sharon Hayes
Vice President of Human Resources
David J. McDevitt
Vice President of Information Technology

Legal Counsel

Andrew B. Altenburg, Jr., Esquire

Second Quarter Dividends

	Rate	APY
Statement Savings		
\$100 - \$1,999	0.40%	0.40%
\$2,000 - \$4,999	0.55%	0.40% - 0.49%
\$5,000 - \$24,999	0.65%	0.49% - 0.62%
\$25,000 and Above	0.80%	0.62% - 0.80%
Teachers Club		
\$100 - \$1,999	0.40%	0.40%
\$2,000 - \$4,999	0.55%	0.40% - 0.49%
\$5,000 and Above	0.65%	0.49% - 0.65%
Savings Sub Share	0.40%	0.40%
Christmas Club	0.40%	0.40%
Vacation Club	0.40%	0.40%
Checking	0.15%	0.15%
Money Market	1.25%	1.26%
Super Money Market	2.00%	2.02%
IRA - Traditional/Roth/Coverdell		
\$0 - \$19,999		1.75% 1.76%
\$20,000 - \$49,999	2.00%	1.76% - 1.91%
\$50,000 and Above		2.50% 1.91% - 2.52%
Share Certificates		
Minimum Deposit of \$10,000		
18 Months	2.47%	2.50%
Minimum Deposit of \$50,000		
1 Year	2.35%	2.38%
2 Year	2.45%	2.48%
3 Year	2.50%	2.53%
4 Year	2.75%	2.78%
5 Year	3.50%	3.56%

Other Certificate terms available. Rates subject to change without notice.

Calendar

July 2009

- 1 – Summer Vacation Club Begins
- 1 – Teacher's Club Matures
- 4 – Independence Day (Offices Closed)

September 2009

- 7 - Labor Day (Offices Closed)

October 2009

- 1 – Christmas Club Begins
- 12 – Columbus Day (Offices Closed)

Puzzle Answers: 3A - Issuers; 6A - Vestibule; 8A - - - - Pitman; 10A - Block; 11A - Document; 1D - Four; 2D - Teller; 4D - Stevens; 5D - Arizona; 7D - Buyback; 9D - Lending; Bonus: Operations.



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