

CU Connection

SoCal A Publication for Members of Credit Union of Southern California
Spring 2018



A Rewarding
CU SoCal Debit Card

INSIDE:

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Credit Union of
Southern California

866.287.6225 | CUSoCal.org

Joint Report of the Chairperson and President/CEO

Empowering People. Amplifying Dreams. A Tradition of Building Better Lives.

Since 1954, Credit Union of Southern California (CU SoCal) has been building on a culture and value system dedicated to caring for Members and enhancing Membership benefits. Remaining steadfast to these foundational underpinnings has helped your financial cooperative grow and prosper. Here's a brief look at what we accomplished together in 2017.

Building Better Lives Through Excellent Financial Health.

CU SoCal continues to be one of the strongest financial institutions in the country. Sound financial policies, careful attention to expense control, effective management of resources, as well as your loyalty and trust, contributed to another year of substantial growth and top financial performance.

In 2017, CU SoCal increased the number of Memberships by 16 percent, the number of checking accounts by 18 percent, and total loans by 37 percent. Your credit union returned nearly \$2.3 million in dividends to Members and ended the year with net earnings of \$12.7 million.

Additionally, your credit union earned a superior 5-star financial rating from BauerFinancial, achieved a return on assets (ROA) of 1.03 percent, and attained a net worth ratio of 12.70 percent, more than five percent above the National Credit Union Administration's (NCUA) normal seven percent requirement to be considered "well capitalized."

Building Better Lives with Exceptional Member Service.

From our front-line staff to senior leaders, CU SoCal is committed to delivering outstanding service. Employees have a deep and genuine desire to serve and an unwavering commitment to do the right thing. It's rooted in our unique culture. It's what makes us CU SoCal.

In 2017, 89 percent of Members surveyed were "very satisfied" with CU SoCal's service. In addition, CU SoCal scored well in a Member loyalty assessment called the Net Promoter Score (NPS). CU SoCal earned a high 77 percent NPS in this nationally recognized measurement projecting the likelihood of Members referring family and friends. This score far exceeded bank and credit union averages of 35 and 60 percent, respectively.

Building Better Lives by Empowering People.

At CU SoCal, our goal is to help you achieve yours. We empower you with valuable, convenient access to a full array of financial



Christopher Stone
Board Chairperson



Dave Gunderson
President/CEO

information and resources. From quick video tips and online classes to in-person workshops and one-on-one

financial coaching, we have the tools, connections, and services you need to get ahead.

In 2017, our credit union unveiled a new responsive website and began offering interactive, online financial videos to help make your navigation through the financial world a bit easier. We also offered 20 live, free evening workshops and 47 lunch and learn events helping to empower more than 1,200 people to make wise financial choices.

Building Better Lives Through World-Class Service and Convenience.

We understand that your busy life demands quick, anytime, secure access to your accounts. In 2017, CU SoCal enhanced its mobile offering allowing Members the ability to quickly and securely apply for a variety of loans within the convenience of their CU SoCal mobile app. We also formed an eServices department charged with finding ways to make our Members' digital experiences easier and more satisfying.

Your credit union also opened a new branch in the Anaheim Promenade, and through a partnership, an additional location in La Habra.

Continuing a Tradition of Building Better Lives.

We will go to great lengths in 2018 to ensure we remain true to CU SoCal's heritage and the values that have driven our success. We will stay focused on our Members and deepen these relationships. We will continue to develop new products and services and will strive to deliver outstanding service with each and every interaction. It's our goal to be the credit union Members rave about—to be an institution that has a head for the numbers AND a heart for those we have the privilege of serving. Thank you for your continued support.

Christopher Stone
Board Chairperson

Dave Gunderson
President/CEO



ASK CU SoCal



Dear CU SoCal, I'm hearing a lot about how my CU SoCal Debit Card will have magical powers. And I like magic—card tricks, disappearing acts, people being sawed in half, and so on. So, tell me about this debit card magic and how I can start using it.

A Magic Touch in Montclair

Dear Magic Touch,

What you're hearing is true! CU SoCal will be offering a new Rewards Checking Account which upgrades Members' debit cards with a few extra powerful (dare we say magical?) features.

The first magical feature that makes it unlike many other debit cards is that it rewards cardholders for making qualified purchases! That's right, reward points

aren't just for credit cards anymore. Whether cardholders use their debit cards at the store, for their utility bills, or online charges, they'll earn CU SoCal Dream Points that can be redeemed for cash, travel, gift cards, events, and merchandise from nationwide retailers.

The second magical feature is a comprehensive identity recovery package and an entitlement to monthly identity monitoring.



Following registration, cardholders' personal information can be monitored for new or suspicious activity, with the no-cost option to extend this monitoring to the three major credit bureaus. Plus, should cardholders (or qualified members of their household family), become victims

of identity theft, they can wave their debit card like a magic wand for instant access to a Personal Privacy Advocate to assist them every step of the way to recovery.

But, perhaps the most magical feature is the low monthly fee. Similar accounts and services start upwards of \$15 per month, but as a valued Member of a financial cooperative, our strength in numbers enables you to own this powerful debit card for only \$5 per month with the CU SoCal Rewards Checking Account.

This new Rewards Checking account will be available to CU SoCal Members starting July 1, 2018, and voila! You can get the debit card with the magic touch. Additional information will be available in the coming months.

—Your friends at CU SoCal



Benefits & Convenient Access

Carol, who is employed at one of CU SoCal's preferred partner businesses in Fullerton, opened a CU SoCal account in 2013. She has enjoyed the many benefits of CU SoCal Membership.

"I got CU SoCal's low-rate credit card which gives me that extra cushion of credit when needed. I also applied for a low-rate personal loan that helped with moving expenses. The

automatic, low monthly payments made it easy to pay off in a short time.

Plus, as a working mother of two, I appreciate the convenience of being able to stop by the branch or the ATM on my lunch or break.

I recommend that all employees inquire with their employer about having CU SoCal as their credit union." —Carol of Mission Viejo

New! Rewards Checking Coming July 1, 2018

- **Reward points for purchases.** Earn CU SoCal Dream Points for Visa® Debit Card qualified purchases redeemable for cash, air travel, gift cards, and merchandise at more than 2,000 retailers. Plus, points will be combined with rewards earned on a CU SoCal Visa Credit Card.
- **Interest earned on account balances.** Earn interest on account balances and gain an even higher interest rate with 10 or more CU SoCal Debit Card purchases per month.
- **Entitlement to three major credit bureaus for identity monitoring services.** Primary account holders' personal information can be continuously monitored to help identify potential identity fraud, with the option to extend this monitoring to the three major credit bureaus. These monitoring services are available to you as part of your CU SoCal Rewards Checking benefits if you choose to register and activate the services.
- **Personal privacy advocate and recovery insurance.** If you're a victim of identity (ID) theft, receive step-by-step assistance through the recovery process and ID theft insurance to reimburse certain out-of-pocket expenses.

Additional information will be available in the coming months.



New! Credit Card Rewards

Coming July 1, 2018

Reward points for purchases.

Earn CU SoCal Dream Points for Visa® Credit Card purchases redeemable for cash, air travel, gift cards, and merchandise at more than 2,000 retailers.

Plus, Dream Points will be combined with qualified rewards earned on a CU SoCal Rewards Checking Visa Debit Card.



Special Rate on New Credit Card Purchases

New CU SoCal Visa Credit Cards issued through May 31, 2018 will receive a special offer of 1.99% APR¹ on purchases.

- 1.99% promotional APR on all qualified purchases made within the first 90 days of opening account.
- Reduced rate will remain on purchases for 12 months from the date of first purchase.
- New Visa Platinum: After 12 months, the reduced rate on all eligible balances will return to a low, non-variable rate of 10.9% APR.
- New Visa Classic: After 12 months, the reduced rate on all eligible balances will return to a low, non-variable rate of 16.5% APR for balances less than or equal to \$2,500, or a non-variable rate of 10.9% APR for balances over \$2,500.

¹APR=Annual Percentage Rate. Promotional rate is not valid on existing CU SoCal Visa Credit Cards. Payments are allocated to posted balances. If account has balances with different APRs, we will allocate the amount of your payment equal to the Minimum Payment Due to the owed monthly interest, fees, and highest balances first. Payment amounts in excess of your Total Minimum Payment Due will be applied to balances with higher APRs before balances with lower APRs.

June Auto Sale

Check out our pre-owned car sale event! Choose from more than 250 quality, pre-owned vehicles at low prices from top manufacturers.



Orange County Fair and Event Center

88 Fair Dr., Costa Mesa

Saturday, June 9—9 a.m.-6 p.m.

Sunday, June 10—10 a.m.-5 p.m.

\$100 CASH REWARD WITH EVERY NEW LINE

It's Sprint's best Credit Union Member Cash Rewards offer ever — another BEBenefit of membership!

Visit LoveMyCreditUnion.org/Sprint to calculate your cash rewards.

Smart-Start Seminars

Join us for complimentary Saturday seminars held quarterly throughout the year. Attend one seminar or more—everyone is welcome!

SATURDAY—APRIL 21

- **Social Security Strategies²** | 10:30-11:15 a.m.
- **Budgeting 101** | 11:30 a.m.-12:15 p.m.
- **Buying a Home** | 12:30-1:30 p.m.

LOCATION:

Fullerton Public Library
353 W. Commonwealth Avenue

REGISTER:

CUSoCal.org/Seminars

Webinars

PSYCHOLOGY OF SPENDING

Tuesday, April 10 | 10:30-11:30 a.m. (PST)

Thursday, April 19 | 5:30-6:30 p.m. (PST)

SOLVING THE MYSTERY OF CREDIT REPORTS

Tuesday, May 8 | 10:30-11:30 a.m. (PST)

Thursday, May 17 | 5:30-6:30 p.m. (PST)

BASICS OF PERSONAL FINANCE

Tuesday, June 5 | 10:30-11:30 a.m. (PST)

Thursday, June 14 | 5:30-6:30 p.m. (PST)

REGISTER:

CUSoCal.org/Webinars

FOR MORE INFORMATION & RESOURCES:

CUSoCal.org/Learn/Financial-Guidance

² Securities offered through LPL Financial, member FINRA/SIPC. Insurance products offered through LPL Financial or its licensed affiliates. Credit Union of Southern California (CU SoCal) and Investment Services located at CU SoCal are not registered broker/dealers and are not affiliated with LPL Financial. The investment products sold through LPL Financial are not insured CU SoCal deposits and are not NCUA insured. These products are not obligations of CU SoCal and are not endorsed, recommended or guaranteed by CU SoCal or any government agency. The value of the investment may fluctuate, the return on the investment is not guaranteed, and loss of principal is possible.



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 Email info@CUSoCal.org
 Find ATMs Text location to 91989

HOLIDAY CLOSURES

Memorial Day Monday, May 28

GROWING TO SERVE YOU BETTER

Members.....107,901
 Loans.....\$792,317,895
 Assets.....\$1,421,181,701

FINANCIAL HIGHLIGHTS as of February 28, 2018

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