

THE CORNER PIECE

A Sperry Credit Union
Quarterly Newsletter



First Quarter 2011

Sperry

Better Rates...Better Service...Better Banking!™

Don't Melt Under Pressure...

Build Your Financial Freedom with Sperry!

A checking account provides a secure way to maintain access to your money, a convenient way to track your monthly expenses, and is a reliable tool to help manage your savings goals.

Sperry's Freedom Checking puts you in control, giving you all the features you want without unnecessary fees.

- FREEDOM from minimum balances
- FREEDOM from monthly fees
- FREEDOM from branches
- FREEDOM from foreign ATM fees
- FREEDOM from paper with eStatements

To find out more about Sperry's Freedom Checking call **(516) 740-7411** or visit **www.sperryfcu.org**.



For another checking option choose **Sperry's Platinum Checking**. Earn dividends when you maintain a minimum balance.

Cure Your Holiday Hangover!

Let Sperry simplify your life and help you save money on your holiday bills. With a low rate of **9.99% APR**, you can combine your outstanding debt with **SPERRY'S HOLIDAY BILL PAYER LOAN** or transfer your high-rate credit card balances to **SPERRY'S PLATINUM MASTERCARD**.®

Holiday Bill Payer Loan

- Borrow up to \$5,000
- Terms up to 60 months
- Rates as low as 9.99% APR*

Platinum MasterCard®

- NO Balance Transfer fee
- Transfer up to \$7,500
- Rates as low as 9.99% APR**

Start the year off right and consolidate your holiday bills today. Apply online with our easy online application at **Sperry's E-Branch**.

* APR=Annual Percentage Rate. Rate effective January 1, 2011 and are subject to change without notice. Rate of 9.99% is the lowest rates offered for the products advertised. Applicants who are not approved at these rates or terms may be offered credit at a higher rate and/or with different terms. Rate above requires the loan to be paid by automatic transfer from your active Sperry checking. An active account must have direct deposit of net payroll or Social Security or three (3) transactions using your Sperry Visa debit card per month. Proceeds from this personal loan may not be used to pay off any existing Sperry Credit Union loan. ***APR=Annual Percentage Rate. Rates effective January 1, 2011 are subject to change without notice.

Campaign ends March 31, 2011.



Chairman's Corner



A New Year brings with it a myriad of meanings: hope for the future, a clean slate, renewed opportunity.

Most people, I believe, view it with the idea of improving their approach to life, shaking off bad habits and forging ahead to a healthier, happier mode of living.

Organizations too can profit from a similar attitude. Experience is a powerful mentor; we learn from our mistakes, and chart a course that we trust will lead to an ever more favorable future.

That is our intention at Sperry Credit Union. We're resolved to double our efforts to improve service at all levels for the members. That will be our guiding light and motivation for 2011.

Do me a favor. Put aside this promise; keep it tucked away somewhere, and bring it with you to the Annual Meeting of 2012. Hold us accountable – we mean to make Sperry Credit Union the very best place for your financial requirements.

John Kumpel
Chairman of the Board

Member Central

Help Improve Member Service at Your Credit Union... AND GET PAID FOR IT!

At Sperry Associates Federal Credit Union, we understand that satisfied members are the key to our success. That's why we've partnered with an independent consulting firm, Support Financial Resources (SFR), to help evaluate and improve our service to you. Your opinion in this process is valuable and we're willing to pay you for your time!

If you have an interest in participating in our Service Shopper Program, please go to www.ServiceExperiences.com/signup/safcu_emailSignup.htm to review the shopper program



information and complete the application. If you have any questions about this program, please call Support Financial Resources directly at (800) 444-5465 (select option #4 for Mystery Shopping).

If you would like to verify the integrity of Sperry Associates Federal Credit Union's involvement in this program, please contact Angela Fulgieri, from Sperry Credit Union, at (516) 873-7171, extension 1027. Friends and family members of Sperry employees are not eligible for the program.

Online Exclusive Deals

Sperry's E-Branch offers a variety of services that reinforce our vision of better banking. Being an active member of our E-Branch allows you to gain access to specials that you can't get when coming into the branch, such as our Online Exclusive Deals!

Sperry's Online Exclusive Deals feature one of our great products with a special discount! Take advantage of this deal by applying online with our quick and easy loan application.



Don't wait any longer! Visit Sperry's E-Branch at www.sperryfcu.org to see what deal is waiting for you!

Be sure to include the promotional code: DOTM in the comments section of the loan application.

Lifestages

Visit Sperry's NEW Auto Center!

Sperry has created your ultimate car buying resource center. When you are in the market to buy a vehicle, this is the place to visit! With the help of our corporate partners, not only can you research the vehicle you are looking for but you can purchase a great vehicle at a discounted price.

Explore all the resources Sperry has to offer.

GrooveCar is a complete automotive resource and buying service. Their goal is to help you find the right vehicle at the right price, saving you time and money. With features such as build and price and compare vehicles, finding the specific car you want is quick and easy.



Sperry's Auto Loan Rates
as low as
3.49% APR!*

Start driving today!

Lease Return Resale Center is a state-of-the-art 50,000 square foot indoor facility offering credit union members "off-lease" vehicles at a great price. Their unique layout makes car buying fun and takes away the pressure traditionally found at a dealer. We invite you to visit the facility, test drive a car and see the difference. All you need is your VIP invitation card. Visit Sperry's Auto Center for details.

Purchasing a green car? Get a .25%APR discount on your auto loan!
(When applying for an auto loan for a green vehicle be sure to place "go green" in the comments section of the loan application.)

Make auto buying a satisfying experience with Sperry's NEW Auto Center.
Visit www.sperryfcu.org.



*APR = Annual Percentage Rate. Rate shown is based on A+ credit score, 24-month term and auto pay. Refinance not available for existing Sperry car loans. Financing must take place at a Sperry Credit Union branch location. Offer may end at any time without notice. May not be combined with another offer. Restrictions apply. Rates effective January 1, 2011.



Don't Take Chances with Your Home Loan...

Sperry Credit Union Can Help!

Finding the right home loan shouldn't feel like a game of chance.

- Thinking about buying a home?
- Considering refinancing or consolidating?
- Confused by all of your home loan options?

Call us today to learn how Sperry's variety of home loan programs can help you to reach your goals. Our experienced team of Home Finance Consultants will be happy to answer your questions and review your home loan options with you!

Apply online or over the telephone with our Home Finance Consultants, just visit: www.sperryfcu.org or call us toll-free at 800-239-5376. Free 24/7 Purchase Mortgage pre-approval is available online.

Member Tips

Listen to Your Instincts – Start Saving for Retirement Now

Listen to your intuition and start setting money aside for your retirement. Sperry Credit Union today offers a variety of IRA options to help you secure the comfortable retirement you want and deserve.

Individual Retirement Accounts (IRAs)

When you invest in an Individual Retirement Account (IRA) with Sperry you get more from your money.

There are two great benefits you receive with an IRA—you may be able to deduct your contributions in whole or in part early, depending on your circumstances, and earnings are generally not taxed until you take a distribution. They also provide a safe way to save for your retirement, while earning competitive market interest rates. This year you contribute \$5,000 annually and \$6,000 if you're over 50.

With a Traditional IRA, all dividends are tax-deferred until they are withdrawn, while Roth IRAs are tax-free including dividends. Consult your personal tax advisor for more information about which IRA is right for you.



The Value of a Checking Account



A checking account allows you easy access to the funds that you will use to pay your bills and make most of your financial transactions. Checking accounts are also known as Demand Deposit Accounts (DDAs) because you can remove your money at any time, either by withdrawal or writing a

check. Members are encouraged to use checking accounts for daily transactions, and savings accounts to accumulate funds.

Your checking account can be accessed in a variety of ways. You can visit a branch and process transactions with a teller. You can check balances, make transfers, or pay bills online and access cash at an ATM. Finally, debit cards allow you to make purchases quick and convenient.

You can have more than one checking account. You can use one account for receiving your paycheck (via direct deposit), as well as for paying all of your monthly, automatic withdrawals and the other as a source for cash (via the ATM) and for non-recurring payments.

What it Means When Your Card is “Compromised.”

When a card is deemed “compromised” it means the account holder may have paid for a purchase with their card at a merchant or store that may have recently experienced a security breach to their database or their data processor’s database containing the card number.

This can occur in many levels. It can range from a vendor forgetting to lock their door when they are closed to a professional hacker in a computer system. The response to the different levels of threat will vary. For example, if it is a lower threat like a vendor forgetting to lock their doors, the card companies are informed and the list of account holder’s information is monitored for a certain period of time to ensure there is no fraudulent activity. If it is known that a system has been hacked, the card company will reissue new cards to customers as a method of protection. If an actual card is stolen, immediate action is taken. The card is blocked and a new card is issued. When one receives their new card, cut up the old compromised card and activate the new card.

Community Corner

Helping our community remains a high priority at Sperry, especially in these difficult times. We thank everyone who has supported worthy causes.

CCMAC Dinner Gala

On Saturday, November 6, 2010, Sperry FCU was honored at the Collette Coyne Melanoma Awareness (CCMAC) Dinner Gala for our continued support of the CCMAC Campaign. Sperry is not only a long-time supporter but an original sponsor of both their Miles for Melanoma fundraiser in Eisenhower Park as well as their fundraising Gala.



The Milleridge Inn was beautifully decorated with sunflowers on every table. The room was filled with over 200 people including the ten Sperry employees seated around the reserved honoree table. Rob O'Hara, Co-Interim President, accepted the award on Sperry's behalf. He gave a touching speech about Sperry's history with the CCMAC Campaign and how the credit union philosophy goes hand in hand with their mission.

Long-time members of Sperry, we are honored that the Coyne Family recognized our efforts in support of their great cause. To find out more about the CCMAC Campaign visit ccmac.org.

Long Island Credit Union Food Drive

Long Island Credit Unions, a cooperative of twelve Island-based credit unions, worked together to support Long Island's leading hunger-fighting organizations, Island Harvest and Long Island Cares. Throughout the month of October, Sperry Credit Union joined twelve other Long Island credit unions to conduct an Island-wide food drive and fundraising campaign.

Men on the Move, a leading moving and storage company located in Floral Park, contributed its services and picked up the boxes of food on November 9th and 10th. Donations of funds were also distributed by the credit unions to Island Harvest and Long Island Cares during November.

Thank you to those who donated food to help feed the hungry on Long Island. To find out more about Island Harvest and Long Island Cares, visit islandharvest.org and licares.org.

Salvation Army Tree

Sperry Credit Union teamed up with the Salvation Army to help children of Nassau County have a joyous holiday season. Angel ornaments were placed on Christmas Trees in both our Garden City and Garden City Park branch. Staff and members were able to select an Angel and purchase the clothes, toys and other items they wanted to for the holidays. Thank you to those who helped to spread holiday cheer.



Lupus Walk

Sperry Credit Union was a platinum sponsor for the 17th Annual Walk-Along for Lupus, Long Island's first and longest running lupus walk. The credit union staff and members collected donations from August to October totaling over \$1,500! Bright and early on October 17, 2010 a team of employees and family members met at Eisenhower Park ready to lace up their sneakers to walk for a cure. We also saw members walking and volunteering at the event! The Walk-Along was a huge success with over \$235,000 raised and still counting!

Thank you to everyone that participated in this effort. To find out more about the Lupus Alliance on Long Island please visit www.lupusliqueens.org.



Services



It stands for "Keep It On Long Island." Sperry members have the power to help strengthen the Long Island economy by shopping at Long Island-owned businesses. Money spent on Long Island stays on Long Island. As a proud Founding Member of KioLi, Sperry encourages you to find a locally-owned business and help "Keep It On Long Island."



BALANCE Your Life!

Need a little help achieving your financial goals? As a Sperry Credit Union member, you have access to the money management professionals at BALANCESM. Call (888) 456-2227 to speak to a counselor about how you can become financially fit or visit Sperry's website and click on BALANCESM under Online Services.



FinanceWorks™ by Quicken®

Your complete financial picture...
all in one place.

Take control of your finances...get started today! FinanceWorks™ is a free service and is available from within Online Banking. If you're a current user of PC-24 just login and click on one of the FinanceWorks™ links to get started.

Here are few of the features:

- Connect to over 7,000 financial institutions and creditors
- Ensure your bills are paid on time
- Manage your cash flow
- Simple small business accounting

Not using PC-24 Online Banking?

Simply login with your member number and password to begin using FinanceWorks™

Even when our branches are closed you can access your account at Sperry's E-Branch. Visit www.sperryfcu.org to log in.

Need Cash? Use your Sperry Visa® Check Card at over 28,000 ATMs nationwide including participating 7-Eleven® Stores and all King Kullen Supermarkets.
Don't have a Sperry Visa® Check Card? Send an e-mail to support@sperryfcu.com to order yours today!

To program Surcharge-Free ATMs into your GPS visit our Branch Locations web page under the Information Desk tab.

HOLIDAY CLOSINGS

Martin Luther King, Jr. Day
Monday, January 17

Presidents' Day
Monday, February 21



Better Rates...Better Service...Better Banking!™

MAIN OFFICE

2400 Jericho Turnpike
Garden City Park, NY 11040 - 4711
Telephone: (516) 873-7171

SELECT OPTIONS:

Tel-24	Option 2
Loans	Option 3
Member Services	Option 4
Business Services	Option 5
Branch Hours & Locations	Option 6
Fax: (516) 873-7628	

Branch Hours:

Monday	8:30am – 4:30pm
Tuesday	8:30am – 4:30pm
Wednesday	8:30am – 4:30pm
Thursday	8:30am – 4:30pm
Friday	8:30am – 6:30pm
Saturday	9:00am – 1:00pm

Drive-Thru Window Hours:

Monday-Thursday	8:30am – 4:30pm
Friday	8:30am – 6:30pm

GARDEN CITY BRANCH

830 Stewart Avenue • Garden City • NY 11599

Branch Hours:

Monday - Friday	8:30am – 1:00pm	2:00pm – 4:30pm
Wednesday	10:30am – 1:00pm	2:00pm – 4:30pm

- Use our E-Branch to bank online 24/7
- Use our automated telephone system (Tel-24) 24/7. Call (516) 873-7171 option 2
- Locate your nearest Shared Branch or Surcharge-free ATM. To find one nearest you visit our E-Branch at www.sperryfcu.org and click on the Branches & ATM link. There are more than 60 credit union shared branches located across Long Island; and 5 shared branches are within a 5-mile radius of Farmingdale (Farmingdale, Massapequa, Bethpage, Amityville and Plainview).

E-Branch: www.sperryfcu.org

Hours: 24/7

Call Center and Live Help:

Available during business hours

Tel-24 Touch Tone Service

(516) 873-7171, Option 2

(800) 676-5512, Option 2

MasterCard® Customer Assistance

(800) 237-6211 • www.ezcardinfo.com

First Mortgage (800) 239-5376

Our Routing Number 221475773

Sperry Associates Federal Credit Union Notice of Fee Changes

The following fee adjustments took effect November 10, 2010:

Loan Payment by phone: \$20.00



Your savings are federally insured to at least \$250,000 and backed by the full faith of the United States Government. The National Credit Union Administration (NCUA) is a U. S. Government Agency.