

# Owners Count

Fourth Quarter 2008

**“It Belongs to Me.”**

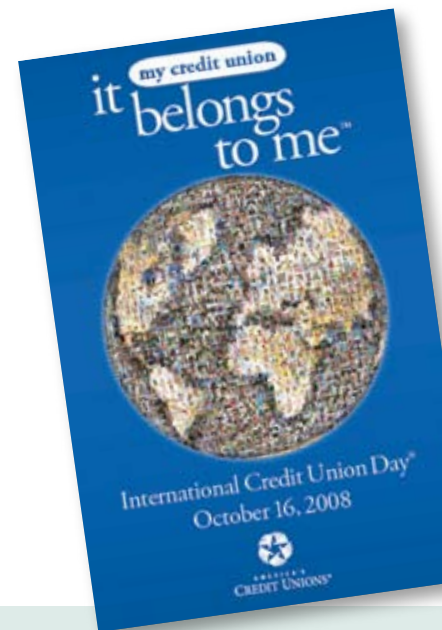
## **Celebrate International Credit Union Day!**

**October 16, 2008 • Refreshments and Market Days at all branches**

Of course you know by now who owns Hawaii Community Federal Credit Union—you do! Which is just one of the many things that make credit unions unique and one of the membership benefits we’ll recognize when we celebrate International Credit Union Day.

As a reminder, credit unions are not-for-profit, democratically controlled, volunteer-run, member-owned cooperatives. They exist to serve their members. Unlike most other financial institutions, credit unions do not issue stock or pay dividends to outside stockholders. Instead, earnings are returned to members in the form of lower loan rates, higher interest on deposits and lower fees.

The International Credit Union Day theme — “It Belongs to Me” — celebrates the economic democracy and equal ownership rights of each credit union member, regardless of how much money that member may have in savings. Please join us on October 16 as we honor our most valuable asset — You!



## **SCU 101: Gearing up for a new academic year.**

On Saturday, July 26, we held the annual Student Credit Union Conference at our Kaloko facility. All board members and tellers from our three student credit unions at Konawaena, Kealahou, and Kohala High Schools were invited to attend. The conference is a time for all three schools to meet and discuss goals for the upcoming school year, including community service and school activities. This is the first year that parents were invited to attend, all reporting they had a great time and really appreciated the opportunities the SCUs offer.

Along with offering work experience, leadership skills, and cash-handling experience, SCUs support and encourage young adults on their quest toward financial literacy. The organizations are run and maintained by the students under the supervision of a teacher advisor and HCFU. If you have any questions or would like to learn more about our student credit union program, please contact Youth Services Coordinator Kenneth Shaw at 930-7700 or by email at [kshaw@hicommfcu.com](mailto:kshaw@hicommfcu.com)

## **Safe and sound: What it means to be “NCUA insured.”**

It means your savings in every federally insured credit union are backed by the National Credit Union Share Insurance Fund (NCUSIF), a fund maintained by the U.S. Treasury. The NCUSIF is administered by the National Credit Union Administration, an agency of the federal government, which insures your savings up to at least \$100,000. Federal insurance protects your money at your credit union in share savings, share draft/checking, Money Manager, Premium Saver, Share Certificate, trust fund and retirement accounts.

And funds in a federally insured credit union can be insured to a level much higher than \$100,000, depending on how you establish your accounts. It’s important to understand that, depending on the type and ownership of accounts, you can have more than \$1 million in share insurance coverage.



For more information ask staff at any branch, or visit [www.ncua.gov](http://www.ncua.gov).

## Ask the expert:

### By Moani Nishida Compliance Officer

**Q. I heard recently that credit unions will be required to be more diligent about asking members for identification. What's this about?**

**A.** This is correct. New federal guidelines now require that all financial institutions, including credit unions, must develop policies and procedures meant to fight identity theft and have them in place by November 2008. They are also required to identify certain practices and activities which are referred to as "red flags."

What this means for our member/owners is that in order to protect your identity from thieves, we must take drastic steps to protect you from becoming victimized by identity theft in all ways that it may occur. This may prove to be inconvenient as members may be asked to:

- Provide proof of identification during in-branch transactions even if you know that we know you;
- Provide verbal proof of identification during phone-in transactions;
- Create passwords in person for certain activities and
- Take much more responsibility for reviewing your own statements and report all unusual or suspicious activity.

We know that taking these steps may seem unreasonable, but we ask that you don't take it personally. The overall objective is to ensure that our members are informed and protected against the ongoing problem of identity theft.

*If you have questions about this regulation and the steps we must take to comply with it, please contact Moani Nishida or any staff member at 930-7700.*

## Protecting our member/owners from fraud.

Recently a member was phoned by our security service on a Sunday afternoon and informed that her InstaCheck debit card number was being swiped at a number of Florida gas stations, which was "flagged" as being strange or unusual. The member was asked if these charges were authorized. When she said no, the representative at Falcon Alert, our security vendor, told her he would block the card immediately and to watch her account for fraudulent postings. These did, in fact, show up later in the week and were handled by credit union staff. The member was appreciative of the call. The moral of the story is this: At the credit union, we go out of our way to protect our members from fraudulent activity, which is flagged if suspicious. On the other hand, if you know you'll be traveling out of town and will be using your card in unusual ways (especially internationally), please call and let us know so that this activity can be noted in your account.

## Take it to the top: Mike Asam

If you have an issue, concern, comment or suggestion, take it right to the top. Our president/CEO Michael Asam has made his direct line available to all our member/owners. Call 930-7600 to get in touch with Mike directly. He welcomes your call.



## Free night in Vegas!

### "Cheque in" and win with HCFCU/American Express.

We know how much our member/owners love Vegas. And now, even before you get there, we are happy to announce you're already in luck. That's because you can take advantage of our special offer and get a free hotel night in Vegas! Here's how it works. Between August 1 and October 31, 2008, simply purchase a minimum of \$1,000 in travelers cheques at the credit union, and you'll be eligible for one free night in Las Vegas. Choose from Golden Nugget, MGM Grand, Luxor or Mandalay Bay. All you do is register online at [www.tcvegasnight.com](http://www.tcvegasnight.com) within 30 days of purchase, which will give you a reservations number to call as well as a booking code. You have a full year to use your free night!

There are a few restrictions of course. There is a limit of one free night per person. The free night promotion has a maximum value of \$150.00 excluding taxes. Holiday blackout dates apply, 21-day advance booking required. Must be at least 21 years of age to participate. Additional booking conditions apply. For more information, phone or visit any branch. It's time to roll high, win big and enjoy your free night in Las Vegas with your credit union and American Express travelers cheques!

## Relay for Life: HCFCU teams raise thousands in all-nighters to fight cancer.

By participating in the American Cancer Society Relay For Life event, our teams honored cancer survivors, paid tribute to the lives lost to the disease, and raised money to help fight it. Team Faith finished as a silver team, raising \$2,705.50, and was comprised of 15 members, placing fourth overall for number of laps completed.

Team Laulima, also a silver team, had 15 members and collected \$2,935.00 in donations. Both teams showed great spirit, coming together with the help of our members and our community. Congratulations and mahalo to all who participated and supported this year's Relay for Life.



## Investment corner: What are my IRA options?

By Steve Fassbender CFP, CFS, CLU

When it comes to IRA assets, whether contributions, IRA rollover, or a direct transfer of an employer's retirement plan, the options are many indeed.

In the early 1970s the government and IRS realized that workers could not retire on social security alone, as social security was always meant to be a supplement to retirement income, rather than serve as a main source of retirement income. Accordingly, IRA and other qualified plans and accounts were developed, with various tax incentives to save, as well as tax penalties if withdrawn prematurely.

The IRA is an umbrella of tax advantages that encourages people to deposit into an account to build their retirement nest egg. Underneath that umbrella, the dollars can be deposited or invested into just about any vehicle that is available to the investing public. Deposits can be made to savings accounts and certificate instruments at the Credit Union, or invested in stocks, bonds, mutual funds, annuities, unit investment trusts, ETFs, real estate investment transactions, and the list goes on and on.


For more information about IRAs:

please contact Steven R Fassbender CFP CFS CLU, at 930-7773, at [steven.fassbender@lpl.com](mailto:steven.fassbender@lpl.com), or visit his page on our Web site at <https://www.hicommfcu.com/services/investment2.html>.

Not NCUA insured  
No Credit Union Guarantee  
May Lose Value

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## Notary 911: Going the extra mile for our Hawaii Army National Guard.



Robyn Naihe, HCFCU support services specialist/notary public and Nellie Medeiros, marketing officer, recently rushed to the assistance of a member/owner who needed immediate notary service that literally couldn't wait. The member's son and two dozen other soldier/members of Hawaii Army National Guard DET-1, Co. D, FSC, 29BSB were being deployed to Kuwait to serve a second tour in the Persian Gulf area and arrangements to have mandatory documents notarized before their deployment had somehow been overlooked. The notarizations needed to be completed before the end of the day. Not knowing where else to turn, the member called Nellie, asking if there was anything the credit union could do. Two phone calls, three staff people, and four hours later, (including one hour stuck in infamous Kona traffic), Nellie and Robyn arrived at the Hawaii Army National Guard Armory, some 16 miles south of the Kaloko Branch, completing all the required notaries.

Although the member was willing to pay the notary fees involved, the credit union waived fees for members and non-members due to the special circumstance. "The member was so thankful and couldn't imagine how we were able to provide on-site notary service on such short notice," remarks Nellie. "I think it's just another example of how we make the credit union difference count."

## Text-message locator:

### Find surcharge-free, CO-OP ATMs instantly.

Now you can access our vast, nationwide network of 25,000 surcharge-free ATMs with your own mobile phone or handheld device. It couldn't be quicker or more convenient to avoid fees by finding the nearest ATM supported by our CO-OP network.

### Mobile Phone: Text your location to 692667

(MYCOOP) Include city, state, zip code or intersection to 692667 (MYCOOP). Within a minute, the service will send you a reply with the nearest CO-OP Network, surcharge-free ATM. (Need additional locations? Text "more" and the service will send the next nearest ATM locations.)

Online: Visit [www.co-opnetwork.org](http://www.co-opnetwork.org)

Toll-Free: Call 1-888-SITE-COOP

GPS: Download ATM locations to your navigation device

Please note: MYCOOP is a surcharge-free service but standard text messaging rates apply. Using 692667 (MYCOOP) will not generate unsolicited messages.



Left: Todd Hashimoto, Samantha Fujimori, Edwina Ito, and Christine Gomes prepare luminaries for the Lighting Ceremony. Center: Team Faith and Team Laulima along with family, friends and members support the American Cancer Society Right: Ownership counts at HCFCU.

### Kailua-Kona Branch

75-159 Hualalai Road, Kailua-Kona, HI 96740

### Kaloko Branch

73-5611 Olowalu Street, Kailua-Kona, HI 96740

### Kealahou Branch

81-6631 Mamalahoa Hwy, Kealahou, HI 96750

### Kohala Branch

P.O. Box 39, 54-396 Union Mill Rd., Kapaa, HI 96755

### Honoka`a Branch

45-690 Pakalana St., Suite A, Honoka`a, HI 96727

### Hawaii Island

Phone: 930.7700

CALL24 Telephone Teller: 329.9440

TTY: 329.8192

### Off-Island Toll-Free

Phone: 1.800.514.2328

CALL24 Telephone Teller: 1.800.303.9440

### Lost/Stolen Visa

808.930.7700

After hours: 800.991.4965

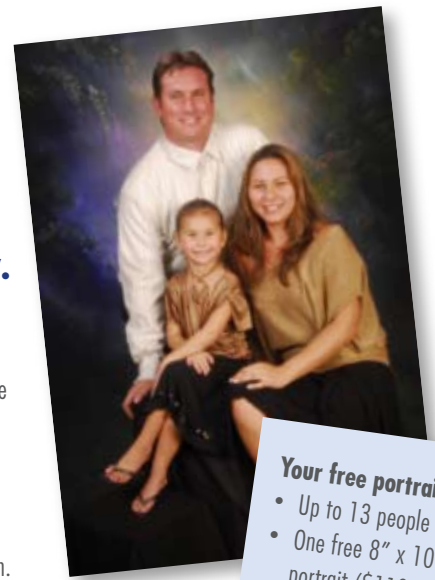
[www.hicommfcu.com](http://www.hicommfcu.com)

## Lifetime of memories: Book your free family photo by Cox Photography.

The holidays are a great time to get the family together for a Cox Photography portrait you can cherish forever. And best of all for our member/owners, it's free. Choose from the dates below, which correspond to the branch where you will pick up your photos. (For example, if you schedule your photos to be taken on November 16, you will pick up your photos from Kohala Branch.) In Kohala, the photos will be taken at the Kohala Branch. In Kona, photos will be taken at the Royal Kona Resort. In Honoka`a, photos will be taken at Tex Drive-In.

Date	Photo Pick-Up Location
November 7, 8, 9	Kailua Branch
November 15-16	Kohala Branch
November 21, 22, 23	Kaloko Branch
November 29-30	Kealahou Branch
December 6-7	Kohala Branch
December 12, 13, 14	Kailua Branch
January 3-4	Kohala Branch
January 10-11	Kohala Branch
January 17-18	Kaloko Branch
January 24-25	Honoka`a Branch

**Call 930-7700 to schedule your photo today.  
And don't forget to smile!**



### Your free portrait sitting

- Up to 13 people
- One free 8" x 10" custom wall portrait (\$110 value)
- 40% discount on portrait packages
- Please no pets
- State-of-the-art lighting
- Several poses to choose from
- Multiple backgrounds available

## New board member: Meet Tom Whittemore

We're extending a warm e komo mai to Tom Whittemore, our newest board member. With almost 30 years at First Hawaiian Bank, Tom brings a wealth of commercial financial knowledge and experience to our board. Tom was also a trustee for the Parker Ranch Foundation trust, and has served his community in civic roles including the Hawaii County Police Commission, Habitat for Humanity-West Hawaii and the Hawaii Island United Way. Please join us in welcoming Tom to the Hawaii Community Federal Credit Union family.



### Did you know?

Built in 2006, our Kaloko flagship branch and administrative office building includes a state-of-the-art water treatment system especially designed to protect the delicate ecosystems of the historic Honokohau fishponds directly makai of the branch.

## Calendar of Events

**Saturday, October 11**

**Ford Ironman  
World Championship**  
Kailua Branch—Closed  
Kaloko Branch—Open

**Monday, October 13**

**Columbus Day**  
Offices Closed

**Thursday, October 16**

**International Credit Union Day**  
Refreshments and Market Day at  
Kailua, Kaloko, Kealahou branches

**Friday, October 17**

**International Credit Union Day**  
Refreshments and Market Day  
at Kohala and Honoka`a branches

**Tuesday, November 11**

**Veterans' Day**  
Offices Closed

**Saturday, November 15**

**Kona Coffee Cultural  
Festival Grand Parade**

**Thursday, November 27**

**Thanksgiving Day**  
Offices Closed

**Thursday, December 25**

**Christmas Day**  
Offices Closed

