

LATITUDES

SECOND QUARTER 2017



UNLOCK YOUR HOME'S EQUITY THIS SPRING

Your home may be your most valuable asset, and cashing in on the value of your home is a great way to secure funds for a variety of things. A home equity loan from HRCU can help you finance any number of items on your wish list from home improvement projects to tuition costs, a dream vacation, a new car, or any large purchase. Home equity loans are also an ideal way to pay down high interest debt, with home equity rates typically lower than credit card rates. You can decrease your monthly payments by consolidating your debt and saving money on the interest you pay. In addition, there may be several tax advantages to your home equity loan. Talk to an HRCU loan representative today!

Rates are Rising, Act Now!

EXTENDED HOURS COMING SOON

You asked for it, and we listened! Normal credit union business hours will extend to 5:00pm daily, Monday through Thursday effective May 1, 2017. We continually make improvements to meet the evolving needs of our membership, and believe this change will benefit everyone.

JOHN'S PERSPECTIVE

I would like to take this opportunity to thank all the members of HRCU for your support and another successful year. The credit union's purpose would be greatly reduced without it. HRCU continues to grow and expand, ending 2016 with more assets and members than ever before. Thank you.

As you may know, the mission of HRCU is to provide members with high quality, low cost financial products and services. HRCU works constantly to implement and upgrade new products and services to benefit our members.

However, one basic account product often overlooked that changes very little is the regular share savings account. Every member has one, serving as your primary savings and the basis for all other accounts.

Don't be fooled by this underappreciated account. A savings account supports all other savings and investments, and is the most powerful account an individual can have. Whether you are investing in certificates, bonds, money funds, mutual funds, or even stocks; you first need a savings account. It's the foundation for all other savings and investment decisions.

When you need extra funds, have unplanned expenses, or are building a safeguard against hard financial times; a well-funded savings account can be a life saver.

Every financially successful person has a well-funded savings account, which is the key to financial success and worry-free living.

How does one get that way? By regular and routine, self-disciplined savings. Even saving only two or three percent initially can add up over time. More importantly, it puts you on the path to better financial habits.

At HRCU, saving is easy with more options for making deposits and higher yielding savings returns than you will find almost anywhere else. Helping you save is what we do best, and it makes life a lot easier when the unexpected happens. So please do not neglect the underappreciated savings account, and save regularly, you will be glad you did!

In Credit Union Service;
John H. Murga, CEO

LET US HELP TAKE THE STRESS OUT OF PAYING FOR COLLEGE

Education and service are core values of HRCU. In fact, HRCU was originally founded by a group of educators to meet their unique financial needs. HRCU would like to continue that tradition by educating students and their families on the various ways to pay for college. Did you know that HRCU offers a low rate student lending program? Attend our seminar to learn about the many forms of student financial aid, including HRCU's Student Choice Line of Credit. This seminar 15059 will include informational advice on the application process for scholarships and grants, as well as federal and private student loans. Let our experts show you how to prepare and pay for college.

Join us for a **FREE, no obligation seminar** at HRCU's Pottsville location in the Albert T. Freeman Community Room, April 26, 2017 at 6:00pm. Please call to reserve your seat today at 570.622.3399 before Friday, April 14, 2017.



MONEY DOES GROW ON TREES AT HRCU!



Why not get something extra with your next auto loan or HELOC? Simply apply and, once approved for a qualifying loan, you can select a prize envelope from our Money Tree in the lobby.* Each mystery envelope contains a prize valued between \$25 and \$500 in cash or a gift card.

NEW AUTO LOANS

2.99% APR**

ALL TERM OPTIONS UP TO 90 MONTHS.

USED AUTO LOANS

3.79% APR**



HOME EQUITY LINE OF CREDIT

Rate as low as

2.49% APR***

Introductory rate for the first 12 months.



APPLY TODAY! LIMITED TIME OFFER.

See Official Rules at www.hdriver.org.

*Qualifying loans for the HRCU Money Tree mystery envelope loan promotion include new or used auto loans and home equity lines of credit. Minimum funded loan amount to qualify is \$10,000. Certain restrictions may apply. See Official Rules at www.hdriver.org.

**APR - Annual Percentage Rate. Rates and terms are subject to change without approval or notice. HRCU will finance up to the Manufacturer's Suggested Retail Price (MSRP) plus tax and tags for a new vehicle. HRCU will finance up to 125% of the value of the vehicle for a used or refinanced vehicle based on NADA. Kelly Blue Book or other authorized guide when determining used vehicle values. Minimum loan amount is \$5,000. The interest rate applied may be up to 2.5% higher based on the applicants credit score, debt ratio or vehicle value. HRCU makes all final determinations regarding the vehicle value and applied interest rate. Certain restrictions may apply. Call your HRCU loan representative today for details and rates.

***Rates and terms are current as of 4/1/17 and are subject to change without prior notice. For HELOC, the APR expressed above is a VARIABLE interest rate and applies to an 80% LTV Equity Line Loan. The applied interest rate will equal the major bank Prime Rate plus 0.50% as published in the Wall Street Journal on either January 15th or July 15th of the last calendar period. The interest rate applied cannot increase or decrease more than 2.50% at each potential adjustment. The minimum APR is 4.00%. The maximum rate can never exceed 18%. A five year advance period applies with up to a fifteen-year repayment term. Interest rate discount or promotional rate is available for new Home Equity Lines of Credit applications and is the effective interest rate for one year from the date of loan origination. Loan will revert to market interest rate in effect with the expiration of the promotion or discount. No other discounts apply.

MEET THE STAFF

Mike Walser is a graduate of Lehigh Carbon Community College and has an Associate Degree in Accounting. He has resided in the Tamaqua area for the past 32 years. Mike began his credit union career at APCI Federal Credit Union (Air Products & Chemicals, Inc.) in April 1986. This is where his passion for the credit union movement and belief in the philosophy of serving members first began. As the new VP of Operations at HRCU, Mike brings with him more than 30 years of experience in the credit union industry as well as invaluable insight into the daily operations of a credit union.



Married to his wife (Michelle) for more than 32 years, Mike enjoys spending time with his family. He currently has three children (Michael, Thomas, and Laura) and three grandchildren (Luke, Elizabeth, and Liam), with two more grandchildren on the way. In his spare time, Mike enjoys hunting with his dad (Gus) and his son (Thomas).

You may know Mike from his 18 years as CEO of CACL Federal Credit Union. Feel free to stop in, ask for Mike, and say hello!

FRESH NEW LOOK

HRCU's newsletter underwent major enhancements and improvements in appearance, structuring, and content to appeal more to our diverse membership. We invite you to let us know what you think about these changes by completing and submitting our member survey on the last page.

Why Latitudes? The reasoning is two-fold. Defined as a place or region at a particular location, we want members to know HRCU is easy to find and always here for you! In addition, the newsletter is meant to share our direction and what's coming up ahead.

Fun Fact: Did you know that Schuylkill is a Dutch word meaning "Hidden"? That's how the basis for our name originated.

FEELING LUCKY?

You just might be!

Hidden in this newsletter are three account numbers. If you find your account number printed in the correct order in this issue you're the winner of \$20.00. Just call us during our regular business hours and we'll deposit your \$20.00 prize to your regular share account. GOOD LUCK!



ANNUAL MEETING & ELECTION

HRCU's 64th Annual Meeting and Election will be held at 9:00am on April 20, 2017 in the Albert T. Freeman Community Room at our Pottsville branch.

In accordance with the Credit Union's bylaws, the President of the Board shall appoint a nominating committee at least 30 days prior to the Annual Meeting. It shall be the duty of the nominating committee at the Annual Meeting to nominate one or more members for each vacancy for which elections are being held. After the nominations of the committee have been placed before the members, the presiding officer shall call for nominations from the floor.

The election shall be conducted by ballot, except where there is only one nominee for the office. All elections shall be by plurality vote. The nominating committee was appointed at the December 2016 Board Meeting. In 2017, two board positions will be available. Charles Lantz and Robert Connelly are currently members of the Board of Directors and are running for re-election.

The Annual Meeting is a credit union tradition — one you likely won't experience at a stock-held financial institution. Other financial institutions restrict attendance at their annual meetings to their executives, board members and stockholders. But because your credit union is a 2456 financial cooperative, attending the annual meeting is one of your rights as a member-owner. It's one of the many benefits of belonging to the credit union — we hope to see you there.



\$100 CASH REWARD WITH EVERY NEW LINE

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

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



YOU COULD BE THE NEXT HRCU SCHOLARSHIP RECIPIENT

The Virgil C. Scott Honorary Scholarship for Volunteer Community Service is named after Virgil Scott ("Scotty" to his friends), an educator and former member of the credit union's board. Scotty was someone who honored and represented the very idea of community service as well as the credit union movements' philosophy of "people helping people". The primary basis for awarding the scholarship is demonstrating enthusiasm for volunteer community service in which the credit union's philosophy of "people helping people" is recognized.

In 2017, HRCU will award two \$750 scholarships for community service to one male and one female eligible applicant. Awards will be payable to the recipient. Please see the eligibility requirements and application procedures at www.hdriver.org. Completed applications must be postmarked prior to the May 15th deadline.



LOCATIONS & HOURS

Pottsville

60 Westwood Road
Pottsville, PA 17901
Phone: 570.622.3399
Fax: 570.622.5801

Orwigsburg

629 W. Market Street
Orwigsburg, PA 17961
Phone: 570.366.8800
Fax: 570.366.0780

Hours of Operation

Monday Thursday 7:30AM-4:30 PM
Friday 7:30AM-6:00PM
Saturday 9:00AM-1:00PM
(Drive Thru ONLY)

BOARD OF DIRECTORS

Charles Lantz, President
George Zwiebel, Vice President
Robert Stablum, Treasurer
Linda Bollinger, Secretary
Robert Connelly, Director
Richard Ketz, Director
Mary Ellen Setlock, Director

HOLIDAY CLOSINGS

Good Friday

Friday, April 14 – Closing at 1pm

Memorial Day

Monday, May 29 – Closed



MEMBER SURVEY

Name: _____ City: _____

How long have you been a member?

In an effort to better serve you, our valued members, please provide us with your questions, comments or concerns:

Return this survey to any HRCU branch location or mail to:

Hidden River Credit Union, Attn: Marketing Department, 60 Westwood Road,
Pottsville, PA, 17901-1834. By completing and returning this survey, you authorize HRCU
to publish your comments in our newsletter, on our website, or on social media.