

# LATITUDES

SECOND QUARTER 2019



## HOME SWEET HOMETOWN

HRCU is excited to announce a date has been set for the opening of our fourth branch, in Hometown – Wednesday, May 8. Grand Opening celebrations will be held Friday, May 10, including raffles as well as member incentives. Join us as we celebrate becoming a part of the Hometown community. Mark your calendar raffle – prizes include a 58" Samsung 4K Sma Google Home, a Keurig, and More!

**Refer your friends and family to become members, and earn \$10 for each referral!\***

\*When a new member opens both savings and checking accounts and keeps them in good standing for 90 days, each will receive \$10 deposited into their account as well as a coupon for 25 basis points off their next new loan. It's a win-win!



FOUNDED BY A SMALL GROUP OF EDUCATORS IN 1953, TO BETTER SERVE THE FINANCIAL NEEDS OF THEIR PEERS AND COMMUNITY.

# YEAR IN REVIEW

Dear HRCU Member,

2018 was another successful year for Hidden River Credit Union, and we appreciate you being the reason for that success. Together, we achieved a number of important goals and continued to satisfy the financial dreams of members no matter what their stage of life.

## Thanks to you, in 2018, HRCU:

- Reached \$150 million in total assets for the first time, remaining the largest and fastest growing credit union in the area and one of the top 50 in the state.
- Continued to add new members - now serving over 16,000 members across Schuylkill county.
- Helped make over \$5.6 million dollars in new loans, so members could buy their first car, first home, get married, or pursue their educational dreams.
- Added a third, full-service branch in Frackville.
- Returned to Knoebels on Member Appreciation Day for a day of fun, food, and prizes.
- Continued to offer some of the best savings rates and lowest loan rates in the area.
- Awarded scholarships to high school students, provided educational support and programs to local schools, and granted over \$450,000 in higher education loans.
- Committed tens of thousands of dollars to more than 100 local community efforts and charitable organizations in the county.

I am humbled by the notion that together we have made it possible for a brighter future and continue to make a difference right here in Schuylkill county. So much has to do with the hard work, integrity, and dedication of our employees, and the selflessness and voluntary efforts of our Board of Directors. But most notably, it is our members who recognize the value of choosing and supporting a local, ethical, and conservatively managed financial institution that has their best interests and community at heart.

As we continue to grow, our commitment to you will also grow. Yet our purpose will remain to provide the high quality, low cost financial products and services that make managing your financial life easier. We are steadfast in our support of helping you and your family achieve your financial goals and dreams. Rest assured, every decision made by the Board of Directors, management, and staff will be with your best interests in mind. Serving members and our community will always be our guiding principle and the reason we love what we do. Together, we can make the impossible, possible.

In Credit Union Service,

John H. Murga  
Chief Executive Officer



## SOAR INTO SAVINGS

It's finally Spring and warmer weather is on the horizon! There's no better time to get that new car you've been eyeing, or make updates to your home. Either way, HRCU is here to help! With our Auto and Home Equity Loans, you can finally make your dreams a reality. Soar into Savings by treating yourself to some of the lowest rates around!

Starting April 1, every auto and home equity loan opened will be entered for a chance **to win a \$250 Visa Gift Card<sup>1</sup>** – which could help fund your next big trip!

**Apply online or stop in to speak with  
our lending team TODAY!**

**AUTO  
LOAN**

**HOME  
EQUITY**

**AS LOW AS**

**2.49%<sub>APR<sup>2</sup></sub> 2.79%<sub>APR<sup>3</sup></sub>**

<sup>1</sup> Qualifying loans for the Soar into Savings promotion include new and used auto loans, home equity loans, and home equity lines of credit funded on or after April 1. Two eligible members who received auto loans and two eligible members who received home equity or HELOCs will be randomly selected to win a \$250 VISA gift card. Certain restrictions may apply. See Official Rules at [www.hdriver.org/notices](http://www.hdriver.org/notices).

<sup>2</sup> 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 applicant's credit score, debt ratio, or vehicle value. HRCU makes all final determinations regarding the vehicle value and applied interest rate. See the LOANLINER Credit and Security Agreements available from the credit union.

<sup>3</sup> APR = Annual Percentage Rate. Introductory rate for the first 12 months. Rates and terms are current as of 4/1/19 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.

[www.hdriver.org](http://www.hdriver.org)

# PLAN AHEAD FOR COLLEGE EXPENSES

The cost of tuition continues to rise, forcing many students and families to resort to higher-cost private student lending loans to fill funding gaps. As a member owned lender, HRCU has a unique ability to help members and families by offering our Student Choice private lending solution. Our loans offer flexible re-payment terms, a lower interest rate, and deferment of interest and principal while in school. With these features and more, it pays to choose HRCU for your student loan needs! Learn more at [www.hdriver.org/student-loans](http://www.hdriver.org/student-loans).

**JOIN US – For a FREE, no obligation seminar at HRCU's Albert T. Freeman Community Room in Pottsville on April 24, 2019 at 6:00pm. Attend our seminar to get expert advice on the application process for scholarships and grants, FAFSA, as well as federal and private student loans.**

**Please call 570.622.3399 to reserve your seat before Friday, April 12, 2019.**



# ATTEND YOUR ANNUAL MEETING & ELECTION

HRCU's 66th Annual Meeting and Election will be held at 9am on Tuesday, April 23 in the Albert T. Freeman Community Room at our Pottsville office.

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 15429 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 2018 Board Meeting. In 2019, two board positions will be available. George Zwiebel and Mary Ellen Setlock are current members of the Board of Directors and they are running for re-election.

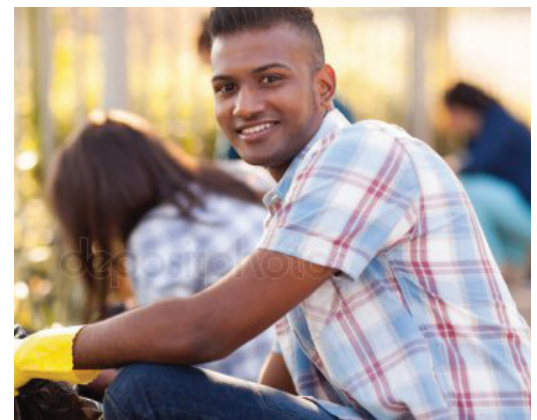
***Attending the annual meeting is one of your rights as a member-owner. It's one of the many benefits of belonging to HRCU – we hope to see you there!***

# SCHOLARSHIPS FOR STUDENT VOLUNTEERS

Virgil C. Scott ("Scotty") served his community as an education professional for 37 years and as a volunteer member of HRCU's Board of Directors for more than 30 years. Scotty honored and represented the very idea of community service as well as the credit union movements' philosophy of "People Helping People." Because of his commitment to helping others, HRCU's Board of Directors endorsed the Virgil C. Scott Volunteer Community Service Scholarship Award in his memory.

In 2019, two \$1,000 scholarships for community service will be awarded to one male and one female eligible applicant. The primary basis for awarding this scholarship is demonstrating enthusiasm for volunteer community service in which the credit union's philosophy of "people helping people" is recognized.

**Completed applications must be postmarked prior to the May 15th deadline. Eligibility and application requirements can be found at [www.hdriver.org/scholarship](http://www.hdriver.org/scholarship).**



## FEELING LUCKY?

Hidden in this new 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 the \$20.00 prize to your regular share account. GOOD LUCK!

# PROJECT EARTH DAY

Earth Day is quickly approaching, and we should all pitch in a little to make sure that our planet remains sustainable for future generations. Things like recycling 4389 and reusing are sensible and definitely help, but why not go one step further? Ditch getting a paper statement and enroll in e-Statements! Not only will you have a lower impact on the environment, but your statements will get to you sooner, be kept in one place, and be securely delivered. Once you have online access, signing up for e-Statements is easy!

*Want to earn a reward for helping to conserve paper? All accounts that sign up for e-Statements by April 19, 2019 are entered to win 1 of 3 \$100 Visa Gift Cards. See Official Rules at [www.hdriver.org/notices](http://www.hdriver.org/notices).*



## 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

### Frackville

538 Altamont Boulevard  
Frackville, PA 17931  
Phone: 570.874.1100  
Fax: 570.874.2300

### Hometown – Coming Soon!

32 Mahanoy Avenue  
Tamaqua, PA 18252

### Hours of Operation

Monday Thursday 7:30AM-5:00 PM  
Friday 7:30AM-6:00PM  
Saturday 9:00AM-1:00PM  
(Pottsville 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 19 – Closed at 1 p.m.

### Memorial Day

Monday, May 27 – Closed

### Independence Day

Thursday, July 4 – Closed



## START THE KNOEBEL'S KOUNTDOWN

Once again, we will be hosting our annual Member Appreciation Day in 2019 at Knoebel's Amusement Resort. Join HRCU employees and members of the board for a fun filled day at the park on August 24th! More information 80952 coming soon.

## TIME FOR A FRESH START

*when you transfer an existing balance to your  
Hidden River Credit Union credit card between  
February 1, 2019 and April 30, 2019*

**2.99%**  
**APR\***  
**FOR 12 MONTHS**

\*Balance transfers completed 2/1/2019 through 4/30/2019 will receive 2.99% APR\*\* for 12 months from the posting date of the balance transfer. After the promotional time frame expires, remaining balances will migrate to the standard APR applicable on your account. Contact Hidden River Credit Union for complete details. \*\*APR = Annual Percentage Rate. APR based on credit worthiness and underwriting criteria, see credit disclosures for more information.

