



The North Word

Summer 2010

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How Low Can We Go?

JULY RATES AS LOW AS: 3.19% APR!*

*Disclosed rate is O.A.C. for 24 mo. term; rate increases apply for longer terms; max term 84 mos.; rate includes discounts for automatic payment from your TNFCU account, credit protection and GAP coverage. Existing TNFCU loans are not eligible for refinance during this promotion. Promo rate runs through July 31, 2010.

From Our CEO - Important Information Regarding Your Debit Card Transactions



Effective August 12, 2010, new federal regulation requires True North to obtain your authorization to provide you with overdraft services on your debit card transactions. Additionally, as a result of these changes, True North must change the way we handle debit card transactions on your account. We will be moving to a “live” authorization environment in which a hold will be placed on your account for every debit card transaction until it presents and pays. These holds will ensure funds are available when the transaction is presented and will affect the overall available balance in your checking account.

True North has automatically provided overdraft services as a courtesy to qualifying members, covering check and ACH transactions, and we will now extend this service to debit card transactions that would otherwise be declined due to insufficient funds. Consider those times when your checking account balance may be a little short – at the gas pump, the grocery store, or when dining out – a declined transaction could be inconvenient and embarrassing.

In order to ensure you are covered, and save yourself any inconvenience, review your account and opt in for overdraft services. Enclosed on Page 2 of this newsletter is a form titled “What You Need to Know About Overdrafts and Overdraft Fees.” Also included in your June statement is a stuffer explaining “Your Right to Request Overdraft Coverage.” Please review these forms and return one to your local branch to opt in for overdraft services. Additionally, True North offers overdraft plans in other ways that may be less expensive, such as linking your account to a savings, money market, or overdraft line of credit. Should you have any questions about overdraft services and overdraft plans, please don’t hesitate to contact a branch representative for more information.

Sincerely,

Lauren MacVay,
CEO/President, True North FCU

What You Need to Know About Overdrafts and Overdraft Fees

IMPORTANT NOTIFICATION



What You Need to Know about Overdrafts and Overdraft Fees

An overdraft occurs when you do not have enough money in your account to cover a transaction, but we pay it anyway. We can cover your overdrafts in two different ways:

1. We have standard overdraft practices that come with your account.
2. We also offer overdraft protection plans, such as a link to a savings account or to an overdraft line of credit, which may be less expensive than our standard overdraft practices. To learn more, ask us about these plans.

This notice explains our standard overdraft practices.

➤ **What are the standard overdraft practices that come with my account?**

We do authorize and pay overdrafts for the following types of transactions:

- Checks and other transactions made using your checking account number
- Automatic bill payments

After August 12, 2010, we will not authorize and pay overdrafts for the following types of transactions unless you ask us to (see below):

- Everyday debit card transactions which include Point of Sale (POS) PIN based and signature based transactions at any merchant.

We will not authorize and pay overdrafts for the following types of transactions:

- ATM Withdrawals

We pay overdrafts at our discretion, which means we do not guarantee that we will always authorize and pay any type of transaction.

If we do not authorize and pay an overdraft, your transaction will be declined.

➤ **What fees will I be charged if True North FCU pays my overdraft?**

Under our standard overdraft practices:

- We will charge you a fee of up to \$29.50 each time we pay an overdraft.
- There is no limit on the total fees we can charge you for overdrawing your account.

➤ **What if I want True North FCU to authorize and pay overdrafts on my everyday debit card transactions?**

If you want us to authorize and pay overdrafts on everyday debit card transactions, you may visit www.keepmyoverdraftprotection/TrueNorthFCU.com, call us at (907) 523-4700, drop the completed form off to any branch, send it to the address below, or fax it to (907) 586-1173.

___ Yes, please opt me in

Printed Name: _____

Account Number(s): _____

Date: _____

P.O. Box 34157 ▪ Juneau, Alaska 99803-4157 ▪ 907.523.4700 ▪ www.truenorthfcu.org

AND THE WINNERS ARE...

- 1 **Dawn C.** - She's new to Juneau... Welcome!
- 2 **Kathleen L.** - Lucky Anchorage!
- 3 **Shirley M.** - Member for over 30 years!



Congratulations to our 2010 home show "Passport to Paradise" winners!
Happy travels to you all!

Mortgage Questions?
We can help!

Brenda Heimbuch
REAL ESTATE LOAN OFFICER

David Olsen
MORTGAGE MANAGER

www.truenorthfcu.org

ANCHORAGE 907. 771-4710
FAIRBANKS 907. 328-4710
JUNEAU 907. 523-4710

NCUA



Holiday Closures

7/5/2010

In observance of the 4th of July – Closed all day

9/6/2010

Labor day – Closed all day

You can check your accounts 24/7 through our Express PC online account access at www.truenorthfcu.org. Apply for your PIN at your local branch today!



Credit Unions Top Satisfaction Survey

Credit unions are meant to serve their members, and they are known for achieving high customer satisfaction. So it comes as no surprise that a recent study shows credit unions outperform both large, national banks and community banks in terms of customer satisfaction with online banking.

A 2010 ForeSee Results/Forbes.com study of online banking gave credit unions a customer satisfaction score of 84, higher than both large banks and smaller, community banks. Not surprisingly, credit unions also produced the highest trust score at 87. Why are

credit union members so satisfied with their online banking? They are happier with tasks, transactions, and Web site performance, and they feel more comfortable with the privacy of their online banking.

"When it comes to personal attention, high-quality service, and low fees, credit unions continue to knock the socks off other providers in the financial services marketplace," says Credit Union National Association President and CEO Daniel A. Mica. "Credit unions are not-for profit cooperatives, which means member service is their reason for being."

“ We do not remember days, we remember moments. The richness of life lies in memories we have forgotten.”

– CESARE PAVESE



Think It Forward: Save Money on Your New Car



Ready to move ahead on purchasing your new car? Think it forward and save money. Before you visit the dealer, talk to one of our loan officers at True North FCU about financing options.

Arranging your financing in advance is like having the money in your pocket when you go car shopping. It gives you the upper hand when you start negotiating price. And, as a member of a cooperative you reap the benefits of the lower rates that True North FCU offers.

There's more: Forward thinking your financing takes the pressure off when dealers offer you their

special low-rate financing (based on a higher sticker price). Be ready for that. Car dealers might offer you a rebate. Prepare yourself by doing the math. You can find auto loan rebate comparison calculators at many reputable sites online, or try this AutoLoanCalculator.org.

Often you'll find it's best to:

- Take the rebate.
- Negotiate a lower sticker price.
- Use the financing you prearranged with your credit union.
- Use the rebate as part of your down payment.

Using the rebate as part of your down payment reduces the total amount of the loan. You'll pay less in finance charges and have a smaller monthly payment.

Too late? If you're at the dealership, and you didn't arrange your financing in advance, ask for True North FCU financing. It's almost always your best deal.

DIRECT DEPOSIT
saves
TIME

Why wait in line? Spend more time enjoying your summer fun!

Sign-up for Direct Deposit at your local branch and you'll be able to get outside more and wait in line less!



Shared Branching Network!

Giving you access to your True North account at participating credit unions locally and nationwide! Look for the "swirl" logo that indicates a participating credit union within our CU Service Centers shared network.

In addition to the toll-free branch locator 888-CU-Swirl, CU Service Centers recently updated their website. They now offer a "Mobile Branch Locator" for smart phone browsers and an iPhone and Android app with the same name. Use the app to find and get directions to fee-free ATMs or to find an in network branch while you're on vacation.

Go to www.cuswirl for downloads or for more info!



Use telephone teller, online banking, billpay, and your check card 24/7!
Sign-up today... call or stop by a branch, and GO PLAY!

True North Federal Credit Union • Members Are Our Business!

Board of Directors

Jim Andersen
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VICE CHAIR

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TREASURER

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SECRETARY

Gretchen Keiser

David Teal

Mark Troupin

Lauren MacVay
PRESIDENT/CEO

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AVP BRANCH OPS

TinaMarie Kile
FAIRBANKS BRANCH MANAGER

Gail O'Dell
JUNEAU AREA BRANCH
MANAGER

Adina Larson
YAKUTAT BRANCH MANAGER

Mortgage Department
907-523-4710

David Olsen
MORTGAGE MANAGER

Express Teller:

Nationwide: 1-800-4-TELLER
Anchorage: 907-771-4744
Fairbanks: 907-328-4744
Juneau: 907-523-4744

24/7 Loans: 1-866-564-2259

24 Hr Bill Pay Support:
1-866-628-1691

General Email
admin@truenorthfcu.org

Credit Card Customer Service:
800-654-7728

www.truenorthfcu.org

Branches

Juneau:

Downtown Branch
907-523-4700
Fax 907-586-1173

Mendenhall Branch
907-523-4700
Fax 907-523-4716

Administrative Office
907-523-4778
Fax 907-586-8078

Statewide:

Anchorage Branch
907-771-4777
Fax 907-561-1538

Fairbanks Branch
907-328-4777
Fax 907-456-6109

Yakutat Branch
907-784-3304
Fax 907-784-3415

Statistics as of May 31st, 2010

Assets\$108,710,468
Loans\$67,057,006
Shares... \$100,939,528



We Do Business in Accordance With the
Federal Fair Housing Law and the
Equal Credit Opportunity Act

