

SPRING VEHICLE PROMOTION!

— SEE PAGE 2 —

The North Word

SPRING 2021

HAPPY SPRING!

Or at least, it's supposed to be Spring - the weather clearly hasn't gotten the memo on that one. Spring, even snowy springs, are times of new beginnings and this spring definitely feels that way. Alaska is doing well distributing COVID vaccines and as of this writing over 30% of Alaskans have had at least their first shot.



Lauren MacVay
President/CEO

Our branch operations have almost all returned to pre-pandemic and our conversations have turned to strategies for establishing a new normal.

However, many of the changes we all made during the pandemic are going to stick. For example, a majority of our consumer loans are closed

electronically, from the convenience of your homes and work places. This was barely an option a year ago, and this transition happened much faster than I would have expected over the past year. Further, our home banking utilization grew by 26% over the past year, which is a significant growth in adoption. Members are evolving in how they want to do their business with True North, and I am pleased that we are well positioned to continue to grow with you. From our timely launch of remote loan closings for consumer loans to our practically overnight launch of new appointment software, we have been able to quickly evolve to meet your needs.

Moving forward, we will continue to invest in technology, but in balance with service. Our goal is for you to have a seamless service experience with True North, whether you are in person, contact center or electronic, or moving in between those channels. **Our next step**

Continued on page 3



Step Up users are **AVERAGING \$20 IN SAVINGS A MONTH** by stepping up the spending with their True North debit card!

Step Up

We've made it easier to save! When you enroll in the Step Up program, we round up each debit card purchase to the next full dollar and transfer it to a savings account. There's no cost to enroll.

Call (907) 523-4700 to enroll today.

— SAVE THE DATE —

ANNUAL MEETING

Please join us virtually on

Thursday May 27th, 2021 • 5:30pm

Vist our website for access instructions starting May 16th.

TRUE NORTH WILL BE CLOSED ON THE FOLLOWING HOLIDAYS

Monday, May 31
Memorial Day / Closed

Monday, July 5
Independence Day (observed) / Closed

Monday, September 6
Labor Day / Closed

Life is a journey... and Alaskans work & play hard along the way.



Apply online or on a mobile device from the comfort of anywhere.

CAR, TRUCK, ATV, MOTORCYCLE, & JET SKI RATE AS LOW AS

**2.49
%APR***

NO PAYMENTS FOR UP TO

**90
DAYS***

BOAT & MOTOR HOME RATE AS LOW AS

**3.99
%APR***

NO PAYMENTS FOR UP TO

**90
DAYS***

*APR is Annual Percentage Rate. Rates, terms and conditions are subject to change without notice. Rate subject to creditworthiness, collateral type, amount borrowed and loan term; advertised rate includes discounts for credit protection. Ninety day no payment option available to qualified borrowers on loans closed from 3/15/21 to 4/30/21. Interest will begin to accrue the date the loan is funded. First payment due no later than 90 days after loan funding. Offer available for new or used car, truck, boat, RV and motorcycle loans. Vehicle loans currently financed through the credit union cannot be refinanced with this offer. Payment example: Payments on a \$20,000 loan with a term of 72 months at a rate of 2.49% APR would be \$299.37 per month or \$14.96 per \$1,000 borrowed. Promotion expires 04/30/21.

*APR is Annual Percentage Rate. Rates, terms and conditions are subject to change without notice. Rate subject to creditworthiness, collateral type, amount borrowed and loan term; advertised rate includes discounts for credit protection. 90 days no payment option available to qualified borrowers on loans closed from 3/15/21 to 4/30/21. Interest will begin to accrue the date the loan is funded. First payment due no later than 90 days after loan funding. Offer available for new or used boat and motor home loans. Vehicle loans currently financed through the credit union cannot be refinanced with this offer. Payment example: Payments on a \$20,000 loan with a term of 72 months at a rate of 3.99% APR would be \$312.87 per month or \$15.64 per \$1,000 borrowed. Promotion expires 04/30/21.



WESLEY SHUTT

Real Estate Loan Officer
NMLS#532237
(907) 523-4783

Whether you are financing a home for the first time, purchasing a second one, or refinancing your current mortgage, give Wesley or Amy a call today!

AMY TONSGARD

Mortgage Lending Manager
NMLS#1455687
(907) 523-4710



MORTGAGE LOANS

MISSION

We are a member owned and locally managed credit union that provides quality financial solutions for its Alaskan members. True North is dedicated to improving the economic well-being of the members, employees and communities it serves.

TRUE NORTH FEDERAL CREDIT UNION IN THE COMMUNITY

FINANCIAL REALITY FAIR

On March 17th, True North and Financial Reality Foundation hosted our first *Virtual* Financial Reality Fair and it was a success! The **Bite of Reality** event was with Thunder Mountain High School in Juneau and 17 seniors attended. The participation and interaction from the students was great! Our next fair is planned for April 14th with Juneau-Douglas High School and we can't wait!



MESSAGE FROM THE CEO — Continued from page 1

along that journey will be a new online banking platform, currently targeted for October. We have been admittedly behind the curve when it comes to online banking, but that will change this fall. Our new platform is highly intuitive, powerful and flexible – we will be bringing the next generation of online banking to Alaska.

What else have we been up to? Last week, True North in partnership with the Financial Reality Foundation piloted the first virtual Reality Fair to some high school seniors at Juneau's Thunder Mountain High School. We were excited to be able to bring this new version of financial education to Alaska's students, and will be offering one at Juneau Douglas High School in April.

We also have some new things happening in Social Media. Check our

Savings Tips from members of the True Crew, posted every weekend, and look for smiling True Crew faces in our Miss our Smiles posts. We figured that we are missing seeing your full faces, so maybe you are missing ours!

Also, take advantage of our Debit Card StepUp program, which we launched in January. It's a simple way to save money when spending money by rounding your debit card transactions up to the nearest dollar and putting the change in the savings account of your choice. Members are currently averaging about \$20/month in savings!

Finally, we are welcoming Spring with a great loan special for cars, trucks, boats, motorhomes and other rec vehicles – whatever rig you need to help you along

your journey. We're offering fantastic rates and no payment for 90 days, so if your next steps include a new rig, talk to us. Or, bring your loan over from somewhere else and skip your payments for up to 90 days, and use that money for something else.

While much has changed over the past year, the fundamentals at True North have not. Our next steps will always bring us back to our mission. We remain dedicated to meeting the financial needs of our members, employees and communities. I hope this spring brings you joy and new opportunities, and that we can help you on your journey, wherever it takes you.

A handwritten signature in blue ink that reads "Lauren May".

BUSINESS LOANS

Our exceptional service and local loan approvals make us the first place to call.

WILLIAM BOOTHE

Business Lending Manager
NMLS#1559318
(907) 523-4755
wboothe@truenorthfcu.org





TRUE CREW ACKNOWLEDGEMENTS

On an annual basis staff members have the ability to achieve an **ASTRI** Award for demonstrating the traits that best position True North to fulfill its Corporate Mission, Vision and Values. Those traits are **A**ttitude, **S**ervice, **T**eamwork, **R**esilience, and **I**nitiative. True North awards both an **Employee ASTRI** and a **Leadership ASTRI**. Additionally, we award one employee with the **True Service Award** for consistently exemplifying one of our Corporate Values ... the dedication to Member Service Excellence. Nominations for these awards come from the staff and are reviewed by management to determine the awardees. This year we are pleased to honor the following True Crew members.



TRUE SERVICE AWARD
Chante Mitchell



ASTRI LEADERSHIP AWARD
Amy Tonggard



ASTRI EMPLOYEE AWARD
Marquee Dydasco



ASTRI NOMINEE
Lacey Honsinger




ASTRI NOMINEE
Ann Vercelline



ASTRI NOMINEE
Melinda Wheeler



True North has partnered with Alaska Heat Smart, a non-profit in Juneau, offering a unique pilot loan program to assist Juneau home owners with heat pump purchase and installation costs.
<https://akheatsmart.org/programs/heat-pump-loan-program/>



**SEE IT!
SNAP IT!
SUBMIT IT!**

CALENDAR PHOTO CONTEST!

True North is kicking off its annual photo contest on May 1, 2021 and the winning submission will be utilized for our 2022 Calendar! Photos could include Alaskan scenery and animal imagery. **True North will be awarding cash prizes to the top three prize winners.** Look for submission details and rules on our website on May 1st.

BOARD OF DIRECTORS
 Christine Moleski, Chair
 David Teal, Vice-Chair
 Mark Troupin, Treasurer
 Lillian "Lisa" M. Worl, Secretary
 Kim Garnero
 Karen Morgan
 Valerie Mertz
 Lauren MacVay, PRESIDENT/CEO

BRANCH MANAGERS
 Ashlee Hamilton, ANCHORAGE BRANCH MGR
 Ranele Aki, MENDENHALL BRANCH MGR
 William Boothe, BUSINESS LENDING MGR
 Amy Tonggard, MORTGAGE LENDING MGR

STATISTICS AS OF FEBRUARY 28, 2021:
 Assets \$197,183,171
 Loans \$134,673,732
 Shares \$178,378,060

BRANCHES:
 Anchorage Branch
 907-771-4700, Fax 907-561-1538
 Foodland IGA Juneau Branch
 907-523-4700, Fax 907-586-1173
 Mendenhall Juneau Branch
 907-523-4700, Fax 907-523-4716
 Administrative Office - Juneau
 907-523-4778, Fax 907-586-8078

TELEPHONE TELLER: (907) 523-4700
24/7 LOANS: Easy online application at www.TrueNorthFCU.org
24 HR BILL PAY SUPPORT: (866) 395-5336
GENERAL E-MAIL: memberservice@truenorthfcu.org
24/7 DEBIT/CREDIT CARD SUPPORT: (866) 664-9364
WEBSITE: www.TrueNorthFCU.org



True North is excited to be a sponsor of this pilot app program by Juneau Economic Development Council (JEDC) to keep local dollars supporting local businesses and recirculate in our community. Pay with Local Dollars app and get cash-back on your purchases. *Local Dollars are good for you, and good for local business.*

www.jedc.org/local-frequency