S P R I N G **2 0 0 8** Newsletter

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#### BRANCH LOCATIONS Main Branch 60 Gene Stewart Blvd. Sylacauga, AL (256) 245-4776

Broadway Branch Sylacauga , AL 901 North Broadway

ATM LOCATIONS Coosa Valley Medical Center 315 West Hickory Street Sylacauga, AL located in lobby

Citizens Hospital Talladega, AL located in emergency room

OFFICE HOURS Lobby Hours Mon - Wed 8:30a - 4:00p Thu - Fri 8:30a - 5:00p

**Drive Thru Hours** Mon - Wed 7:30a - 4:30p Thu - Fri 7:30a - 6:00p

Call Center Hours Mon - Wed 8:00a - 4:30p Thu - Fri 8:00a - 5:00p phone: (256) 245-4776

#### HOLIDAY

CLOSINGS Memorial Day May 26<sup>th</sup>, 2008 Independence Day July 4<sup>th</sup>, 2008 Labor Day September 1<sup>st</sup>, 2008

visit us online at www.myhscu.com



## Got Green...Grow it at your Credit Union. National Youth Week

Heritage South Credit Union does not believe that the future is wasted on our youth. Please join us again this year during National Youth Week as we educate our children in the importance of making wise financial decisions. Our youth cannot begin too early in learning the principals of long term savings and proper money management. Please join us during this important week as we teach our children these important skills.

## Activities for the week of April 20-26

#### **Got Green Art Contest**

Our art contestants will be divided into two age groups, 0-12 and 13-18. Each contestant will draw a picture of what saving money means to them. The winner of each age group will receive a PRIZE of \$50.00 deposited into their savings account.

### Teen Money Management Seminar

Our Teen Money Management Seminar will be held on April 22, 2008. Participation will be limited to 60 high school juniors and seniors. Topics for the seminar will consist of savings, checking, credit, borrowing and insurance needs. Pizza and drinks will be provided along with a special gift for each participant. NOTE: We are currently working with the schools in an attempt to get extra school credit for attendance. Please ask us for details.

# Join the National Youth Saving Challenge

The credit union is the place to be during National Credit Union Youth Week, April 20-26, 2008. Youth Week is the perfect time to make savings a habit.

If you're under 18, just deposit your savings during Youth Week, and you'll be part of the National Youth Saving Challenge. Ten young savers from credit unions nationwide will each win \$100.

## Bring a Friend

During National Youth Week, all members age 18 and younger who bring a friend that joins Heritage South Federal Credit Union receives a special gift. Also check out our Kids's Club Blast party on May 31st. For more details, go to out website at www.myhscu.com.

## **On-line Bill Pay** It 's so easy, Even an Adult can do it.



Check out the easiest way to pay your bills. No stamps, No hassle. Sign-up Today!

## Stress Less with a Holiday Club Account

Do you always scramble to pay for gifts and other holiday items when the season arrives? One way to relieve your holiday finance anxiety is to open a holiday club account. Figure out approximately what you spent last year, and put this into your account monthly. You also can arrange to have that amount automatically deducted from you paycheck. For more information, talk with someone at your credit union.

## Message from CEO Daphne Harrell

These are indeed exciting times for our credit union. The conversion to State Charter will enable the credit union to expand our services and position the credit union to remain a strong institution for years to come.

As members this transition will be transparent. All accounts are still insured by NCUA. We also offer additional insurance through ESI, which gives you more coverage for your deposits.

This conversion will allow the credit union to make the best decisions for growth opportunities that will benefit potential new members as well as strengthen the credit union for all members.

# CU Thru Loan



Did you know that when you go to a *pay day lender* you pay as much as 400% interest. What happens when you pay that loan off with your next paycheck? You don't have money until your next paycheck and have to do it again, making a vicious cycle that is almost impossible to break.

Credit Union members have a better choice with a CU Thru Loan.

• 90 Day Loan Term

- Repayment by Payroll deduction / ACH
- Borrow up to \$500.00
- Proof of Income Required
- Credit Union members minimum of 30 days
- 18% APR. That's only \$16.00 on a 90 day repayment.



Saving money can be difficult to do. Your credit union can help make it easier with direct deposit. Direct deposit automatically deposits your paycheck into your credit union account(s) – share draft/checking, savings, or and IRA (individual retirement acccount).

Direct deposit allows you to earn dividends on funds as soon as possible – if you're not working on payday, your paycheck still arrives at the credit union on payday. Direct deposit also saves time – no more waiting in line over your lunch hour to deposit your paycheck. To learn more, talk with someone at your credit union today.

## Credit Union, Bank.... What's the Difference?

Credit Union founders had a motto that we still use today, describing why credit unions were started in the first place.

"Not for profit, not for charity, but for service."

Heritage South Federal Credit Union has never forgotten our purpose for existing, providing members with better rates, better service and fewer and lower fees.

From the Board of Directors and staff we are very proud to announce that the credit union was able to pay earnings back in 2007, the owners, in a 10% bonus Dividend and 10% interest rate.

There is something different about a credit union!

## **Your Credit Union**

believes you should be rewarded for your good credit.

We also believe you should not be punished just because you want to save money by purchasing a used car, boat or recreational vehicle.

At your Credit Union there is one rate, whether you are buying new or used.

## 5% APR FOR 60 MONTHS NEW OR USED

With rates as low as this how could you even think of financing anywhere but your Credit Union? Here you are not a customer, you are an owner.

#### Call us today! We Look forward to becoming your financial partner!

A B C D	IATURE LOAN 10.25% 11.25% 17.00% 18.00%	10.25% 11.25% 17.00%	BEACON SCORE: 700> 640-699 <640	VISA: LIMIT: \$10,000 \$5,000 \$2,500	RATE: 8.90% APR 11.95%APR 13.95%APR
HERITAGE	SOUTH CREE 12 - 36 MONTHS 4.50%	37 - 48 Months 4.50%	DAN RATES A 49 - 60 MONTHS 5.00%	S OF OCTO 61 - 84 MONTHS 5.25%	BER 24, 2007 85 - 120 MONTHS 6.75%
<b>B</b> 640 - 699	4.75%	5.75%	6.00%	6.75%	7.25%
С 600-639	10.00%	11.00%	11.25%	11.50%	12.00%
<b>D</b> <600	18.00%	18.00%	18.00%	%	%
HERITAGE SOUTH FEDE   TERM RATE   30 Year 5/5 1-14   Index: 60 day Freddie Mac 5.50   Rounded to nearest 1/4% 6.75%		E AS OF I-08 %	IT UNION REAL EST/ MAX LTV 90% A & B Paper 95% A & B Paper 85% C & D Paper		LOAN RATES DEX PER ODUCT ex Rate ex + 75 basis points ex + 120 basis points
<b>15 Year 5/5</b> Index: 60 day Mac -25 basis		%	90% A & B 95% A & B 85% C & D	Paper Ind	ex Rate ex + 75 basis points ex + 120 basis points
<b>15 Year Fixe</b> Index: 60 day Mac + 75 basi	Freddie 7.00	%	90% A & B 95% A & B 85% C & D	Paper Ind	ex Rate ex + 75 basis points ex + 120 basis points
HELOC Variable Rate Annual	Adjust 7.25 8.25 9.25	%	<b>A Paper B Paper</b> C Paper Max 8	Pri	ne Rate ne Plus One ne Plus Two
Express Equ FIXED	uity 7.75	%	700 > Beaco	n Pri poi	me Plus 50 basis nts



#### **Credit Union Officials**

Credit Union Management Team Daphne Harrell, CEO Jamie Payton, Operations Manager Tyler Beck, Accounting Manager Rhonda Dukes, Loan Manager Pam Ray, Collection Manager Cindy Smith, Branch Manager Dinelle Putman, Call Center Manager

#### **Board of Directors**

Randall Morris, *Chairman* Larry Blanchard, *Vice President* Daphne Harrell, *Treasurer* Jim Morgan, *Board Member* Mindy Grier, *Board Member* Jim Patton, *Board Member* Angie Hughes, *Board Member* 

#### **Treasurer's Report**

As of March 31, 2007

Assets	\$69,145,000.00
Loans	\$41,582,103.00
Investments	\$17,125,000.00
MemberDeposits	\$58,833,119.00
Total Members	10,536

#### **Dividend News**

Annual Percentage Yield As of March 31, 2007

Shares1.05 APY
Money Market tiered rate1.50 - 2.50
Club Accounts1.05
IRAClub Accounts

