

Community First Communicator

CEO's Report

As the former Sonoma County Schools Credit Union, we continue our hands-on involvement with local schools.

This past August, just like the 17 years before, we hand delivered more than 4,000 over-sized calendars — that we designed ourselves — to classrooms throughout the county.

We also want Sonoma school children to understand the basics of finances better than we adults who blew up the global economy. To that end, one of the roles of our Communications Manager is to present in-class financial literacy to students. An entertaining PowerPoint we developed shows how everyday pocket change, saved every day, becomes big money over time. We then overlay the power of compound interest. Lastly, we explain how credit scores are determined and how they affect more than loan rate, but sometimes the job you can get, where you can live and what you pay for insurance. In the past two years we have been invited into more than 75 classrooms and presented to 1,600 students.

Finally, with the Wall Street banks paying 1/100th of one percent for basic savings, we pay a dividend of 7.07% (just like our local area code) on the first \$500 in a YouthSaver account (available to any Member who is not yet 20 years of age). When a student looks at the interest she has gained from a big bank, it will be in pennies. With YouthSaver, it will be in dollars. That motivates and teaches early good saving habits.

Know a teacher and class that would profit from an in-class financial literacy presentation? Have that educator e-mail: dwilliams@comfirstcu.org

Thank you for being a Member of Community First. Tell a friend!

Todd Sheffield

Credit Unions Rock!

It's good to see credit unions do well.

As banks continue to shed branches and sort out the millions of bad home loans they made from 2005 through 2008, we credit unions are enjoying our popularity at the financial dance.

Whether consumers like to do the "Frug," "Dougie," or "Moonwalk" with their credit union, we cooperatives appear to be better dancers — and more popular — than ever.

Here are latest complete-quarter figures from the CU industry and Community First:

GAINS (Jan-June '11 vs. '12)		
	CUs	CFCU
Capital	+5.8%	+7.3%
Members	+2.3%	+12.1%
Shares	+7.0%	+16.1%
Assets	+6.9%	+16.2%
Loans	+29%	+88.6%

Editor's note: among the dances we won't do to court new Members, under any circumstances, are:

- ▶ The Urkel
- ▶ The Freddy
- ▶ Macarena



This Credit Union Lends!

The California economy is back on track. The 385,100 jobs created in the past 12 months are the most since the year 2000!

"Compared to the rest of the U.S., employment gains here have been much more rapid," Cal State Channel Islands economist Sung Won Sohn told the *Press Democrat*. Over the past 12 months, the number of jobs in California has increased by 2.6%, double the 1.3% growth nationwide.



No other group at Community First has felt this resurgence in local jobs and consumer confidence more than our Real Estate Lending department. Even with three additional in-house loan processors, we have been working overtime to satisfy our Members.

Through August (the most recent month for which we have finalized figures) Community First has **provided \$36,194,615 for local real estate loans this year**. This compares with \$16,419,120 provided for the same time period a year prior.

In fact, even with last year's record fourth quarter for real estate loans, we have already provided more money through August of this year (\$36.2M) than all of 2011 — \$30.9M!

If you have a loan question about refinancing your current abode or purchasing a new one, contact one of our in-house real estate loan pros (*see back side*).

COMMUNITY **first**
CREDIT UNION

www.comfirstcu.org



Lisa Likely Lowers Levy

If you got a vehicle loan in the past couple of years from another lender, our likable Lisa might be able to save you money monthly by refinancing you into a Community First vehicle loan.

Our loan rates for used vehicles with less than 80,000 miles begin at 2.70% — our lowest rate ever!

Here's an example of an outreach and analysis we sent to one of our Members: "Based on your current monthly payment of \$380 on your vehicle loan with WFDS/WDS, we estimate that we can save you \$58.39 each month. That's an extra \$700.68 in your pocket per year."

How can you start potentially saving money today? Contact Lisa O'Brien for a personal evaluation of your vehicle loan. It doesn't cost you a dime, but it just might save you a bundle.



Lisa O'Brien
Loan Savings Specialist
707/543-2671
lobrien@comfirstcu.org

Minor Policy Change

If you are getting this newsletter by mail, there are two inserts: new privacy policy and new fee schedule. (Both disclosures are also online — "Forms and Disclosures" under the "Tools & Resources" header on the home page.)

The **Privacy Policy** reflects updates as part of the recent Dodd-Frank Wall Street Reform and Consumer Protection Act.

The new **Fee Schedule** is the first time we've changed any fees in at least three years. The guiding philosophy of this financial cooperative is NOT to charge fees for services whenever possible. However, sometimes, the cost to provide a specific service must be passed along to the Member using that service. Why? It is only fair to Members who don't use such services. It is also fair to recoup these additional costs for the continued fiscal health of your financial cooperative. Fees at Community First are revenue neutral, which means we only charge for the actual incremental cost. Unlike big banks, fees are not a profit center at Community First.

Real Estate Loan Experts

We have the best in the business. More than 100 years of hands-on LOCAL real estate lending experience.

-  Beth Rudometkin, Russian River area, **869-9063**
-  Catherine Brunner, North County, **431-1051**
-  Mary Ann Lance, West County, **827-3250**
-  Alicia Burns, Santa Rosa, **543-2641**
-  Monika Besancon, Real Estate Mgr., **543-2613**
-  Russ Anger, VP of Lending, **543-2670**



TO REACH US

online banking / web site
www.comfirstcu.org

call center
707/546-6000 (8:30a – 5:30p, M-F)

Member services
info@comfirstcu.org

BRANCHES

Guerneville
16200 Main Street

Healdsburg
32 North Street

Sebastopol
130 Petaluma Avenue

Santa Rosa (Central)
501 College Avenue

Santa Rosa (West)
70A Stony Point Road

ADDITIONAL LOAN OFFICE

Santa Rosa
1105 North Dutton Ave., Suite A

mailing address

PO Box 6004
Santa Rosa, CA 95406-0004

locate surcharge-free ATMs
www.co-opnetwork.org

locate shared branches
www.cuswirl.com/locations

Notable 4Q Dates

- Oct. 8 Closed, Columbus Day
- Oct. 24 A's vs. Giants, World Series begins
- Nov. 12 Closed, Veterans' Day observed
- Nov. 22 Closed, Thanksgiving Day
- Dec. 25 Closed, Christmas Day