

# Community First Communicator

## CEO's Report

Sonoma County is on firm footing. Steve Cochran, Ph.D., managing director of Moody's Analytics, has been studying our local economy for more than a dozen years. "It's back in balance," he said of the local economy to a group of 30 business leaders that included Community First. "Every industry in the local economy is up — manufacturing, technology, wine making, tourism, construction. This is a broad-based recovery."

Our \$24.4 billion local economy, which shed more than 22,000 jobs during the 2008-09 recession, is on track to replace nearly all of those jobs within five years, according to Moody's latest forecast.

This balance, coupled with the low cost to do business here (lower office and energy costs now put the cost of doing business in Sonoma below the national average!) mean, "There's good reason to think the county is back on its feet," said Cochran.

Over the next five years, Moody's predicts the median home price will rise 51% in Sonoma County, to \$487,600, an average of 8.6% a year. That, in turn, will spur construction. Builders are expected to put up more than 8,700 homes and apartment units in Sonoma County over the next five years.

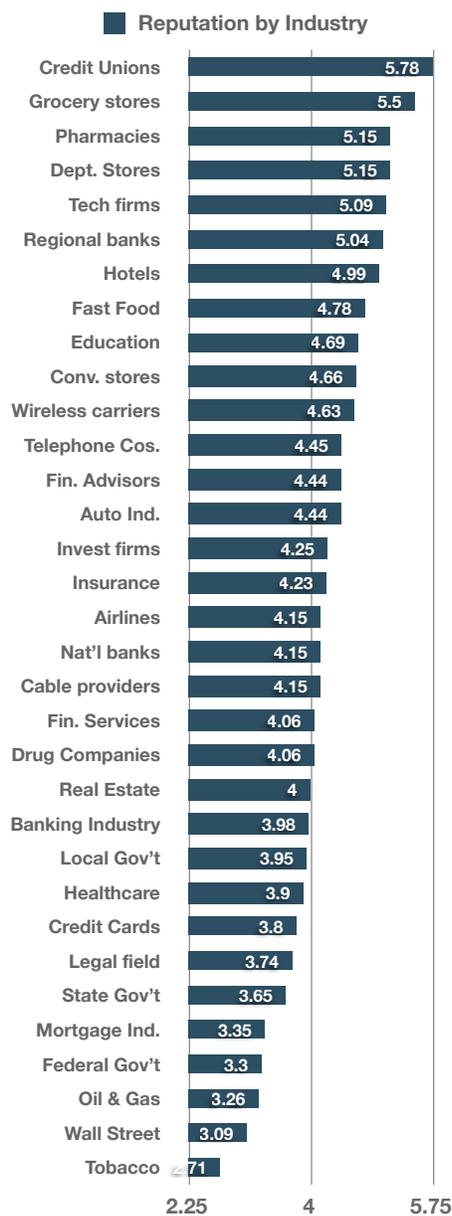
Community First is already experiencing the early wave of the local economy's resurgence. Last year, through the first five months of the year, we provided \$15.73 million in home and auto loans. This year we have provided \$29.58 million during the same period — a jump of 88%!

Sonoma County is back on its feet and Community First, as always, is here to help its residents stand even taller.

*Todd Sheffield*

## CUs Top Reputation Rankings

In May 2012, more than 5,000 consumers were asked to rate the reputation of 33 different business sectors on a scale of 1 to 7 (with 7 being the best). Look who consumers rated the best ...



source: Prime Research, 5/10/12

## Best Debit Card Now Better

When Community First Members use their SaversEdge® enabled debit card they automatically get a 5% bonus on the rounded-up portion of their purchases.

That same debit card now gets you GoLocal rewards. Not only do you get a 5% bonus, but you also get discounts and freebies — all from the same FREE card!

Here's how it works: Let's say you use your Community First debit card to purchase a latte at Soco Coffee in Santa Rosa. The \$3.41



transaction is rounded up to the next even dollar, with the rounded up portion (59¢) automatically added to your savings from your checking account. Community First then gives you 5% on the 59¢ you saved. Now that the SaversEdge® card also acts as a GoLocal Rewards card (two cards in one!), you will also get 10% off on your first purchase at Soco Coffee, and every 11<sup>th</sup> coffee beverage is free!

There are hundreds of great deals out there from locally owned Sonoma businesses. At Sizzling Tandoor you get a 5% rebate; Community Market a 3% rebate; Clone Printing, 10% off; Mombo's Pizza, 5% discount; Sonoma Compost provides a 15% discount ... And, remember, all of those discounts are on top of the 5% SaversEdge® bonus provided by Community First!

The best local deals are out there, from the best local debit card, issued by the best local financial cooperative. If you don't have a SaversEdge® enabled debit card from Community First, head to your favorite branch today. If you already have one, then start using it at local merchants who are part of the GoLocal rebate program. A complete list of participating local merchants can be found at: [www.sonomacounty.golocal.coop/rewards](http://www.sonomacounty.golocal.coop/rewards).

**COMMUNITY** **first**  
CREDIT UNION

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



## SAVE on Low-Cost Loans

Many of you moved your deposits to local financial institutions such as Community First over the past several months. Good job. That means more money available to lend locally.

So what's the next step? Move your loans to the same local financial institutions where you deposit your hard earned dollars.

*If financing a vehicle*, go to any new or used car dealer in Sonoma, Marin or Mendocino county. Once you and the dealer have agreed to the best price for you, tell the dealer you are a Community First Member and that you wish to finance your vehicle through us. It's that simple.

*If buying a home or wanting a home equity line of credit*, contact one of our six in-house home loan experts. Together, they have more than a century of local loan experience. Plus, as a Member of this financial cooperative, you are ensured of a great rate, no hidden surcharges or fees, and comprehensive consultation from the best in the business.

For more information about how to finance the most affordable local housing stock in a generation, contact any of Community First's home loan pros:

-  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**



New Real Estate Loan Officer, **Alicia Burns**, with 15+ years of experience, can be found at our College Avenue branch. She specializes in Santa Rosa transactions.

## Minor Policy Change

Currently, we produce and mail a 10-day courtesy notice to Members when the term of their Share Certificate (CD) is reaching maturity. Additionally, we mail two copies of the "Share Certificate Disclosure & Agreement." One copy is for the Member to sign and return to us (via an enclosed return envelope).

In the hundreds we have mailed this past year, only 12 have been returned. Probably a waste of your time and ours. Therefore, effective August 1, we will no longer send out the Agreement & Disclosure. We will, however, continue to send a 10-day heads-up courtesy notice.



When it comes to lending — or anything financial — Community First is, indeed, the local financial good guys!



Community First took "Best Float" honors at the annual Stumptown Daze Parade in Guerneville on June 9.

## TO REACH US

**online banking / web site**  
[www.comfirstcu.org](http://www.comfirstcu.org)

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

**Member services**  
[info@comfirstcu.org](mailto:info@comfirstcu.org)

### BRANCHES

*Central Santa Rosa*  
 501 College Avenue

*West Santa Rosa*  
 70A Stony Point Road

### SMART OFFICES

*Sebastopol*  
 130 Petaluma Avenue

*Guerneville*  
 16200 Main Street

*Healdsburg*  
 32 North Street

### 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](http://www.co-opnetwork.org)

**locate shared branches**  
[www.cuswirl.com/locations](http://www.cuswirl.com/locations)

## Important 3Q Dates

- July 4 Closed, Independence Day
- July 7 UN's Int'l Day of Cooperatives
- Sept. 3 Closed, Labor Day
- Sept. 29 Gran Fondo