

SPRING 2015

# FOCUS

A PUBLICATION FOR THE MEMBER/OWNERS OF  
CALTECH EMPLOYEES FEDERAL CREDIT UNION

## CEFCU MasterCard® — New Card. New Benefits.



**The same 4 distinctive designs personalized specifically for Caltech and JPL members will continue to be offered in the new program.**

Say hello to our new Platinum MasterCard credit card. We've partnered with MasterCard to bring our cardholders enhanced benefits and EMV chip technology! ***In the month of May, 2015, current cardholders will receive a new MasterCard featuring a microchip in addition to the magnetic stripe to keep data more secure during transactions. This card will replace the CEFCU VISA® Classic credit card.***

The partnership is new, but the value is what you've come to expect from CEFCU! We remain committed to providing superior value to our members with a card that features a low, variable rate, no gimmicks, no annual fees and no harsh penalties. Here are a few of the many benefits that come standard with every Platinum MasterCard...available to ALL cardholders.

- **Low Rate and Fees** — Low, variable rate, 25-day grace period on purchases, no annual fee or cash advance fee.

- **Credit Limit Increase** — A 10% limit increase for cardholders in good standing. *Certain exceptions apply.*

- **Price Protection** — Guarantees the best price on products purchased with your CEFCU MasterCard by refunding the difference if you find a lower price within 60 days of purchase.

- **Extended Warranty** — Doubles the time period and duplicates the coverage of the original manufacturer or U.S. store brand warranty for a maximum of one year.

- **Identity Theft Resolution Services** — Provides cardholders access to a number of services including credit bureau notification, an ID Theft Affidavit, credit card replacement, educational materials on how to avoid further occurrences, and an ID Theft Resolution Kit. In addition, ID Fraud Insurance coverage is also available for an additional fee.

- **Zero Liability** — Ensures cardholders pay only for the purchases they have authorized on their card and won't be held liable for any unauthorized purchases. The coverage extends to purchases made in a store, over the telephone and online!

- **EMV Chip Security** — Chip cards will improve the security and global usability of your card. At merchants that use chip terminals, the card and terminal work together to add an additional layer of security to each transaction. (See story inside for more details.)

***Current cardholders will be contacted in the weeks ahead with specific instructions for services utilized such as Auto Pay and eStatements.*** Also, cardholders will be provided with a new remittance address and cardholder services phone number.

Not yet a cardholder? We look forward to welcoming you to the CEFCU MasterCard program after we have converted our current card portfolio in the month of May, 2015.



**Find out all about the benefits of your new chip-enhanced credit card. You'll discover it offers a new level of security. Details inside...**





# At CEFCU, Your Best Interest is Elemental.

## Smarter Solutions. Proven Results.

We've earned this tagline and we're proud of it. Over the years, our unique business model has proven so successful that we wanted to reflect this theme in 2015. We sought to convey a message that was "strategically aligned with our mission" as well as "honest and bold."

To this end, we are pleased to announce our new marketing theme: "*Smarter Solutions. Proven Results.*" Our new theme was unveiled to staff at the annual Kick-Off Meeting in January, and to our members with the release of the 2014 Annual Report.

"The theme is not just a slogan or headline," said Rich Harris, President/CEO. "Rather, it's a framework from which every idea and decision is developed. Unlike other institutions, we don't try to fit a square peg in a round hole. We customize our products and tailor our services."

"*Smarter Solutions. Proven Results*" reflects CEFCU's optimism, commitment and confidence as it aims for an even bolder, brighter and better future. And it serves a two-fold purpose: The first is to motivate and remind CEFCU's volunteers and staff to take the initiative in understanding each member's financial needs, and to go "above and beyond" the expected to secure results. The second objective serves to encourage and remind members to look to us first — for financial guidance, resources and solutions.

A lot of thought went into the development of this theme. Each word's meaning makes a statement. The theme as a whole speaks volumes.

**SMARTER:** demonstrating superior decision-making qualities; showing quick, intelligent, and ready capabilities.

**SOLUTIONS:** the acts of solving a problem, answering a question, or providing an explanation.

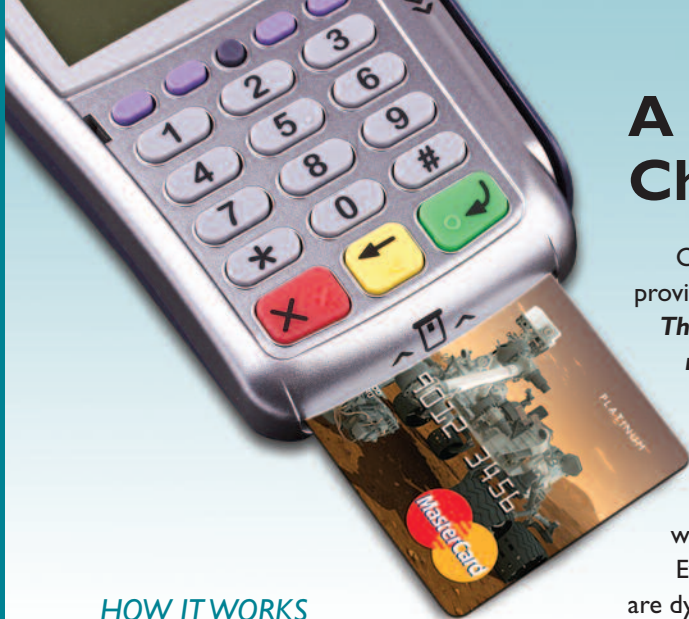
**PROVEN:** tried and tested; established by action to have the character one expects; found by experience to be trusted.

**RESULTS:** a desirable or beneficial outcome.

From online transfer of funds (next day and free) to fee-free HELOCs, from gimmick-free products to AAA loan rates to all members, we provide Smarter Solutions for every member and every transaction.

We also have a track record you can believe in. We are very proud that our team has earned your trust and confidence. We stand behind every promise we make and try to exceed those expectations whenever we prudently can with lower fees, high dividend rates and convenience. Our history proves it. That's where the second part of the theme comes from — *Proven Results*.

We look forward to encompassing this new theme in all aspects of our communication, as we continually aspire to be more engaged with our members and provide them with outstanding service and added value.



## A New Level of Security — Chip-Enhanced Credit Cards

Chip-enhanced credit cards are the latest in payment card technology, providing increased acceptance around the world and heightened security.

**The chip contains your card number, name and other account information. There is no other personal information stored on the chip.**

Due to security in the chip, every transaction you make is unique, which makes it extremely difficult for the card to be copied or counterfeited. The embedded microchip provides dynamic transaction security features and other capabilities not possible with traditional magnetic stripe cards.

Every transaction with a chip card has unique data in it. Chip transactions are dynamic, not static like magnetic stripe cards. That's why if someone were to intercept one of your chip transactions, they would not be able to use that information again. This stops fraudsters from being able to create counterfeit chip cards.

Although chip cards are relatively new in the U.S., they have been used in many other countries, particularly in Europe, for many years. This advanced technology provides an extra level of security and is easier to use — from your neighborhood market to international locations.

All chip cards vary in design because they are designed by different issuers — but they all work the same way! Rather than swiping the card, you will insert your chip card into the card terminal to complete the transaction. In addition, the chip card has a magnetic stripe on the back so you can still make purchases by swiping your card at merchants that have not yet switched to chip-enabled terminals. You can also use your card as you did before for online and telephone purchases and payments.

**Enjoy the added security and peace of mind of chip technology. If you currently have a CEFCU VISA® credit card, a new chip-enhanced MasterCard® will be mailed to your primary address in a few weeks.**

Not yet a cardholder? We look forward to welcoming you to the CEFCU MasterCard program after we have converted our current card portfolio in the month of May, 2015.

### HOW IT WORKS



**1** Insert your chip card into slot at bottom of pin pad until you feel it click.



**2** Leave your card in the slot.



**3** Approve the amount and sign.



**4** Remove your card when prompted.

## Helping to Protect Your Account from Fraud

The new CEFCU Platinum MasterCard® features a fraud prevention program to help protect your credit card from fraudulent activity by monitoring your card transactions to detect any abnormal spending.

With this enhancement, we are also excited to release Fraud Text Alerts, an opt-in service that will send a verification text message to your mobile phone number registered on file. The text message will confirm if the purchase was made by you. Upon your reply, the transaction will be approved or denied and your response will then be noted to your account.

**Is this service safe and secure?** Yes. Our first priority is to protect your personal information. We never ask for your account number, personal identification or other information. If you ever receive a text message asking for

personal information, please do not reply. A sample text message you may receive: *CEFCU Fraud Alert. Please review these transactions. 11Aug \$126.00 Merchant Account Omaha NE; 11Aug \$125.25 Merchant Account Omaha NE; Are any of these fraud? Reply Y (Yes) or N (No).*

**What happens if there is a fraudulent transaction?**

A block will be placed on your current account to prevent any further fraudulent transactions. Please call the number on the back of your card for additional instructions.

**Is there a cost for this service?** No, CEFCU does not charge for this service. Fraud protection is provided at no cost to you. However, standard text message and data rates assessed by your mobile carrier may apply. Check with your mobile carrier to ensure that you have text messaging on your monthly mobile plan.



## **PRESIDENT'S MESSAGE**

# **CEFCU: Filling the Need for a Strong, Stable and Value-Driven Financial Institution for Every Member**

Our financial responsibilities run deeper than we think. We are continually examining, researching and verifying every detail of our finances — from the simplest transaction to the



**Rich Harris,**  
**President/CEO**

most complex. We all face life's expected and unexpected challenges — from making ends meet to buying a home to paying for our children's education. If we've passed those stages, we face other financial decisions — such as saving for retirement and caring for our aging family members.

At CEFCU, all these experiences are personal ones. It drives everything we do — from our business model to our featured products to the quality of personalized service we strive to provide for each and every member.

### **WORLDWIDE MEMBERSHIP**

Even though our field of membership is exclusive to Caltech, our members come from all around the world — from cities as close as Pasadena to farms in Indiana to small towns in Mexico; from simple basic education to multiple doctorate degrees; from unilingual to multilingual. At CEFCU, we celebrate diverse cultures, ethnic backgrounds and traditions. Financial goals and experiences vary widely but one common theme unites us all — the need for a strong, stable and value-driven financial institution.

I proudly reflect on our organization's core values and principles. We have provided members with financial assistance in the most difficult of times, and have continually helped them cut through the red tape by providing simple, gimmick-free and trusted solutions. We've never offered bait and switch incentives or hidden fees.

### **THE SAME LOW RATE & TERM REGARDLESS OF CREDIT SCORE**

Unlike other institutions, all members are afforded the same low loan rate regardless of credit score. Our business model specifically reinforces these actions as we've made a

conscious, strategic decision to offer the same loan interest rates to every borrower. Other lenders will offer a higher interest rate if they view you as a higher risk borrower. At CEFCU, if you qualify for a loan, you qualify for the best available rate and term.

Additionally, while others are turning away potential borrowers who lack stellar credit and hefty down payments, we are staying true to our commitment. We are confident in the risk management processes and measurements we have in place to ensure we are doing everything possible to provide our members with the best possible financial solutions and outcomes.

### **CHALLENGING THE FINANCIAL INDUSTRY STATUS QUO**

I believe this to be one of the defining challenges of our time — to make sure our business model works for EVERY member in ANY economic climate. It is at the center of every decision we make. And, this isn't an easy task. It challenges the financial services industry status quo!!

In any given month, I've seen the full spectrum — from the purchase of a pre-owned, low-mileage mini-van to the purchase of a super-charged sports car; from the purchase of a modest starter home with a small down payment to a custom mansion with manicured gardens; from the first credit card with a \$500 limit to a home equity line of credit of hundreds of thousands of dollars. Story after story can be told of how our Credit Union has helped members in the best of times and the worst of times.

### **YOU DESERVE THE BEST**

Ultimately, everything we do at CEFCU is focused on helping our members reach their ultimate goals. Whether it's a student's first credit card, a new or used car loan, home equity line of credit or First trust deed loan...CEFCU is here to assist you regardless of the loan size! It doesn't matter if it's \$1,000 or \$100,000. It doesn't matter if you've been turned down at the auto dealer or, even worse, persuaded to sign on the dotted line for a double-digit interest rate.

At CEFCU, we work harder to provide access and value to every member regardless of socio-economic status. This is not to say what the others are doing is wrong. It's just not the way CEFCU does business. Our members deserve the best!

***“...we work harder to provide access and value to every member regardless of socio-economic status.”***

# 13th Annual Scholarships

Apply for CEFCU's Scholarship Program and earn one of several \$1,000 scholarship prizes awarded to high school graduating students.

Our Scholarship Program is designed to encourage students to pursue higher education and reward them for their level of dedication. Scholars can choose to concentrate in any desired field. Eligibility requirements are simple:

- Good standing High School senior
- Complete CEFCU Application
- Personal Statement Essay
- CEFCU Member

Scholarship applications are now available. The deadline is May 4, 2015. Visit [www.cefcu.org](http://www.cefcu.org) or call us at 800/592-3328, x609 for more information.



## At 1.45% APR, It's a Black & White Decision



It really is black and white. A CEFCU auto loan can save you money on **NEW, USED or REFINANCED** vehicles. **Rates are as low**

**as 1.45% APR<sup>^</sup> for 36 months** on current model year and prior 5 years. And, you can finance 100% of your purchase price or Retail Blue Book value, plus tax, license, documentation fees, mechanical breakdown protection, GAP, and an extended warranty.



Longer terms feature rates only slightly higher. So, there shouldn't be any shades of grey.

Your next auto loan should be from CEFCU.

<sup>^</sup> Includes 1% rate discount for payment by Automatic Transfer. Lower rate or refinancing option does not apply to current CEFCU loans or any vehicles that have been financed by CEFCU in the past 12 months.



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### Ask for an eReceipt

Enjoy the convenience of eReceipts when you complete a transaction at a CEFCU branch office. Your receipt is emailed to you within minutes of your transaction. And, because you can keep an electronic copy of your receipt, you don't have to worry about your paper copy fading, tearing or being misplaced!

The eReceipt does **NOT** include any account or personal information. Please note that the primary member's email will be the default email address used. If you want to specify another email address, please inform your Member Service Rep.

## Privacy Policy Online

CEFCU's Annual Privacy Policy is available online at [www.cefcu.org](http://www.cefcu.org) under the Resources tab. You may also call us at **800/592-3328** to request a copy by mail.



## LA CAÑADA OFFICE

528 Foothill Blvd.  
P.O. Box 11001  
La Cañada Flintridge, CA 91012-6001  
800/592-3328 • 818/952-4444  
FAX 818/952-4382  
Hours: 9 a.m.-4 p.m. M-F  
Drive Up: 8:30 a.m.-4:45 p.m. M-Th  
8:30 a.m.-5:15 p.m. F

## JPL OFFICE

4800 Oak Grove Dr., Bldg. 291  
Pasadena, CA 91109  
818/354-3280  
FAX 818/393-4308  
Hours: 9 a.m.-4 p.m. M-Th  
8:30 a.m.-4 p.m. F

## CAMPUS OFFICE

1200 E. California Blvd.  
Pasadena, CA 91125  
M/S 100-63  
626/395-6300  
FAX 626/568-9536  
Hours: 9 a.m.-4 p.m. M-Th  
8:30 a.m.-4 p.m. F

## WEBSITE

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

## CREDIT UNION OFFICIALS

### BOARD OF DIRECTORS

Dlorah Gonzales, *Chair*  
John Patterson, *Vice Chairman*  
Mike Miranda, *Secretary*  
Rich Harris, *Treasurer*  
Willis Chapman, *Director*  
Gary Gray, *Director*  
Ann Martin, *Director*  
Richard O'Toole, *Director*  
Steve Proia, *Director*

### SUPERVISORY COMMITTEE

Laurice Balian, *Chair*  
Walt Boyd, *Member*  
Theresa Slowskei, *Member*

# Huntington ATM Installed

You'll find a new CEFCU ATM as part of the brand new Steven S. Koblik Education & Visitor Center. The ATM is adjacent to the admissions and membership area at the northernmost section of the complex.



## Holiday Closings

**Memorial Day — Monday, May 25th**  
**Independence Day (observed) — Friday, July 3rd**

## FINANCIAL UPDATE

As of February 28, 2015

Assets.....	\$1,576,124,299
Shares.....	\$1,207,033,502
Loans.....	\$ 324,946,302
Member Accounts.....	35,268

## LOAN RATES & TERMS

Type of Loan	Annual Percentage Rate (APR)	Approximate Maximum Term
<b>PERSONAL LOANS</b>		
Personal Line of Credit (Variable).....	10.25%	Open End
VISA (Variable).....	9.25%	Open End
Short Term Personal Loan.....	9.00%	24 months
	10.00%	36 months
	10.50%	48 months
Share Secured Loan (Variable).....	1.90%	Open End

## VEHICLE LOANS

<b>New/Pre-Owned Autos — Purchase and Refinance*</b>		
100% Financing (Current & prior 5 years).....	1.45% <sup>^</sup>	36 months
100% Financing (Current & prior 5 years).....	1.85% <sup>^</sup>	60 months
100% Financing (Current & prior 5 years).....	2.85% <sup>^</sup>	84 months
80% of Retail Blue Book (6 years & older).....	3.85%	60 months
<b>New/Pre-Owned Motorcycles*</b>		
80% Financing.....	3.99%	60 months
100% Financing.....	4.99%	60 months
<b>New/Pre-Owned RVs*</b>		
100% Financing.....	7.25%	120 months
80% Financing (6 years & older).....	9.00%	84 months

\* Financing includes purchase price or Retail Blue Book value plus tax, license, documentation fees, mechanical breakdown protection, GAP, and extended warranty.

<sup>^</sup> Includes 1% rate discount for payment by Automatic Transfer. Lower rate or refinancing option does not apply to current CEFCU loans or any vehicles that have been financed by CEFCU in the past 12 months.

## REAL ESTATE LOANS

First Trust Deed.....	Visit us online at <a href="http://www.cefcu.org">www.cefcu.org</a> or call 800/592-3328, x404	
<b>Second Trust Deed</b>		
Primary/Secondary Residence (Fixed).....	4.95%	180 months
Rental Property (Fixed).....	9.75%	120 months
Home Equity Line of Credit (Variable).....	3.75%	Open End
10-Year Interest Only HELOC (Variable).....	3.75%	120 months



Caltex Employees Federal Credit Union publishes this reference guide as a service to our members. It is designed to be used for general information and is not meant to be a full disclosure. Rates and terms are those in effect at time of printing, and are subject to change without notice. For applications or detailed information, please call the Credit Union today. Equal Housing Lender. Equal Opportunity Lender. Effective April 1, 2015.

