



IMPORTANT MEMBER ANNOUNCEMENT...

London Civic Employees' Credit Union is rebranding to Boomerang Credit Union

There is a lot of change in the banking world today. To compete in this confusing and competitive marketplace, London Civic Employees Credit Union must clarify two important issues for our existing and our prospective members.

Prospective members need to know that they don't have to be a 'London Civic Employee' to join our credit union.

We must also explain the key difference between a credit union and a bank. At a bank, profits are returned only to the bank's shareholders. At your credit union, the profit comes directly back to you.

Your fellow volunteer-member Board of Directors has approved the launch of the new name, logo and tagline designed to convey these truths simply and effectively. While we're at it, we intend to generate interest in our credit union



from prospective members of all ages, with a logo that represents our dynamic, value-focused credit union.

Rest assured that our commitment to service will never change and we will never abandon our employer bonds (the companies we currently service). Our employer bonds remain a priority as established by your volunteer Board of Directors, who represent them.

This is your credit union and we want invite you, our member owners, to participate in this exciting change. A member vote on the name change will be held on **November 16, 2010 at 7:00 p.m.** at the **Best Western Lamplighter Inn**, 591 Wellington Road South, London.

Sincerely,
Kimberly Darling
Chairperson, Board of Directors

Lew Figol
Chief Executive Officer

CHIP CARDS ARE COMING!

In the Winter 2010 edition of our newsletter, we told you about the industry-wide initiative to replace debit and credit cards with the new chip technology. The time is almost here. We will be sending you a chip card to replace your current MemberCard very soon.

These new cards bear a microcomputer chip that is embedded directly into the plastic. The 'chip' performs a number of important functions including card authentication, personal identification number (PIN) verification and 'secure' information storage. As a chip card user, you will enter your PIN at all chip-reading enabled terminals. For you, it means enhanced privacy and added safety – protection from counterfeit, identity theft and fraudulent activity. You can use your chip card at your branch, any retail location or ATM. If you shop at a retailer that does not have a chip-reading terminal yet, you will sign a receipt as you currently do. That is why the first generation of chip cards will continue to have a magnetic stripe on the back as well as the chip.

For your protection, the PIN is automatically blocked and you will be asked to sign a receipt if the PIN is entered incorrectly three consecutive times. If your PIN is blocked, visit www.cuets.ca/cebs/index.htm or call **1-800-561-7849** for a list of credit union locations where you can unblock your PIN.

Follow these handy tips, to protect yourself against unauthorized access to your account and to KEEP YOUR PIN SAFE:

- ✓ Memorize your PIN and do not carry it with you.
- ✓ Never disclose your PIN, carry a record of it or lend your card to anyone.
- ✓ Never keep your PIN and card in the same location.
- ✓ If you become aware that your PIN has been compromised or is known to others, contact your branch immediately at (519) 661-4563.
- ✓ Never disclose your PIN over the phone, Internet or when making a mail order transaction. Online merchants might ask for the 3 digit security number on the signature panel on the back of your credit card, sometimes referred to as the card validation code (CVC), but they should not ask for your PIN.

You will receive your personal identification number (PIN) prior to receiving your chip card. If you would like to change your PIN once you receive your chip card or to find out more, visit www.cuets.ca/cebs/locations.html or call your branch at **(519) 661-4563**.

Member Services

CHEQUING ACCOUNTS

- Personal 1
- Premier Member Service
- Senior Member Service

SAVINGS ACCOUNTS

- Save It Up
- TFSA
- Plan 24
- Investment
- US Savings

YOUTH ACCOUNTS

- Fat Cat
- Youth Advantage

PAYROLL DEPOSIT PROGRAM

LENDING

- MeritLine
- Credit Line
- Mortgages
- Personal Loans

INVESTMENTS

- Term Deposits
- Index Linked Deposits

Registered Retirement Savings Plans (RRSPs)

Registered Retirement Income Funds (RRIFs)

Registered Educational Savings Plans (RESPs)

Bill Payments

Online Banking

Brokerage Services

Cash Services

ATM's

LCECU HOURS

Monday to Friday -
9:00 am to 5:00 pm

ATM LOCATION

Dundas Street at Waterloo

Branch Location - open 24/7

ATM Hotline - 1-877-764-3693



Congratulations to **Kathryn Bezzina**, last year's **Scholarship Award Winner**. We're proud to have been able to help her along her path. The Board of Directors appreciated her sound advice concerning our credit union youth. Kathryn will continue her studies in Ottawa, where she was accepted into the Faculty of Medicine.

2010 SCHOLARSHIP AWARD WINNER

The lucky award recipient receives a **\$1000 Scholarship** to assist them in their graduating year. Eligibility requirements include enrolment in a full-time program at a post secondary institution, a 75% or better grade average, submission of a 500-word essay on one of three selected topics and a proven track record of community involvement.

This year's winner, **Alexis Allen**, attends the University of Western Ontario in Management Organizational Studies. Alexis submitted an essay on volunteerism and is a highly involved community member. In addition to her cash prize, our scholarship winner is also appointed as the official Youth Advisor to the Board of Directors. She will attend all regularly scheduled meetings of our Board of Directors to participate as their Youth Advisor. Alexis will certainly learn some valuable lessons in this role. *Please join us in congratulating Alexis and wishing her continued success in her final academic year!*



SMART DEBT MANAGEMENT 5.99%

Have you ever thought about reducing your expenses through debt consolidation? If you're carrying a balance on a high rate credit card and paying more than you should on a personal loan, home equity line of credit or even a mortgage, then we have a solution for you. We can save you time and money with a **London Civic Debt Consolidation Loan***. It's a great way to simplify the debt repayment process and lower your interest costs. Just call **Jill**, **Zenalia** and **Teri Lynn** to discuss setting up a loan that equals the amount of your total outstanding debt. Interest rates start as low as 5.99% and are available for a special limited time offer.

THINK ABOUT THE BENEFITS...

- ✓ Lower interest rate than what you currently pay saves you money, lets you pay down your debt faster or lower your monthly payments.
- ✓ A single monthly payment simplifies your household budgeting.

The Debt Consolidation Loan is so convenient.

Call **Zenalia Vetere**, **Jill Regan** or **Teri Lynn Witherspoon** at **519-661-4563** and start saving time and money today!

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