

*BlueChip*FCU **BLUES NEWS**

FALL 2009



THE CONSTRUCTION IS FINISHED, AND WE CELEBRATED!!

August 19, 2009



A Note from the President ...



This particular column is the hardest one that I've written over my tenure as President and CEO. For the first time (believe it or not), I seem to be at a loss for words. I started my career with Blue Chip FCU in July 1991 as Vice President. In October 2000, the Board asked, and I accepted the position of President and CEO. I have loved every minute of my time spent at Blue Chip. However, the time has come to turn the job over to someone younger, and move on to my next journey. **I am announcing my retirement as of December 31, 2009.**

With the help of your Board of Directors, the credit union strengthened its financial condition over the past 9 years. We are in good shape, especially in the current economy. The credit union's assets have grown \$10.4M during the past 9 years; loans grew \$5M. We are completely online real-time with our Internet branch and VISA debit transactions. While we had a couple of tough years, the majority of them were good ones. With your confidence in our abilities to take care of your money, we've done well. We were able to give back some money to you in the form of bonus dividends and loan interest refund for the last 2 years. With the state of the economy and the situation with the corporate credit unions, we can't guarantee that we can do the same thing this year. But the Board always looks at how it can give back to our members.

The credit union has come into the 21st century during the past 12 months – we have a much more professional looking facility, with a drive through window. There are 2 offices specifically designed for member service related situations; we have a conference room designed to accommodate future training or seminars from which you (our members) may benefit. While the building is new and professional, I continue to hear from members who visit that we've been able to maintain the "family feeling". This is what we wanted to accomplish. I am very proud of the building. If you haven't taken the time to come see the end result, please stop by.

I've had the opportunity to work with some of the very best people – BCFCU has a fantastic Board of Directors and Supervisory Committee and an outstanding staff. Your completely voluntary officials give their time in order to make this credit union what it is today. My staff makes me look good!! There is little or no staff turnover, which means that you get to know them and they get to know you and your financial needs.

Last but not least are the special friendships I have made with all of you over the 19+ years. Some of you have been loyal members of BCFCU for longer than I've been here. If you had attended our 60th annual meeting, you would have been amazed at the number of members who started their relationship with the credit union in the 50's, 60's and 70's. You brought your family to us! The Board of Directors

decided to stay with our field of membership instead of obtaining a community charter because we wanted to retain the feeling of "family". This doesn't mean we don't need to grow; in order to survive, growth is necessary. We just felt that our SEGs (employer groups) were strong enough to allow us to grow. We tried to find our niche – **offer the best possible products and provide outstanding personal member service.** We then let you speak for us; you haven't disappointed us! I ask new members how they heard about the credit union; I hear your names each time. **So, I thank you – for your loyalty, friendship, and faith in BCFCU to keep your money safe.** We need you to tell others about the great services we offer and the great service you get!

The Board of Directors made the decision to promote Cathi Martin (the current Vice President) to the position of President & CEO, effective January 1, 2010.

If you read the last newsletter, you know that Cathi has worked at credit unions for the past 11 years. She firmly believes in the credit union philosophy of "people helping people", and likes the vision of BCFCU. She has become a valuable team player during the last 12 months. She has the energy, desire and ambition to take BCFCU to its next level. I have offered to assist her in whatever she needs to learn, so you may see me around for a few months.

In addition to Cathi's promotion, **I also am extremely happy to announce that Amy Schmoyer will become Vice President/COO.** Amy has worked in credit unions for 20+ years, 12 of those years at BCFCU. She and Cathi will be a great team. Look for even better things to come in the next few years!

I consider myself to be one of the luckiest persons alive in that I've had a career that I've truly loved. But, it's time to turn the reigns over to those people that can take this wonderful credit union even further! Myself – I'm going to spend some time with my hubby. However, let me say that I'm not sure if we can be around each other for 24 hours. He's been forewarned - if he gets on my nerves, he's the one to look for a part-time job. I want to watch my 2 grandsons play hockey and lacrosse. I want to become re-acquainted with my family and friends. If and when I get totally bored, perhaps I'll become the credit union greeter (look out, Wal-Mart).

I want to wish each and every one of you the best holiday season. Take the time to be with your family and friends, and give thanks for this wonderful (if not somewhat troubled) country in which we live.

Please stop by and say goodbye to me before the end of the year! God Bless!

In friendship,
Mary Lynn



CURRENT DIVIDEND RATE SITUATION

There has been much discussion about the extremely low dividend rates during the past 12 months. The Board and management do not see the rates going up anytime soon, primarily due to the state of the economy. In order to fully understand the reason for these low rates, we thought we could offer an explanation of the present circumstances.

Blue Chip FCU, like all financial institutions, is made up of savers and borrowers. The savers look to the credit union for the best dividend rates; the borrowers look to the credit union for the best loan rates. During the current economic conditions we have seen an influx of money from the savers, and we want you to know that we appreciate the faith you've shown in BCFCU by doing so.

The best return on these deposits comes from loans to the borrowers. Any surplus deposits are invested in those financial resources approved by our federal regulators, and are limited to those that are federally insured. There is a downside to these federally backed investments – they generally earn less than what we would like to pay our savers on their deposits. (On the positive side, for this very reason, BCFCU and most natural person credit unions have not encountered the same financial problems that the banks have had during the last 12+ months.) At this time we are focusing on the borrowers – for good solid loans. Once the economy improves, we will be able to move the share and certificate rates back to more typical levels.

NEW PRODUCTS AND SERVICES COMING

New Audio Response System – our older system finally gave up on us. We have purchased and are in the process of implementing a new system. Hopefully, it will be up and running by the time you receive this newsletter. It should be more user friendly than the one we had. If you have any questions about it, please contact a staff member for assistance.

New Bill Payer System – we decided to update our current technology to provide you with a newer bill payer system. The system will offer the opportunity to review all upcoming and scheduled payments. Payments will be processed more quickly and efficiently. This system should also be up and running by the time this newsletter goes to print. If you haven't used Electronic Bill Pay, perhaps the time to do so is now. It's very user friendly, safe and FREE. You can take a tour of the new system at www.onlinebanktours.com/paytraxx09. Or just ask one of the credit union staff about the product. We think you will like it

PIN NUMBERS WILL BE REQUIRED

PIN Numbers will be necessary to enter the credit union: As we told you in the last newsletter, the Board of Directors decided to continue the practice of locking the credit union doors for the safety of both our members and staff. The inside (vestibule) door will be locked starting November 9, 2009. You will enter a 4-digit number on the keypad located on the brick wall in the vestibule. We have set up most of the PIN numbers. If at all possible, your particular PIN# will be your credit union account number. If you have a 3-digit number, please add a 0 at the beginning. If you have a 5-digit account number, your PIN# will be a version of you number – either the first 4 or last 4 digits. If you have multiple accounts, or you are a joint owner on your spouse's account, the lowest account number will be used.

A staff member will work closely with you as you visit the credit union. For those of you who don't visit the credit union on a regular basis, you will be able to converse with one of the staff. You merely provide us with your name and/or account number. After you enter the lobby, you can provide us with a PIN#. You will be set up in the system, giving you

access to the lobby through the keypad. We will allow you to select your own PIN# as long as it is not being used by another member. We anticipate that this process will take some time, so we ask your patience and understanding in advance.

THE HOLIDAYS ARE COMING!

If you need help with your holiday shopping this year, check out our special loan.....

Up to \$1,500
@ 9.90% APR
12-month repayment term

AVAILABLE THROUGH
12/31/09

HOW TO REACH US

OFFICE:

Local 717-564-3081
Toll Free 800-78BCFCU (782-2328)
Fax 717-564-1469

TELLER 24:

Local 717-564-0699
Toll Free 800-784-8840

VISA CARD INFORMATION

1-800-784-8840

www.bluechipfcu.org

PHONE SERVICE HOURS

Monday, Tuesday 8:30 am - 4:30 pm
& Thursday
Wednesday 9:00 am - 4:30 pm
Friday 8:00 am - 4:30 pm

LOBBY HOURS

Mon. & Tues. 8:30 am - 4:30 pm
Wednesday 9:00 am - 4:30 pm
Thursday 8:00 am - 5:00 pm
Friday 8:00 am - 6:00 pm

Upcoming 2009 Holiday Closings

Thursday, November 26 Thanksgiving Day

Friday, November 27 ... Open from 10:00am – 4:00pm

Thursday, Dec. 24 Open from 8:00am – 1:00pm

Friday, December 25 Christmas Day

Thursday, Dec. 31 Open from 8:00am – 1:30pm

Friday, January 1, 2010 New Year's Day



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