



1546 Lyell Avenue
Rochester, NY 14606

Lyell FEDERAL CREDIT UNION NEWS

Fall 2011



JUST IN TIME FOR HOLIDAY SHOPPING!

APPLY TODAY for the LYELL FEDERAL CREDIT UNION VISA® PLATINUM CREDIT CARD

6.49% 6 Month Introductory APR and then only 9.49% APR after that! NO ANNUAL FEE, balance transfer option, no over-limit fees, and FREE convenience checks.

Apply online at www.lyellfcu.org, call us to request an application, or stop in the branch to apply.

BREAKING NEWS

(although we have known it for years!)

This isn't news to us and our credit union family but, according to a recent article in the *WALL STREET JOURNAL*... "Credit Unions are a cheaper banking option and typically offer better deals on checking accounts, loans, and other products compared with banks". It appears that banks are now raising their fees and becoming very customer "un-friendly". In fact, the Credit Union National Association (CUNA) estimates that over the course of a 60 month auto loan, a credit union member would save an average of \$174 each year in interest expense compared to what they would pay at a bank. That's about a \$1,000 savings over the 5 years!

We thought it was a good time to remind you that anyone in your immediate family or living in your household can join Lyell FCU. Our minimum deposit for a new account is only \$5.00 and that entitles you to all products and services that we offer. For more information on all of our products and services please visit our website at www.lyellfcu.org.

SCHOLARSHIPS

Attention: Parents, Students, Grandparents....

The 2012 college scholarship program is here! The Rochester Chapter of the New York State Credit Union League will be awarding \$10,000 in college scholarships in the amounts of \$1,000 and \$500 to outstanding high school seniors, who are members of participating Rochester Chapter Credit Unions.

As a member of Lyell Federal Credit Union you are eligible to apply! As an extra incentive to apply, any LFCU student member who applies for the Rochester Chapter scholarship will also be eligible to win our LFCU scholarship of \$500. Ask today for additional information and an application.

FREE ONLINE BILL PAY!

Simplify your life....



- Schedule payments in a few clicks
- Save time and money every month
- Make safe and secure transactions

Enroll today and pay no enrollment fee!

See a representative for details or sign up online at www.lyellfcu.org

JOIN THE LFCU HOLIDAY SAVINGS CLUB AND RECEIVE A FREE GIFT!



We can help you save for next year's Holiday expenses and reduce the stress of the season. Start a savings plan now and receive our regular shares dividend on your account. Your funds will be

available beginning the first Monday in October.

Open an account now and receive a free gift!

Serving Our Members for 56 Years!

PRIVACY POLICY

A Privacy Pledge to our Members

To assure the continued privacy and confidentiality of your personal financial information, your credit union observes these practices and procedures:

INFORMATION WE COLLECT

We collect nonpublic information about you from some or all of the following sources:

- Information we receive from you on applications or other forms;
- Information about your transactions with us, our affiliates, or others; and
- Information we receive from a consumer reporting agency.

INFORMATION WE DISCLOSE

We do not disclose any nonpublic personal information about our members and former members to affiliates or non-affiliated third parties except as permitted by law.

OUR SECURITY MEASURES

We restrict access to nonpublic information about you to those employees who need to know the information to provide products or services to you. We maintain physical, electronic and procedural safeguards that comply with Federal regulations to guard your nonpublic personal information.

LFCU members and the public may receive copies of this notice of privacy practices by contacting the credit union.



WITH RATES THIS LOW ISN'T IT TIME TO BUY A NEW CAR?

When you buy your next car through our credit union's Autosmart® program, you can be assured of a great price and our low financing. It's the best of both worlds!

Here's how it works: Simply go to one of our participating auto dealers in the Rochester area and make your best deal at the dealership. Your loan may be approved in minutes, right at the dealership, and you'll be on your way in no time at all. Remember, for your best deal, always turn to one of our Autosmart® dealers first! Currently, we are working with the following Rochester area groups:

- Bob Johnson Chevrolet- Greece
- Frontier Auto Haus-Rochester
- Hoselton Auto Mall-East Rochester
- Ideal Chevrolet- Avon
- Ideal Nissan- Greece
- Marina Dodge- Webster
- Marina Mitsubishi- Webster
- O'Connor Chevrolet-Henrietta
- Ralph Honda- Greece
- Vanderstynne Toyota- Greece
- Vision Ford- Greece
- Vision Hyundai- Henrietta
- Vision Kia- Fairport
- Vision Nissan- Webster
- Websmart Auto- Greece
- Xtreme Auto- Spencerport

NEED SOME HELP WITH HOLIDAY CASH?



Our holiday loans are here for a limited time! Finance up to \$2000 for a term of 12 months and buy the perfect gift for that special person in your life.

Check out our rates!

We have some of the most competitive savings and loan rates in the Rochester area. **For a current list of rates, please visit our website at www.lyellfcu.org or phone us!**



Free Credit Reports

We recommend that you obtain your free credit report at least once every 12 months from each of the credit reporting agencies.

To receive your free annual credit report visit www.annualcreditreport.com or call toll free (877) 322-8228.

Contact Information:

Lyell Federal Credit Union
Just West of Mt. Read Blvd.
1546 Lyell Avenue
Rochester, NY 14606

Phone (585) 458-9220

Fax (585) 458-4771

Email memberservices@lyellfcu.org

On the web at www.lyellfcu.org



“Housekeeping” Details

- ▲ **Have you updated the beneficiary on your account?** This information tells us who will be entitled to your funds if something should happen to you.
- ▲ **Have you moved?** Please give us your new address so that we can continue to send your statements and other important information.

Please call us at (585) 458-9220 and let us know if you need to update any of this information.

HOLIDAY CLOSINGS

Thanksgiving Day Thursday November 24, 2011
Christmas Monday December 26, 2011
New Year's Monday January 2, 2012
Martin Luther King Day . . Monday January 16, 2012



AMERICA'S
CREDIT UNIONS™

Where people are worth more than money.™

HOURS OF OPERATION

Monday, Tuesday, Wednesday, and Friday from 9 AM to 4 PM.
Thursday hours are from 9 AM to 6 PM.

Serving Our Members for 56 Years!