

# THE HERITAGE CONNECTION

*The Difference is Relationships* April 2009

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## Rolling over your 401(k)? Invest in yourself.

Whether it's 401(k) money or opening an IRA, reward yourself with tax advantages for long-term retirement savings.

## Great Rates!

IRAs insured up to \$250,000 by NCUA

Early withdrawal penalties may apply. Fees may reduce earnings. There is a minimum opening deposit of \$500. Minimum balance to earn dividends is \$500. The IRA Savings is a tiered rate account. Additional restrictions may apply. See Rate and Fee Schedule. Contact your tax advisor to determine tax benefits.



Thanks to those who attended our *70th Annual Meeting* Tuesday, March 24, 2009 at the *Mary Calder Golf Clubhouse*

## Home Buying Seminar

**Tuesday, April 21**  
**6:00 – 7:30 p.m.**

*Join us for this educational seminar covering all aspects of home buying. Four mortgage specialists will give presentations on underwriting/processing, home inspections, real estate appraisals, and mortgage closing including:*



- **Qualifying for a mortgage.**
- **Mortgage loan pre-qualification and pre-approval.**
- **Choosing a reliable professional home inspector.**
- **Contents of a home inspections report.**
- **Why is a property appraisal needed?**
- **How is the value of the property determined?**
- **What is a title search?**
- **What is a settlement statement?**
- **What is the closing procedure and timeframe?**

**Reserve your spot today!**

- Food provided
- Public invited

# CORNER

## CEO



In 2008, we had many challenges as the economy went into a recession and unemployment increased. Although many banks invested in subprime mortgages and other subprime investments so they could increase their profits to shareholders, Georgia Heritage Federal Credit Union remained true to our calling by investing in what we believe in – YOU!

Since 1940, Georgia Heritage FCU has been a safe investment haven for our members. In 2008, deposits grew by over 21% and every member who invested in a money market account, IRA or a certificate received positive income from that investment. When you open your statement, you can be assured that our investment is in you.

In 2008, our loan growth was almost 16%.

## DID YOU KNOW?

We believe we are here to help make a difference in the lives of the members we serve. This philosophy of people helping people assisted many of you in buying a new home, refinancing your current home to lower your payments, purchasing a new or used auto, financing your children's education, or improving your homes with a home equity loan. The funds for each of these loans came from your fellow members who save with us. Truly, it is you helping your neighbor.

Speaking of our neighbors, we are especially proud of the fact that during these trying times, we have had many success stories of how we were able to work with members to keep them in their homes and autos. We can do this because we truly care about our members and their financial well-being. We treat each member uniquely and with respect.

We accomplished several key projects last year aimed at improving our service to you.

- Introduced Premier Checking Account – pays high yield with no gimmicks.

- Introduced E-Account Checking Account – pays high yield for Internet users.
- Updated Bill Payment – making it easier to pay bills online.
- Introduced Simple Pay Home Equity Loan – 1% of advanced balance.
- Loan Payments by Phone or the Internet – easy and simple way to pay loan payment.

The economy will continue to be a headline story in 2009 but Georgia Heritage FCU will continue to invest in you. Many projects for 2009 will focus on providing you with easier ways to do business with us. Our mission is to provide you with exceptional service with speed, ease, and convenience. Look for some new and improved changes in 2009 for your benefit.

My sincere thanks goes out to the Board of Directors, Supervisory Committee, management and staff for their full support and dedication to Georgia Heritage FCU during this past year.

To our members, we value your membership and thank you for choosing Georgia Heritage Federal Credit Union as your financial partner.

## Team Spirit at Georgia Heritage Raises Funds for



The theme of the American Cancer Society's Relay For Life (RFL) is "One day. One night. One community." The event is set for May 8-9 at Benedictine Military School.

This year, the staff at Georgia Heritage Federal Credit Union organized a team to participate in the RFL fundraising event. To help raise money for the American Cancer Society, credit union fundraisers included a drawing for a Valentine's Day prize, drawing for an Easter basket, and sales of World's Finest Chocolate bars.

By the time you read this, the 1st Annual Golf Scramble and Hole Sponsorship held March 28 at Mary Calder Golf Course will be history. The monies raised also went to Relay For Life. To all the hole sponsors and golf teams, we thank you.

"I want to participate in Relay for Life to make a difference in peoples lives and help raise money to help cancer survivors," said Crystal Howard, who is the Georgia Heritage team co-captain along with Katy Kirby. Long-time employee Liz Purdee agrees. "I've made a personal commitment in my life to give more and expect less," she said.



Georgia Heritage FCU's Relay For Life team is pictured (left to right): Liz Purdee, Bill Faglie, Crystal Howard, Mike Silvers, Jo Gnann, Katy Kirby, Jim Collins, Brandy Stafford, Jessica Burns, Shani Dudley, and Kimberly Ford.

# Increase in Fraud Concerns Members

Not long ago, a Georgia credit union warned that fraudulent emails were sent announcing members' debit cards were deactivated and providing a toll-free hotline to re-activate the cards. It was all a scam.

Similarly, a credit union in the Midwest warned of "robocalls" whereby an automated dialer phoned members to say their account had been compromised and asking for personal information. It, too, was a scam.

Identity theft is the fastest growing crime in America. According to the Federal Trade Commission, more than 20% of all cases of identity theft involve phone solicitations and email or text messages.

Phishing emails look authentic and direct you to toll-free phone numbers or to Web sites to input your personal information. Thieves use Voice over Internet Protocol (VoIP) technology that allows their phone numbers to appear to be the "real thing" when, in fact, the calls are fraudulent.

Criminals use software programs to create phony automated customer call center service lines.

Lottery scams are a growing threat. Don't fall for an unsolicited email that you've won the lottery, a big prize or inherited money. Other scams ask you to wire or ship money to a U.S. city or overseas in exchange for a commission for facilitating the money transfer. If you have questions about the authenticity of an inquiry supposedly from the credit union, call us at (912) 236-4400.



## Valentine's Day Winner



Gary Moore was the winner of the credit union's Valentine's Day contest held in February. Gary, who had the winning guess closest to the number of candy hearts in a jar, won a stuffed dog and bath gift set. The promotion raised \$76.00 for the American Cancer Society's Relay For Life. We appreciate all the members who participated in the Valentine's contest.

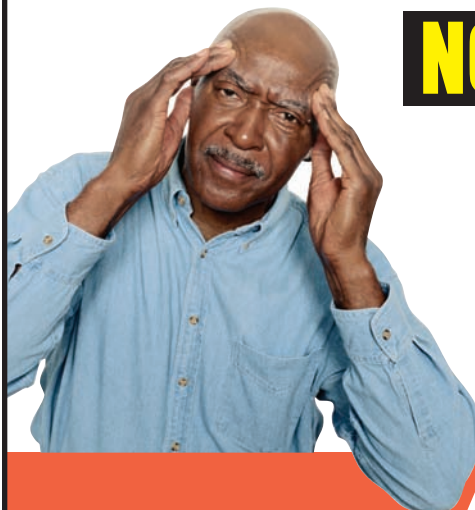


Tired of counting check card transactions & other requirements to receive high-interest checking?

**NO GIMMICKS HERE!**

**PREMIER CHECKING**

\$2,500.00 to \$24,999.99 .....1.25% APY\*  
 \$25,000.00 to \$99,999.99 ....1.50% APY\*



**PLUS**

- Loan discount of .25% APR\*\* w/ direct deposit & auto transfer
- Account access at more than 3500 Shared Service Centers ♦ nationwide
- More than 50,000 surcharge-free ATMs™
- Free Bill Pay • Free Home Banking
- Free eStatements • Free 24/7 Account Access by Phone

**Accounts insured up to \$250,000 by NCUA**

*Safety & Soundness since 1940*



\*APY — Annual Percentage Yield is subject to change without notice. \*\*APR — Annual Percentage Rate. USSC is the credit union shared branching outlet locations found at www.cuservicecenters.com. †Participation in Credit Union 24/CU HERE, members may have access to more than 50,000 surcharge-free ATMs. Restrictions may apply. The APY is offered as of March 2, 2009. Rates are subject to change without notice. Minimum balance to open this account is \$2500. Loan discount of .25% applies to Georgia Heritage FCU loans. Direct Deposit and auto transfer apply to a Georgia Heritage FCU checking account.

# Heartland Payment Systems

## *Breach Hits Financial Institutions*

On January 20, the date of the Presidential Inauguration, payments processor Heartland Payment Systems announced that it was the victim of a security breach within its processing system. Heartland Payment Systems, Inc., delivers credit/debit/prepaid card processing, payroll, check management and payment solutions to more than 250,000 business locations nationwide.

According to Robert H.B. Baldwin, Jr., Heartland's president and CFO, the incident "may be the result of a widespread global cyber fraud operation." News sources reported that after being alerted by Visa® and MasterCard® of suspicious activity surrounding processed card transactions, Heartland took steps to further secure its systems while enlisting the help of forensic auditors to conduct a thorough investigation into the matter. The NYSE company is cooperating closely with the United States Secret Service and the Department of Justice, said Baldwin.

Like many people throughout the country, some Georgia Heritage members were affected by the

Heartland breach. Our staff reacted quickly by taking these steps:

- Determining which cardholders were at risk.
- Creating and mailing letters to affected cardholders to notify them of the breach and informing them that we would be ordering new cards.
- Waiting sufficient time for the new card/PIN to arrive before the compromised card was closed. Members continued to have access to their debit and credit card accounts until new cards were received unless they requested immediate closure.

Other financial institutions in the area immediately closed accounts, sometimes leaving the affected cardholders without use of their debit or credit cards.

"We were pleased that the Heartland breach was handled expeditiously by our staff," said President/CEO Mike Silvers, "with few complaints from our members."



**Georgia Heritage  
Federal Credit Union**

### **Branch Information** **Lathrop Avenue Branch**

1085 W. Lathrop Ave.  
P.O. Box 1920  
Savannah, GA 31402  
**(912) 236-4400**

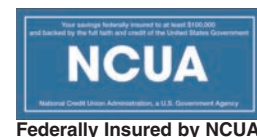
### **Lobby and Drive-thru Hours**

Monday - Wednesday  
9:00 a.m. - 5:00 p.m.  
Thursday - Friday  
9:00 a.m. - 6:00 p.m.

**Call 24 Lines**  
**(912) 233-6491**  
**1-800-408-6466**

**Web Site**  
**www.gaheritagefcu.org**

**Holiday Closings**  
**Memorial Day**  
Monday, May 25, 2009



Federally Insured by NCUA

## **Consumer Fraud Tips To Protect Your Card**

Heartland Payment Systems issued consumer fraud tips to consumers found at [www.2008breach.com/ConsumerFraudTips.asp](http://www.2008breach.com/ConsumerFraudTips.asp).

To ensure your credit or debit card has not been used inappropriately, you should always check your credit and debit card monthly statements for suspicious activity.

If a transaction appears that you did not authorize, contact the issuer of your card immediately. You are not financially liable for counterfeit fraudulent purchases made by third parties that are reported in a timely way to the card issuer.

*The three credit bureaus are:*

**Equifax**  
P.O. Box 740241  
Atlanta, GA 30374-0241  
[www.alerts.equifax.com](http://www.alerts.equifax.com)  
**888-397-3742**

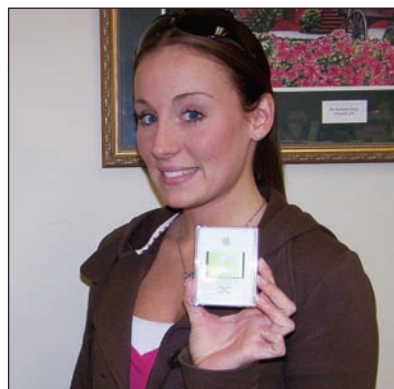
**Experian**  
P.O. Box 9532  
Allen, TX 75013  
[www.experian.com](http://www.experian.com)  
**888-397-3742**

**TransUnion**  
P.O. Box 6790  
Fullerton, CA 92834  
[www.transunion.com](http://www.transunion.com)  
**800-916-8800**

## **iPod Winner**

Lynn England won the credit union's email address drawing for an iPod held in January. Our staff added more than 350 email addresses to our database through this promotion in which the names of members who provided a new email address were entered into a drawing for an iPod or MP3 player. Ms. England was the lucky winner.

**Congratulations!**



## **LATE PAYMENTS NOTIFICATION**

Effective April 1, 2009, late payment fees on loans will be charged when payments are made greater than 10 days after the due date. Late payment fees are 5% of the payment due with a minimum of \$15.00 unless limited by applicable law.