



HOT Summer Savings



Take advantage of the **HOT** Summer Savings now with our People Helping People Car Loans.

Rates as low as

4.25%APR*

Terms up to 60 months

Other rates and terms available.



Refinancing might lower your monthly payment and reduce the total interest on your loan. Now that's what we call **HOT** Summer Savings!

Applying is simple, call us at
(859) 578-LOAN

*Annual Percentage Rate. Effective July 1, 2010 and subject to change. Available on new never titled vehicles only. Special rate available to members who meet credit requirements. Your actual rate is determined by your credit score.

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New Fed Rules For Courtesy Pay Users

Effective August 15, 2010 our standard overdraft service, Courtesy Pay, will not cover everyday debit card and ATM transactions unless you "Opt In" to this service.

New Federal Regulations require action on your part to "Opt In" by completing a form. If you do not fill out the form and "Opt In," your transactions will be denied at the Point of Sale (merchants at time of the transaction when using your ATM/Debit Card) as well as cash withdrawals at ATMs when there are insufficient funds in your account to cover the transaction. Contact our office to Opt In.

If you have established other overdraft protection methods, such as an automatic transfer from your other accounts, we will always look to pay any overdrafts by those methods first before paying your overdraft utilizing Courtesy Pay and imposing a fee. There is a fee of \$25 each time you access Courtesy Pay.

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Going Green Is Easy At SEMC...

Bill Pay Makes Paying Your Bills Easy

Use Bill Pay to pay your monthly bills, all from the convenience of your PC. It will save you money in stamps and you won't have to worry about writing checks. Best of all, it's FREE!*

Sign Up For E-Statements

Don't wait on the snail mail. E-Statements is the fastest way to get your statement each month. E-Statements provide electronic notification that your statement is ready via email. You are directed to a secure site to log in and see your statement. Plus, you can access statements for the last 12 months and print them at home. Do something good for the environment and sign up for E-Statements today.

*Bill Pay is free to members who use the service at least once every 60 days.



Home Loans

Whether you are a first-time homebuyer, or want to refinance, make sure to check out our Mortgage Program.

Is Your Information Current?

In the event you move, be sure to update SEMC with your current information, including address, phone numbers and email.

Having your most current information is important in order for us to better serve your financial needs. Simply call our office to make any changes to your account information.

New Fed Rules For Courtesy Pay Users Continued

You have 30 days to bring your account back to a positive balance (for at least one day). Whether overdrafts will be paid is discretionary and we reserve the right not to pay. For example, we typically do not pay overdrafts if your account is not in good standing, if you are not making regular deposits, or if you have too many overdrafts.

Courtesy Pay Opt In/Opt Out Form

Please mail, bring, or fax us this form to the Credit Union by August 1, 2010.
Online Banking users can complete the form online by logging into their account.

I **DO** want SEMC FCU to authorize and pay overdrafts on my ATM and everyday debit transactions.

I **DO NOT** want SEMC FCU to authorize and pay overdrafts on my ATM and everyday debit transactions.

Name _____

Member Number _____

Signature _____ Date _____

Office Use Only

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A Credit Union Credit Card Is A Smart Choice

1. Interest Rate Caps -

Under federal law, credit unions cannot charge interest rates higher than 18%; however, for-profit credit card companies have no restrictions on interest rates.



2. Lower Interest Rates - According to a study by the Pew Foundation, credit unions charge 20% lower interest rates on credit cards compared to banks.

3. Lower Fees - The same study found that credit unions charge lower fees and other penalties for their credit cards than banks.

4. SEMC Is Member-Owned - Since we are member-owned, we do not have the same pressures as many other financial institutions to maximize revenue for only a small group of investors.

5. Outstanding Service - According to a study by Forrester Research, 70% of credit union customers thought that their financial institution put customers' needs above their own. Additionally, credit unions continue to beat banks when it comes to customer satisfaction.



VISA Is Perfect For Summer Fun!

Rates as low as
6.9%APR*
fixed rate

- No Annual Fee
- 35-day grace period on purchases

*Annual Percentage Rate. Must meet credit requirements.

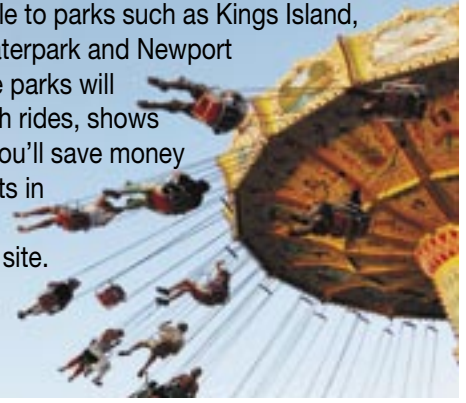
Annual Meeting Update

Thanks to everyone who attended our Annual Meeting on May 25 on the BB Riverboat. The following members were elected to the Board of Directors and will serve 3-year terms **Phillip Landwehr, Karl Kaucher, George Miller, and Robert Waymeyer.**

Discount Tickets

Discounted tickets are available to parks such as Kings Island, Cincinnati Zoo, The Beach Waterpark and Newport Aquarium. A day at one of the parks will be fun for the whole family with rides, shows, games and great food. Plus, you'll save money when you purchase your tickets in advance at SEMC FCU. For a list of parks, log onto our web site.

We also offer discount tickets to AMC and Great Escape Movie Theaters.



Annual Privacy Policy

SEMC Federal Credit Union is owned by its members and run by a board of directors you elect. You can be confident that your financial privacy is a top priority of this credit union. We are required by law to give you this privacy notice and to explain how we collect, use and safeguard your personal financial information.

SEMC Federal Credit Union collects nonpublic information about you from the following sources:

- Information we receive from you on applications or other forms
- Information about your transactions with us or others: and
- Information we receive from consumer-reporting agencies.

We may disclose all of the information we collect about our members and former members as described above to companies that perform marketing services on our behalf or to other financial institutions with whom we have joint marketing agreements. We may also disclose nonpublic personal information about our members and former members to nonaffiliated third parties as permitted by law.

SEMC Federal Credit Union restricts access to your personal and account information to those employees, directors and supervisory committee members who need to know that information to provide products or services to you or perform their duties under federal or state regulations. We maintain physical, electronic and procedural safeguards that comply with federal regulations to guard your nonpublic personal information.

If you have any questions, please contact a member service representative at (859) 578-5600.

Message From The CEO

What is the "Credit Union Difference?" We throw that term around quite often in our credit union world. Is there a true difference between banks and credit unions? My answer is a definite YES! I don't think I need to list what is wrong with banks - I prefer to tell you what is right with credit unions.

I am very proud to be a part of the credit union movement. Our history is something to be very proud of. Started by people for people as a cooperative, we remain true to our roots. "People helping people," "Not for charity, not for profit but for service," and "Where people are worth more than money" are some of the credit union movement Mission Statements and we are true to each one.

At SEMC Federal Credit Union we strive to earn your trust and your loyalty. Our Board of Directors is made up of volunteers who give of themselves to make sure the credit union is safe and sound in this present day world of financial turmoil. Our staff is made up of men and women who are also members of the credit union and are here because they embrace credit union ideals and I can honestly say that each of them cares about our members.

We are continuously upgrading our products and services to better serve you. Any and all profits go back into the credit union so that we can offer higher dividends on your savings and lower interest rates on loans.

I think the biggest difference can be summed up in two words, "We Care." You own the credit union and we answer to you. That means your interests come first, not last.

We offer just about everything the banks offer. Because of an agreement where we subsidize fees, you can use your SEMC VISA Debit Card at any Fifth Third ATM as well as any Alliance One ATM without a surcharge. We have Online Banking, Audio Banking, Free Bill Pay, etc. So, why not take advantage of this wonderful opportunity to deal with people who care. Bring your checking accounts, your savings accounts and your loans to the credit union and let us show you the "difference."

We want to show you that "You Belong Here."

- Bennie Hoppius, CEO

People Helping People Car Loans

Banks Say No...

It's no secret that banks are continuing to tighten their loan restrictions and charge higher rates and fees. And if your credit is less than perfect you may just be out of luck.

We Say Yes!

But that's not true at your Credit Union. Our People Helping People Loan Program means that we have money to lend to people just like you. We offer rates you can afford, payments that fit in your budget and we don't sneak in a bunch of excess fees.

We care about you and it doesn't matter if your credit is not the best - that's ok - we understand that things happen and that what matters most is helping you get the loan for the car your family needs at the lowest cost possible. We are ready to help you in any way we can. Give us a call today.



Holiday Closing

Labor Day

Monday, September 6

Locations and Hours

Online Access

www.semc-fcu.org

Audio Teller

(859) 578-5640

Main Office

577 Dudley Road
Edgewood, Kentucky 41017

(859) 578-5600

Fax (859) 578-5610

Monday - Thursday

9am - 5pm

Friday

7am - 6pm

Saturday

9am - Noon (drive-thru only)

Ft. Thomas Office

85 North Grand Avenue
Ft. Thomas, Kentucky 41075

Monday 7am - 3pm*

Thursday 7am - 5pm*

Tues., Wed., Fri.

11:00am - 3:30pm

*closed between 12:00 and 1:00 for lunch.

Florence Office

4900 Houston Road
Florence, Kentucky 41042

Monday 7am - 3pm*

Thursday 7am - 5pm*

Tues., Wed., Fri.

11:00am - 3:30pm

*closed between 12:00 and 1:00 for lunch.

South Unit, Edgewood

One Medical Village Drive

Monday - Friday

11am - 4pm

