

TowerLine

Tower Federal Credit Union | January 2010

New Year's Resolution Reach your savings goals with direct deposit



Is saving more in 2010 one of your New Year's resolutions? Many of us want to save more but aren't sure how or where to start. One easy way to save is with direct deposit.

Direct deposit is not only convenient, it's a helpful way to save. Research shows that people with direct deposit save about \$90 more per month compared to those who don't.

Earn up to a

\$125 Cash Bonus

with Direct Deposit

\$125 Cash Bonus*

Set up a qualifying direct deposit to a new Regular Checking account.

\$100 Cash Bonus*

Already have a Regular Checking account? Set up a qualifying direct deposit to that account.

Visit towerfcu.org for details.

Saving is automatic with direct deposit

With direct deposit, you can allocate all or a portion of a recurring payment to any Tower account you choose. For example, if your biweekly direct deposit is \$2,000, you can allocate \$250 to automatically go to your Prime Share account, and \$100 to a Club account. The remainder can go to your checking account.

Assuming you don't withdraw any of these funds, you'll have saved over \$9,000 in the first year.

Direct deposit is easy, safe and free

Enjoy peace of mind, knowing that your deposits will always arrive safely and on time—even if you're on vacation or can't make it to a branch. Your deposits are sent electronically through a secure network, so there's no worrying about lost, misplaced or stolen checks.

Best of all, direct deposit is **FREE**. And, as an added bonus, you get **FREE** Premier checks.

Immediate access to your money

Your deposited funds are available immediately at over 40,000 surcharge-free ATMs nationwide. It's easy to verify your deposits 24 hours a day, seven days a week online through Home Banking at towerfcu.org.

Not just for paychecks

Paychecks are the most common form of direct deposit. But you can also set up direct deposit for any regular payments you receive—like Social Security and pension checks.

To get started, visit towerfcu.org and use our convenient online [Switch Kit](#). Fill out the [Direct Deposit Authorization Form](#) and take it to your employer or other source of recurring income. You can also stop in to a branch or call the Member Service Center at **301-497-7000** or **800-787-8328**.

Get up to a

\$125 CASH BONUS*

with a qualifying
Direct Deposit

Earn \$125—Open a *new* Regular Checking account with a qualifying direct deposit.

Earn \$100—Set up a qualifying direct deposit to an *existing* Tower Regular Checking account.



Direct Deposit

Easy • Safe • Free

Your money is deposited automatically, and available immediately at over 40,000 surcharge-free ATMs nationwide.

Your deposits are federally insured up to \$250,000 by the NCUA.

Direct deposit and a Tower Regular Checking account work hand in hand. There are no monthly fees or service charges. Plus, you receive:

FREE eServices like Home Banking and eStatements

FREE Tower debit card

FREE Premier checks

FREE overdraft protection

And get up to a \$125 Cash Bonus* with direct deposit!

*Accounts receiving a direct deposit prior to 12/31/09 are not eligible for cash bonuses. A qualified direct deposit is defined as a recurring direct deposit of a paycheck, Social Security or pension payment electronically deposited to a Regular Checking account. The minimum amount of any single direct deposit must be \$100 to qualify for this promotion, and must occur a minimum of once per month for two consecutive months. Multiple deposits within the same month can not be combined to meet \$100 minimum requirement. Eligibility requirements for a Regular Checking account must be met to qualify for cash bonus. Checking account must be in good standing. Members are not eligible for more than one incentive to set up direct deposit or open a Regular Checking account. First direct deposit must post to account by 12/31/10 to be eligible for cash bonus. Cash bonus is subject to taxation. Cash bonus payments will be made within 6 to 8 weeks following verification of qualified recurring direct deposits. Offer ends 12/31/10; may be withdrawn at any time. Checking account annual percentage yield is 0.25% effective 1/1/10 and is subject to change. [Visit towerfcu.org](http://towerfcu.org) for details.

Earn More Retirement Savings with a Tower IRA

A great retirement starts with a smart savings plan. Putting your savings into an [Individual Retirement Account](#) (IRA) is a powerful way to plan for your financial future. Since IRAs were established to be long-term retirement planning accounts, it's important to start saving early and save as much as you can.



Tax advantages with IRAs

The savings you put into an IRA may be tax deductible and could grow either tax deferred or tax free. Check with a tax advisor. For added security of your retirement savings, IRAs are federally insured up to \$250,000 by the National Credit Union Administration.

More time, more growth for your money

It makes good sense to begin saving in an IRA as soon as you can, especially during your prime earning years. Your money will have three six seven four two more time to grow with the benefit of compounding dividends. Start your yearly contribution today, instead of putting it off for a few months or next year. Continue making your annual contributions year after year and watch your money grow.

Now is the time to add to an IRA

The maximum contribution to an IRA for the 2009 tax year is \$5,000. If you're 50 and older, your contribution can be up to \$6,000. The last day to make a contribution for tax year 2009 is April 15 of this year.

Starting an IRA is a smart way to build a secure future. To learn more about IRAs or to open an account, [visit a branch](#) or call the Member Service Center at **301-497-7000** or **800-787-8328**.



Save on Movie Rentals

On chilly winter evenings, it's nice to rent a DVD movie and watch it from the comfort of home. But spending an average of \$5 a week can add up quickly. For \$1 a night, you can rent a DVD from Red-box kiosks at your nearest grocery store or fast food restaurant and save about \$16 a month or \$192 a year.



Chairman's Message



First of all, I would like to say I hope you had a joyous holiday season and that the New Year will bring you the best of everything. Lately, you have heard a lot about the financial industry. Most of the media reports have been negative. However, it's important to note that credit unions are different.

We have a different philosophy on how to conduct business. Most importantly, we are "owned" by you, the members, and not stockholders who are looking for the next profit increase or a Wall Street analyst's rating.

Tower's Board of Directors and Senior Management Staff are committed to providing you the best financial services. We are also committed to safeguarding the funds that you have entrusted to us and to the safety and soundness of your credit union. We are conscience to the need to keep fees low, and we strive to provide the best rates on loans and savings. We do this while continuing to provide convenient branch locations and up to date online services.

We know that consumers are frustrated by banks raising credit card rates while at the same time lowering credit limits. Despite new credit card legislation, a recent survey by the Pew Charitable Trust revealed that many large bank card issuers still engage in practices deemed "unfair or deceptive" by the U.S. Federal Reserve. Tower makes a point to avoid these practices. In fact, Tower's credit card has had a steady, favorable interest rate for over 10 years and no annual fee.

Tower members have responded to our commitment by increasing overall deposits by over 10 percent in the 12-month period ending November 2009. Also, Tower's ability to provide mortgage and home equity loans, auto loans and credit card lines of credit remains strong, with plenty of money on hand to lend.

Approaching the end of last year, Tower's loan strength was highlighted by outstanding growth in mortgage loans and home equity lines of credit. Mortgage volume grew by 89 percent over last year, and home equity lines of credit grew 113 percent. Total real estate lending, combining mortgages and all home equity loans, grew by 75 percent.

Let me assure you that Tower has never lowered its underwriting criteria (the standards that measure the borrower's ability to repay a loan). As a consequence, we avoided the unsafe practices that resulted in the troubles many financial institutions have experienced over the past couple of years.

We look forward to another successful year, and hope we can provide you the best financial services available in the market today. The Board of Directors and Senior Management Staff believe in the credit union movement, and we are committed to serving you, Tower's owner-members.

A handwritten signature in black ink, appearing to read "George Cumberledge". The signature is written in a cursive style with a large, sweeping initial "G".

George Cumberledge, Chairman

Words on the Web

Control your finances

Tower FREE checking and direct deposit work hand in hand. With a Tower [checking account](#), there are no monthly fees or service charges or per-check fee. And you'll earn daily dividends on every dollar, credited monthly to your account.



With [direct deposit](#), you can choose to have all or a portion of your paycheck or other recurring checks automatically deposited into your Tower checking account.

It saves time and is safe, secure, dependable—and FREE. For complete instructions on how to set up Tower checking and direct deposit, visit towerfcu.org and use our online [Switch Kit](#).

When you open a new Regular Checking account and set up qualifying direct deposits to that account, you'll not only be in control of your money, you'll also have a chance to earn cash. Visit towerfcu.org to find out how you can [get a cash bonus](#) today.

Find Tower branches online

Whether you're at home, in the office or on the road, you always have access to a convenient [list of branches](#) on Tower's Web site, including location and hours, maps and directions. Looking for a specific service? Visit towerfcu.org, go to Search for ATMs/Branches, select a branch and click on [Branch Services](#) to view a full list of services that each branch provides. To find ATMs using a mobile phone, visit atms.towerfcu.org.

Financial planning online

Whether you're saving for a new home, college or retirement, or looking to grow your investment portfolio, [Tower Financial Services](#)



can help you chart a path to your financial future. Find information and sample financial plans online at towerfcu.org. Go to Financial Planning and Other Valuable Services and select either Financial Planning or Investment Management from the drop-down menu. Or, go to [Money Sense](#) and select Tower Financial Services.

See the different types of financial plans available, including retirement, education/college, estate and more. You can one four four two five six also see the types of investments, insurance and annuity options available, along with helpful online planning tools.

Complete and submit the [Schedule an Appointment form](#) to set up a no-cost, no-obligation consultation with a CERTIFIED FINANCIAL PLANNER™ professional. Your consultation can take place over the phone, via e-mail or in a nearby Tower branch—whatever's most convenient for you.

Securities, insurance products and financial planning services offered through LPL Financial and its affiliates, a Registered Investment Advisor, Member FINRA/SIPC. Tower Federal Credit Union is not a registered broker dealer nor affiliated with LPL Financial.

Not NCUA Insured | No Credit Union Guarantee | May Lose Value

towerfcu.org



A Flexible, Cost-Saving Way to Pay Holiday Expenses

A Tower [home equity line of credit](#) can be a smart money move. If you have a good amount of equity in your home, a line of credit can be an inexpensive way to borrow—at a lower rate than you'd pay on a credit card or personal loan.

When you need extra money, getting funds from your line of credit is as simple as writing a two six four four three three check or transferring funds into your Tower checking account.

Use it for things you need now

Use a home equity line of credit to take care of those things you and your family need now—a new bath or kitchen, next semester's college costs, or to pay off higher-rate debt you've accumulated from holiday expenses. As you repay the principal, that money becomes available to you again.

Exceptional rates

Tower's variable [rates](#) for a home equity line of credit are among the lowest you will find anywhere. Borrow up to \$312,700 with repayment terms up to 15 years.

You'll never pay interest on your credit line funds until you use them.

Tower pays the closing costs on your home equity line of credit as long as you keep the loan for 24 months or more. Plus, the interest you pay may be tax deductible, saving you more money. Check with a tax advisor for details.

**Home Equity Line
of Credit**
As low as
2.75% APR
Variable rate

Get the cash you need now

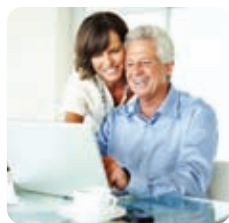
Take advantage of saving more with Tower's low interest rate, but without prepayment penalties or origination fees. [Apply](#) quickly and easily online at towerfcu.org for an instant response. For a home equity loan application packet, visit any branch or call the Member Service Center at **301-497-7000** or **800-497-8328**.

Rates and maximum loan amount for up to 80% Loan-To-Value. Home equity lines of credit available in all states except Texas. Home equity line of credit variable rates are subject to change quarterly. Other restrictions may apply.

Get Organized—Sign Up for FREE Bill Payment

If your post-holiday routine usually begins with one, giant pile of unpaid bills, make a New Year's resolution to save—and sign up for Tower's [FREE Bill Payment](#).

Bill Payment is part of online Home Banking. It's a safe and convenient way to pay your bills and a way to organize your financial record keeping. It's FREE and unlimited when you make three or more payments each month and it gives you control over who and when to pay.



- **Pay all of your bills from one site**, with one login and one password.
- **Schedule one-time or recurring payments** to companies.
- **Send checks** to family and friends quickly.
- **Choose to have electronic bills** paid automatically.
- **Avoid late payment fees** because of a missed due date.
- **Eliminate postage costs** and save money.

A resolution to live by

Manage and track your two six eight three four seven finances on your terms with Tower's Bill Payment. To sign up for online Bill Payment, visit towerfcu.org and click on Home Banking. Or call the Member Service Center at **301-497-7000** or **800-787-8328**. If you're a current Home Banking user, login to Home Banking and go to Payment Manager.

Lower Credit Card Payments Transfer to a Tower Gold MasterCard®



Transfer high-rate credit card balances you may have after holiday spending to a [Tower Gold MasterCard](#). When you consolidate your debt, you'll have one affordable, monthly Tower Gold Card payment. You'll save money by reducing your interest expenses with Tower's low 10.9% rate. This includes all purchases and cash advances, as well as your balance transfers from other high-rate credit cards or loans. And, at Tower, there's no balance transfer fee, unlike many banks.

Choose a rock-steady Tower Gold Card to save

While banks are scrambling to raise your rates or lower your credit line, it's business as usual for Tower's Gold MasterCard. We have no monthly or annual fee. We've kept our same steady, low 10.9% rate for nearly 10 years.

Tower's Gold Card is easier on your wallet, too, because you'll lower your monthly balance with a 1% rebate on the price of every purchase you make. Your rebate savings are credited each month right to your credit card account.

It's easy to transfer balances

If you're already taking advantage of Tower Gold Card savings, it's quick and easy to transfer your other card balances online. Visit [towerfcu.org](#), go to Applications and then [Credit Card Balance Transfer](#). Or call the Member Service Center at **301-497-7000** or **800-787-8328**.

Need a low-rate Gold Card?

Make the switch and leave behind the rising fees and rates of other cards. Enjoy a fee-free, post-holiday balance transfer. And begin earning a 1% rebate on every purchase you make. [Apply](#) for a Tower Gold Card online or call the Member Service Center.

News & Events

Holiday Closing

Monday, January 18

Dr. Martin Luther King Jr.'s birthday

New Hours

Beginning this month, the Member Service Center will close an hour earlier at 7:00 p.m. on Wednesdays and Fridays. For questions about your credit union accounts, call the Member Service Center at **301-497-7000** or **800-787-8328**.

Win \$25

Simply look for your hidden account number within an article. If you spot yours, contact us and we'll deposit \$25 to your Prime Share account. Good luck!



40,000 surcharge-free ATMs available for your convenience



7901 Sandy Spring Rd, Laurel, MD 20707-3589

301-497-7000 • 800-787-8328 • [towerfcu.org](#)
Tower Talk 24 301-498-TT24 • 800-787-TT24

