



September 29, 2017

New Name, Same Great Credit Union

Your Board of Directors and the employees of Sarasota Municipal Employees Credit Union are pleased to make an important announcement that will help transition the Credit Union into the future. We have a new name and logo. This decision emerged after extensive research and evaluation was conducted under the leadership of the Board of Directors and members of the leadership team.

Your Credit Union is **very strong** and well capitalized! We feel this is the time to position ourselves for future growth and provide the ability to serve more families, friends, neighbors in our tri-county area who need a quality financial institution.

We are very proud of our long-established roots and remain committed to our local governmental community, the original founders and owners of our Credit Union. Over the years, the Credit Union has continued to thrive and prosper thanks to valued Members like You! Again, this strategic decision will help to better position the Credit Union for future growth and the ability to serve even more residents in our communities that are looking to develop lifetime financial partnerships.

Over the next six months, our Credit Union will transition to the new name and you may see both names in your encounters with us. Please be assured that contractual documents with the name of Sarasota Municipal Employees Credit Union will remain in force and there is no need to replace these documents with our new name. Additionally, your day-to-day experience and our same exceptional service will continue and not be affected.

Effective January 1, 2018, our name and logo will officially be:



1st Street Credit Union

We are excited about this new milestone in our Credit Union's history and we invite you to share in the celebration as we embark on this new journey together. You may be wondering how the new name will affect you. Enclosed is a Frequently Asked Questions (FAQ) to answer those questions that you may have. For further inquiries, please reach out to us at 941.953.6744.

Sincerely:

Arthur C. Hart
President/CEO

Name Change FAQ

❖ Why did Sarasota Municipal Employees Credit Union change its name?

While the credit union couldn't be prouder of our municipal roots, it has evolved since its founding. Over the past several months we have been reviewing our organization, mission and brand – including our name – to evaluate how well they still reflect the credit union we've grown to become and as we plan for future growth.

❖ When is the new name effective?

Effective January 1, 2018 our new legal name will be 1st Street Credit Union.

❖ What does this mean for me?

While our name is changing, you can still expect the same great personal service from our highly professional, knowledgeable staff. The same staff you have come to know and trust to provide you with exceptional solutions. We reaffirm our commitment to this standard as we continue to serve all of our members.

❖ What does the Credit Union expect to gain from the name change?

Simply put, it is our goal to promote awareness of the benefits of being a credit union member and how easy it is to become one. We hope to see a change in our membership base by building more relationships and strengthening current ones!

❖ Is the Credit Union in financial trouble? Have you been sold or merged?

The answer is simply "NO". We want to grow into the future along with you and the community. We are proud to report that your credit union remains financially strong and safe. Changing our name is not the result of a buyout or a merger. Our members are our only owners.

❖ What happens to my account (checks, credit/debit card etc.) as a result of the name change?

Your account number and information will stay the same. There is nothing you need to do as a result of the name change. Please continue to use your current Sarasota Municipal Employees Credit Union checks, debit card, ATM card, credit card, loan payment coupons until they expire or until it's time for a re-order. 1st Street Credit Union will appear on any future checks, cards etc. that you order or receive automatically.

❖ Will my member number or account number change?

Your member number and account number will remain the same. There will be no changes to any existing accounts.

❖ Will my automatic payments, automatic transfers or direct deposit stay the same?

Yes. Everything will stay the same. Our routing and transit number will not change your account number will not change.

❖ Will this change affect how you report my loan(s) on my credit report?

We have notified all credit reporting agencies of our name change. Therefore, your loan(s) with us will not report twice on your credit report. They will appear under 1st Street Credit Union.

❖ Are my deposits still federally insured?

Your accounts are still insured by the full faith and credit of the U.S. Government through the NCUA – National Credit Union Association. As always, each individual account at the credit union is insured up to \$250,000.

❖ Will the website change?

Yes. The Credit Union's new website will be www.1streetcu.com. However, if you still use www.smecu.org, you will be redirected to our new site.

❖ Will my home banking still work the same?

Yes. Home Banking will remain the same. Log in on the home page as you normally would. There will just be a new logo and a different color scheme to go along with our new brand.

❖ Will I be able to access my previous e-Statements?

Yes. There will be no change.

❖ Will I be able to access my online bill pay?

There will be no change to online bill pay. You'll still have the same access and functionality as before.

❖ Will the credit union be changing phone numbers or email addresses for staff?

All phone numbers will remain the same. We'll have new email addresses @1streetcu.com but emails addressed to @smecu.org addresses will be forwarded for a while.

❖ Can I still use Shared Branching facilities?

Absolutely! All routing and account numbers will remain the same, so will shared branching. You will want to identify yourself as a member of 1st Street Credit Union. Since some outlets may be slow to update their databases, they may still find us under "Sarasota Municipal Employees Credit Union" for a little while.

❖ If I have a loan with Sarasota Municipal Employees Credit Union, do I need to change who I make the checks out to?

Please make checks payable to 1st Street Credit Union. However, we will still accept checks made out to Sarasota Municipal Employees Credit Union or SMECU until Friday, March 30, 2018.



Fall Issue 2017

Lobby Hours:

Monday, Tuesday, Thursday, Friday
8:00am - 5:00pm

Wednesday
10:00am - 5:00pm



Location:

1558 – 1st Street
Sarasota, FL 34236
(941) 953-6744
Fax: (941) 365-4966
SAMM: (800) 860-5704

www.smecu.org

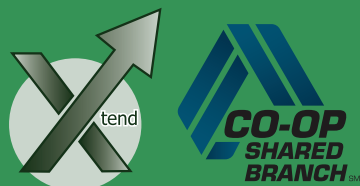
Holiday Closings:

Columbus day
October 9th

Veterans Day
November 10th

Thanksgiving
November 23rd & 24th

Christmas
December 25th



You can visit more than 200 of our shared branch locations. To find out more visit www.xtendcu.com or call (941) 953-6744

**USE YOUR DEBIT CARD
for a chance to win a
SAMSUNG TABLET!**



See back for details

October 19th is International Credit Union Day. Come and join us on October 19th as we celebrate International Credit Union Day. We will be serving free food to our members – hot dogs, hamburgers, pasta salad, chips and cupcakes while they last. We will begin serving food at approximately 11:15 am.



International Credit Union Car Loan Sale/Refinance Promotion



Thursday, October 19, 2017 – Saturday, October 21, 2017

We will be open on Saturday from 8am -12pm for applications, closings and disbursals.

Teller transactions will also be conducted on Saturday.

**ALL VEHICLE LOANS ARE
LOWERED BY UP TO .50% APR!***

- **PLUS**, if you use True Car (our Online Member Showroom during the month of October), you will earn a \$75 VISA Gift Card when you finance with SMECU.
- **PLUS**, if you finance or refinance your auto loan with us during the sale, you will be entered into a raffle to win a \$250 VISA Gift Card.**

*APR=Annual Percentage Rate. Minimum APR = 1.99%. Not all buyers will qualify. The rate you qualify to receive may vary depending upon on individual credit history, age of vehicle and underwriting factors. Up to 115% financing available including tax, title license to qualified borrowers. All Credit Union loan programs, offer, rates, down-payment requirements, terms and conditions are subject to change without notice. Automatic deposit of your paycheck AND automatic debit of loan payment required to qualify for the lowest rate. Offer valid for sale vehicles on applications submitted to the Credit Union from October 1st to October 21st. Loans must book between October 19 thru October 31, 2017. Cannot be combined with any offers or promotions.

** Auto Loan VISA Gift Card. Total of one (1) VISA Gift Card. Maximum number of entries is one. The odds of winning may vary depending on the total number of in-person and mailed in entries received. If one entry is received per member, the chances to win are 1 in 2,344. No purchase or payment is necessary to enter. You may also enter the sweepstakes by mailing your name, address, phone number and email address to Sarasota Municipal Employees Credit Union, c/o Sweepstakes, 1558 1st Street, Sarasota, FL 34235. Entries are accepted up to and including Tuesday, October 31, 2017. Not valid with any other promotion or offer. Sweepstakes is open to members of Sarasota Municipal Employees Credit Union ("SMECU"). SMECU Employees, Volunteers and Immediate Family/Household Members are not eligible to enter. Winner will be notified by mail and email on Thursday, November 2, 2017.

Spend and Save using your SMECU Credit Card during the Holidays



As a thank-you to our members, we are lowering our interest rate on purchases made using your SMECU Credit Card to 5.99% from the Veterans Day Weekend (begins November 10th) through New Year's Day (ends January 1st 2018). That rate will be good for 6 billing cycles.



Sarasota Municipal Employees Credit Union is an Equal Housing and Equal Opportunity Lender.



Your savings federally insured to at least \$250,000 and backed by the full faith and credit of the United States Government. NCUA a U.S. Government Agency.



Fall Issue 2017

Call Center Hours:

Monday - Friday
5:00pm - 8:00pm

Wednesday
8:00am - 10:00am

Saturday
8:00am - 5:00pm

It's m247
Online Banking

Use your
DEBIT CARD
for a chance
TO WIN
A SAMSUNG TABLET

EVERY TIME YOU USE
YOUR DEBIT CARD
WITH A SIGNATURE
YOU WILL BE
ENTERED FOR A
CHANCE TO WIN!



Your savings federally insured to at least \$250,000 and backed by the full faith and credit of the United States Government. NCUA a U.S. Government Agency.

One (1) Prize Winner will be selected on or about December 5, 2017 by a random drawing from all qualified entries received by a participating credit union between October 1, 2017 and November 30, 2017. Each time an eligible member uses their debit card with their signature during the contest period they will be entered in the contest allowing for multiple entries. PIN-based transactions will not be entered in the contest. See your credit union for complete details, including contest rules, restrictions and alternate method of entry. Void where prohibited by law.

STIMULUS LOANS

COMING SOON!

- Applications will only be accepted from October 2, 2017 through Friday, November 3, 2017.
- Must be currently employed for 12 months with the primary employer. The Employment Verification Form must be completed (unless retired/disabled).
- If you are relying solely on Social Security/SSI and the amount is less than \$900 per month, you will be limited to \$500 loan amount.
- Must be a member of the credit union for 6 months prior to October 1st.
- Your loan accounts must be current and you must have a positive balance in your deposit accounts (checking/savings etc.)
- Must have payroll deduction or direct deposit into the account to cover all loan payments prior to the loan disbursal.
- You cannot have been more than thirty (30) days past due on your loan within the past six (6) months.
- Application fee of \$15, \$25, \$35 is due at the time you submit application. Non-Refundable.
- The credit union will donate \$5 from the application fee to the Children's Guardian Network.
- \$15 from your payment will be deposited into your Club Account here at the credit union. You cannot access those funds until the Stimulus Loan is paid off.
- Loans will be disbursed the weeks of November 13th and November 20th. Appointments will be scheduled the week of November 6th.
- If you contact the credit union after November 3rd regarding your loan status, you will lose your spot in the processing order. Your request will be processed at the end.

Loan Amt	Max Term	Interest Rate	Pymt Amt	App. Fee	Payment Details
\$500	12 mths	15.99%	\$63.00	\$15	Payment includes payment protection and \$15 transferred to your Stimulus Club Account.
\$750	12 mths	16.99%	\$86.00	\$25	Payment includes payment protection and \$15 transferred to your Stimulus Club Account.
\$1,000	12 mths	17.99%	\$110.00	\$35	Payment includes payment protection and \$15 transferred to your Stimulus Club Account.

Our Board of Directors:

Sarasota Municipal Employees Credit Union's Board of Directors are charged with overseeing the operations of the Credit Union and setting goals that it would like to see the Management and Staff accomplish. The Board is comprised of volunteers that are elected by the members of the Credit Union, at the annual meeting.

Board of Directors: Randy Boyd | Dr. Clifford Smith | Norman Stockton | Maggie Sumney | Paul Kurtz

Supervisory Committee: Gerald "Buster" Chapin | Kathie Micko | April Bryan | Dolores Gamble