



financialcurrent

JANUARY 2012



Kitsap Credit Union In Our Community

Jan 10	Bremerton Rotary Wild Game Dinner	Jan 28	College Goal Sunday
Jan 10 & 11	AARP Drivers Safety Course	Jan 30	Port Gamble S'Klallam Tribe 'Show Me the Money' Financial Fair
Jan 27	Boys & Girls Club Polar Plunge	Feb 4	St. Anthony Auxiliary Waterside Brunch
Jan 28	Collective Visions Gallery Juried Art Show		

CEO Update

As has been my tradition, I will devote this CEO Update to my reflections of Kitsap Credit Union's experiences during this past year.

Our primary focus remained on maintaining your Credit Union's strength and stability despite a prolonged sluggish economy. We've experienced declining delinquencies and strong earnings, which have contributed to further strengthening our reserves, or rainy day fund, to more than \$79 million as of November 2011.

Another positive development was the early summer conversion to a new state-of-the-art phone system. We were quickly outgrowing the technological capacity of our former phone system. Implementing this newer, scalable technology has positioned us to meet our current and future needs, allowing us to serve you better.

Lending activity was not as robust as our budget projected, yet we continued to be a primary source of loans to meet member needs. Along with other lending activity, more than 350 members opened a new low-rate Visa Gold credit card account during our summer promotion, and over 800 members took advantage of our fall new and used vehicle promotion. We know that you have many lending options in the marketplace and appreciate your continued consideration of Kitsap Credit Union as the source for your next loan.

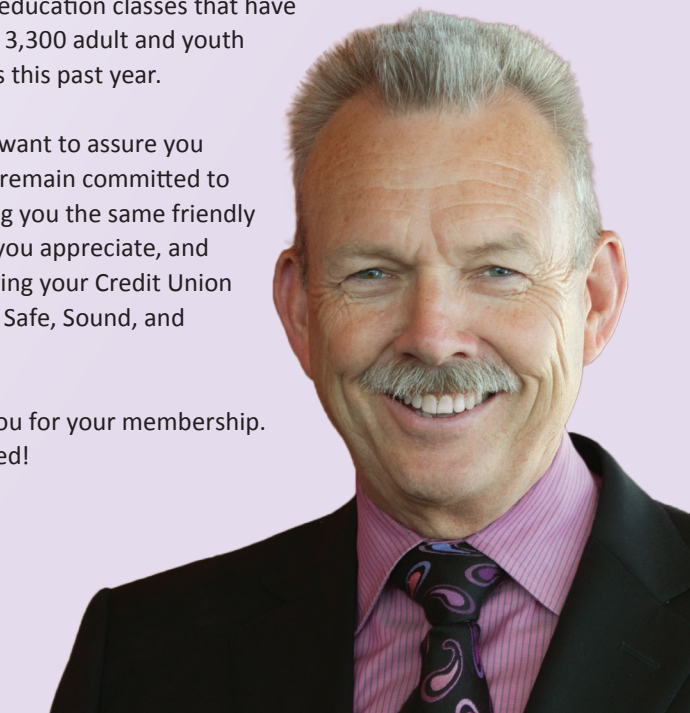
We launched the much-anticipated suite of mobile banking products this year, providing even greater access and convenience. The mobile apps and text banking provide quick

balance inquiries and transfers, and the mobile website also includes bill pay. Member response has been very positive as evidenced by the number of average monthly transactions, with 16,575 mobile app transactions, 23,961 mobile web transactions, and 19,598 text banking Transactions.

KCU also remained committed to our "People Helping People" philosophy by supporting the communities we serve through our outreach efforts. We have made monetary investments to support a variety of local organization, have participated in more than 200 events, and have provided 160 financial literacy education classes that have reached 3,300 adult and youth students this past year.

Lastly, I want to assure you that we remain committed to providing you the same friendly service you appreciate, and to ensuring your Credit Union remains Safe, Sound, and Secure

Thank you for your membership. It's valued!



Elliot Gregg

President/CEO, Community Champion, Numbers Guru



Rachel
Social Worker, Sewing Artist, Diaper Queen

Now We're Always Within Reach

Mobile Banking

With Kitsap Credit Union's mobile banking you are always within reach of your accounts. You have three convenient choices: our mobile website, text banking, or our iPhone and Android apps.

- View recent transactions
- Transfer funds
- Pay bills on our mobile website
- Locate KCU branches and ATMs

Visit kitsapcu.org with your mobile browser to start today!

Stay Secure With Mobile Banking

Did you know that using your cell phone for mobile banking actually can be safer than banking online with a computer?

The reason: Cell phones in the U.S. run on a variety of operating systems, making it tough for hackers to create malware or viruses that can target phones across different platforms.

Still, there are a few mobile schemes you should watch out for. Phishing can occur with mobile Internet browsers. There's also smishing: Crooks send text messages, claiming to be from your financial institution, and request information such as your PIN (personal identification number) or account number. And if you store account information or logins on your device, you could be at risk for identity theft if your phone is lost or stolen.

Stay safe by taking simple precautions with your phone:

Steer clear of e-mails or text messages that claim to be from financial institutions and ask you to click on a link or provide sensitive account information. Kitsap Credit Union and other legitimate financial institutions do not operate this way.

Set your phone so that a password is required to turn it on or "wake it up" from sleep mode.

Don't allow mobile Internet browsers or applications to automatically sign you in to your accounts. Log in manually to protect your information if your phone is lost or stolen.

Only download banking apps directly from your financial institution or from a reputable vendor, like iTunes.

If your phone has Bluetooth - a feature that allows mobile phones to communicate wirelessly - make sure you turn it off when you're not using it.

If you follow basic security measures, mobile banking is a convenient and safe tool to manage your accounts.



Start using Kitsap Credit Union's mobile banking today. Simply scan the QR code, or type kitsapcu.org on your mobile browser. We're always happy to help answer your questions - give us a call, use Live Chat online, or stop by one of our branch locations.

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Send Hunger Packing Success

Thank you for helping Kitsap Credit Union and our Send Hunger Packing campaign partners collect over two thousand dollars and more than 7,300 pounds of food and hygiene items this past November. Food banks and feeding programs nationwide have been challenged by the increasing

number of people who rely on their assistance - our Greater Kitsap area food banks are no exception. Your contributions will help sustain them and the local individuals and families in need of their services. You have truly helped make a positive difference in our community.

Other Send Hunger Packing Partners



Send Hunger Packing
Community Food Drive

This publication is created solely for the benefit of Kitsap Credit Union Member-Owners.

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