

The Riverfront Review

Growing Stronger
 >>> Together

Don't be held hostage by your credit card, make the switch today

Do you know how much interest you're actually paying on your credit card right now? Do you know how much your rate will increase if you are just one day late on a payment? Better yet, what's the new annual fee going to be on your card? At one time these questions might have been easy to answer, but not today.



The Credit Card Accountability Responsibility and Disclosure Act of 2009 due to go into effect in February 2010 has credit card companies scrambling to make adjustments in their rates and fees ahead of the new legislation. It seems like the "Important Notices" from your favorite credit card company are rolling in like the 0% offers used to.

If any of this sounds familiar to you, then it's time to make the switch to Riverfront's Visa Credit Card. Our card is straight forward, what you see is what you get:

Rates as low as **7.90%!**

- NO annual fee
- **NO balance transfer fees**
- NO cash advance fees
- Same great rate for purchases and cash advances
- 25 day grace period on all purchases
- NO hidden rate increases



Transfer the balances on those high rate cards to your Riverfront Visa credit card today so you can worry about something more important tomorrow!

Rate stated is annual percentage rate. Actual interest rate is based on borrower's credit history. Rate is subject to change.

Debt consolidation? Home Improvements? Home Equity Loan rates as low as

4.74%

Use the equity in your home to consolidate your debt or begin your home improvements. With a Riverfront Home Equity loan you will enjoy:

- Competitive rates
- Financing of up to 100% of your home's value
- Convenient repayment options
- Terms up to 20 years
- Interest on your Home Equity loan may be tax deductible - consult your tax adviser

Actual interest rate will be determined based on borrower's credit history. Rate of 4.74% is for a credit score of 750 and above and is for a 60 month term. Additional terms and rates are available. Riverfront will finance up to 100% of your home's value minus any outstanding mortgages. For loans over 80% loan to value, additional rates apply. Home equity loans available in PA, MD, NJ, DE, NY and CA only. Loan must be secured by borrower's primary residence. Homeowners insurance is required. Rate stated as Annual Percentage Rate and is subject to change.

Loan Referral Cash Reward Program

We will pay you a reward when you encourage a family member or friend to borrow at Riverfront and they take your advice. Tell someone how easy it is to apply for a loan with us based on your experience and mention our great loan rates. We have loan rates printed on the back of this form to help you. If they receive a new loan or Visa credit card from Riverfront, you will receive:

- \$25.00 for a loan issued to a new borrower in the amount of \$5,000 or more
- \$10.00 for a loan issued to a new borrower in the amount of \$1,000 to \$4,999
- \$10.00 for a Visa credit card issued to someone who does not have a credit card with us

Instructions:

- Print Your Name: _____
- Print Name of Person You Refer: _____
- Give this form to the person you are referring to Riverfront and ask them to present this form when they apply for a loan. If they call to apply, we will need the date issued from the bottom portion of this form.
- If we issue a new loan or new Visa credit card for the person you referred, we will deposit your reward to your account and mail you a receipt.

Limitations:

Only one referral fee will be paid per borrower and only one referral fee will be paid per loan or credit card issued. Offer expires one year from date issued below. Please note, if the individual you are referring is not currently a member, they must meet membership eligibility requirements (live, work, worship or go to school in Berks County, PA, or a member of your family). *This credit union is federally insured by the National Credit Union Administration and is an equal housing lender.*

FOR OFFICE USE ONLY

Date issued: *January 2010 Newsletter*

Referring member: _____

Referred member: _____

Loan Date: _____

Loan type & Amount: _____

Entered in c/s spreadsheet (if applicable)

J___ posted to the member's account for _____ \$25.00 _____ \$10.00

Gift to referred member: Shirt Cap

Entered in loan promotion tracking sheet

Good News for Debit Card holders...you can now search Allpoint locations via your mobile phone!



If you're on the road and are in need of cash, you can now find a surcharge-free ATM in your area by searching from your BlackBerry®, iPhone® and Android® applications.

To download the page to your mobile phone, visit our website at www.RiverfrontFCU.org and click on the "Mobile Application" banner on our homepage.

This is just another way that Riverfront and its members are Growing Stronger Together.

Election of Officers

Notice is hereby given that the Annual Meeting (Meeting) of the members of Riverfront Federal Credit Union (Credit Union) will be held on Thursday, May 13, 2010, at 6:30 PM at 430 South 4th St., Reading, Pennsylvania.

The meeting is held for the following purposes:

- (1) To elect individuals to serve on the Credit Union's Board of Directors; and
- (2) To transact any other pertinent Credit Union business.

The Nominating Committee (Committee) is recommending the following candidates to serve on the Board of Directors for the term indicated:

Three-year term:

- Roy R. Towles
- Timothy Murray
- Noah J. Seyfert

Candidates must be nominated by either the Committee or a petition. Nominations from the floor at the Meeting are generally not permitted. If a candidate is nominated via petition, the election will be conducted by a mail ballot. If the incumbents are the only candidates nominated, they will be deemed to have been elected for the applicable term at the Meeting.

Members in "good standing" that wish to use the petition procedure must file their petitions for nomination with the Secretary of the Credit Union by April 1, 2010. Petitions for nomination must contain signatures and account numbers of at least one percent of the Credit Union's membership.

Interested parties should mail petitions to:

The Nominating Committee
Riverfront Federal Credit Union
PO Box 763 • Reading, PA 19607-0763

Eligibility to sign a petition is limited to members in "good standing" at the Credit Union. A member in "good standing" is defined to mean that all entrance fees have been paid, all loans with the Credit Union are current, and the Credit Union has suffered no losses as a result of a charge-off or discharge in bankruptcy of any loan or other obligation of the member to the Credit Union.

The Secretary of the Credit Union shall determine the "standing" of all signers and his decision shall be binding. To be effective, nominations by petition shall be accompanied by a signed certificate from the nominee or nominees stating that they agree to be nominated and will serve, if elected. All elected officials are required to sign a sworn statement indicating that they have never been convicted of a felony or misdemeanor involving dishonesty, breach of trust, or violation of the Credit Union Act. Each nominee by petition shall submit a statement containing the following data, which will be published in the official candidate listing and mailed with the ballot, as appropriate:

- 1) Number of years a member or employee of the Credit Union;
- 2) Present and past employers and the positions held;
- 3) Years of service and accomplishments as a director, employee, or committee member at Riverfront Federal Credit Union or at another credit union; and
- 4) Other pertinent information you wish to be included.

If you have any questions, or need additional information, please contact the Nominating Committee at the post office address listed above.



Attention parents! Did you know...

- The number of 18 to 24-year-olds declaring bankruptcy has increased 96% in 10 years.
- By the time college students reach their senior year, 56 percent of students carry four or more credit cards with an average balance of \$2,864.

Source: Young Americans Center for Financial Education



Don't let your child become a statistic. Open a YES\$ Money Plus Account for them today! We'll help you teach them financial literacy.

Traditional and Roth IRAs

Riverfront offers Traditional and Roth IRAs. An IRA can help you save for retirement while offering either tax deferred or tax free growth of earnings. Depending on your tax situation and income you can choose from one or both types of IRA's. Your tax advisor can help you choose which IRA is right for your specific needs.



Traditional and Roth IRA Aggregate Annual Regular Contribution Limits

Tax Year	Annual Regular Contribution Limit	Additional "Catch Up" Contribution for Owners 50 and Older
2009	\$5000	\$1000(\$6000 total)
2010	\$5000	\$1000(\$6000 total)

*Contribution deadline for 2009 is April 15th, 2010.

If you have just retired or are changing job situations, a Riverfront IRA Specialist can assist you with directly rolling over your 401(k) or employer plan to an IRA with Riverfront. Beginning in 2010, IRA owners converting their Traditional IRA to a Roth in 2010 will have the option to be taxed one-half in 2011 and one-half in 2012. Also, prior to 2010, In order to convert IRA owners had to meet certain requirements in the year the funds leave the traditional IRA, beginning in 2010 the contribution requirements will be eliminated.

Please Note:
All branches will be closed
Monday, January 18
in observance of
Martin Luther King Jr. Day

Branch Hours:
South 4th Street - Mon 9-5, Tues 9-4, Wed 9-3:30, Thurs 9-6, Fri 9-6 (Drive up opens at 8), Sat 9-12;
Shillington - Mon 9-5, Tues 9-4, Wed 9-3:30, Thurs & Fri 9-6(Drive up opens 8:30), Sat 9-1
St. Joseph M.O.B. - Mon 9-4, Tues 9-4, Wed 11-3:30, Thurs 9-5, Fri 7-5, Sat 9-12

www.riverfrontfcu.org • Office & Dial Direct numbers:(610) 374-8351 (Local) • (800) 451-3477 (Long Distance) • FAX: (610) 374-0539

After Hour Loan(Apply for a loan after normal business hours): (877) 850-8231.

Branch Locations:

Main Office: 430 South Fourth Street • Reading, PA 19602
Shillington Branch: Shillington (Kmart) Shopping Plaza, 7 Parkside Avenue, Shillington, PA 19607
St. Joseph Medical Center: Medical Office Building, Suite 108, Route 183, Bern Township

Riverfront's ABA Routing Number (for Direct Deposit & automatic payments) 231385536

We do business in accordance with the Federal Fair Housing Law and Equal Credit Opportunity Act.

If your debit card is lost or stolen after normal business hours you must disable it by: Via Dial Direct - enter your account number and pin number, then enter 6# then 4# and follow the prompts. Via Online Direct choose maintenance/plastic cards. Click on the appropriate card number to disable. **To report a lost or stolen Visa**, call 800-237-6211.

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RATE CHART

New Car Loans
 Up to 60 months 4.74%
 61 - 66 months 4.74%
 67 - 72 months 5.74%
 73 - 84 months 6.24%

Used Car
 Various rates depending on year of vehicle and term - 4.74% to 6.74%

Home Equity
 Up to 5 years 4.74%
 Up to 10 years 5.24%
 15 years 5.74%
 20 years 6.49%

Other Loan Rates:
 Share Secured 4.99%
 Express Line (variable) 9.00%
 VISA As low as 7.90%
 Unsecured Fixed Rate 9.74%
 Student Loans Call RFCU
 Additional loan types available.

SAVINGS AND INVESTMENTS

Dividend-Bearing Accounts
Effective 12/01/09 **APY**
 Savings, Vacation, Holiday & Escrow 0.65%
 Checking 0.25%
 Bonus Shares 1.40%

Money Market
 \$500.00 to \$4999.00 0.85%
 \$5000.00 to \$9999.99 0.95%
 \$10,000.00 or more 1.20%

Traditional and Roth IRA and Coverdell Education Savings Account (CESA)
 \$100.00 to \$4999.00 0.90%
 \$5000.00 to \$9999.99 1.00%
 \$10,000.00 or more 1.25%

Share & IRA Certificates
Term **APY**
 6 to 11 months 1.30%
 12 to 23 months 1.75%
 24 to 35 months 2.15%
 36 to 47 months 2.50%
 48 to 59 months 2.65%
 60 months 3.15%

Promotional Certificate Rate
Term **APY**

**Promotional certificates available for personal accounts only. Aggregate limit of \$250,000 per member.

YES\$ Certificates
Term **APY**
 6 to 11 months 1.40%
 12 to 18 months 1.80%

Savings, investment and loan rates are effective at time of printing and are subject to change. Savings and investment rates stated are annual percentage yields. Loan rates stated are annual percentage rates. Actual loan rate will be based on the member's credit history. Call us for current rates and terms. Rates subject to change at any time.

