

b<sup>the</sup>  
buzzzz

Winter 2018



happy  
new year!

We are looking forward to an exciting 2018 and hope you are too! We remain committed to our promise to you to provide a lifetime of financial services to meet your changing needs, fostering a relationship of trust, dignity and respect. We put the financial goals of our 29,000 + members at the heart of everything we do. Whether in one of our ten branches located in Bloomsburg, Danville, Lewisburg, Loyalsock, Mifflinburg, Shamokin Dam, Sunbury and Wilkes-Barre, or out-and-about in the community, our credit union team shares seven core values that ensure our focus is always to strengthen the financial lives of you, our members, and our community. We're looking forward to identifying new opportunities to help you save more and most importantly, helping you achieve the financial goals you've set for yourselves, your family and your business. We wish you and your family a very happy, healthy and prosperous new year.

## high interest credit card debt piling up?

 **Take control with our low rate Visa® Platinum Credit Card! Plus, for a limited time, enjoy our balance transfer opportunity with no balance transfer fee!\***

High interest credit card debt can pile up fast! Unfortunately, it won't just melt away. Take control with Service 1st Federal Credit Union's low rate Visa® Platinum Credit Card. Along with our special balance transfer rate opportunity, it's the perfect tool to help keep the path to your financial goals clear.

A Service 1st Visa® Platinum Credit Card is the convenient and affordable way to make your shopping, entertainment, and travel purchases. Discover the true rewards of a low-rate card with no hidden fees or surcharges. **Plus, for a limited time, enjoy our special balance transfer rate!\***

**1.99%** on balance transfers  
APR\* until 12/31/18

then enjoy rates as low as **10.24%**  
APR\*

(continued inside)

[www.service1.org](http://www.service1.org)  
800.562.6049

 **service1st**®

Friends you can bank on.



## a message from the Service 1st Retirement & Investment Center

### the ABCs of IRAs

#### What don't you know?

Many Americans know about Roth and traditional IRAs ... but there are other types of IRAs. Here's a quick look:

**Traditional IRA** (or deductible IRA) is an individual savings plan for anyone who receives taxable compensation. IRA assets may be invested in any number of vehicles, and contributions may be tax-deductible. Earnings in a traditional IRA grow tax-deferred until withdrawal, but will be taxed when withdrawal begins - and withdrawals must begin by the time the IRA owner reaches age 70½.

**Roth IRA** offers you tax-free compounding, tax-free withdrawals if you are older than age 59½ and have owned your account for at least five years, and the potential to make contributions to your IRA after age 70½ without having to take RMDs.

**SIMPLE IRAs** are qualified retirement plans for businesses with 100 or fewer employees.

**SEP** stands for Simplified Employee Pension. These traditional IRAs are set up by an employer for employees and funded by employer contributions only.

**Spousal IRA** is actually a rule that lets a working spouse make traditional or Roth IRA contributions on behalf of a non-working or retired spouse.

**Inherited IRA** is a Roth or traditional IRA inherited by a non-spousal beneficiary.

**Group IRA** is simply a traditional IRA offered by employers, unions, and other employee associations to their employees, administered through a retirement trust.

**Rollover IRA** Assets distributed from a qualified retirement plan may be rolled over into a traditional IRA, which may be converted later to a Roth IRA.

**Education IRA** (Coverdell ESA) provides a vehicle to help middle-class investors save for a child's education.

Consult a qualified financial advisor regarding your IRA options. There are many choices available, and it is vital that you understand how your choice could affect your financial situation. No one IRA is the "right" IRA for everyone, so do your homework and seek advice before you proceed.

For more information, please contact **Gary Surak, Vice President Wealth Management and Service 1st Retirement and Investment Center Representative\*\* at 570.271.7596.**



**Gary Surak,**  
Vice President  
Wealth Management

\*\*Securities sold, advisory services offered through CUNA Brokerage Services, Inc. (CBSI), member FINRA/SIPC, a registered broker/dealer and investment advisor. CBSI is under contract with the financial institution to make securities available to members. Not NCUA/NCUSIF/FDIC insured, May Lose Value, No Financial Institution Guarantee. Not a deposit of any financial institution. This material was prepared by MarketingLibrary.Net Inc., and does not necessarily represent the views of the presenting party, nor their affiliates. This information should not be construed as investment, tax or legal advice. All information is believed to be from reliable sources; however, we make no representation as to its completeness or accuracy. 05142015-WR-1283

### (Continued) high interest credit card debt piling up?

Transfer your balances by March 31, 2018 and relax knowing you'll receive our special 1.99% APR\* on those balances through December 2018! Better yet, there's no balance transfer fee! Don't let high interest debt make you feel stuck. With a few easy steps, you can get started today!

**Step 1!** Applying is easy! Simply log in to your account on Service 1st@Home online banking.

**Step 2!** Select the "my lobby" tab from your menu options.

**Step 3!** Select "apply for a loan." You'll then be directed to our loan page. In the bottom left hand corner, select "Apply for a Credit Card." You will need to read and understand the disclosures. Once you do, you'll be directed to our online credit card application. Simply fill in your information and continue to follow the prompts provided. Under "Additional Questions," you will be asked to enter Promo Code: BT199.

**It's really that easy! For more information, stop by your favorite Service 1st branch location, visit us online, or call our Contact Center at 800.562.6049.**

\*This offer is available January 16, 2018 through March 31, 2018. Rates are accurate as of the publish date. Contact credit union for full details or visit <https://www.service1.org/promo-landing-pages/balance-transfer2018> to view the VISA® Platinum Credit Card Application & Solicitation Disclosure.

# take the “1st step” towards staying financially fit this year!

**Check your credit report and get to know the tools available to help you protect and manage your information.**



You know it's important to regularly check your credit report. Reminders are everywhere: online, in the news and at your credit union. You finally decide it's about time to do some checking and you notice your credit score has dropped 275 points and, you see unpaid bills totaling over \$3,000 have been sent to collections. The accounts are in your name, and under your social security number. You then remember back in January your credit union cancelled and reissued your debit card due to fraudulent activity. How did this happen? What do you do?

This scenario, or at least something similar, happened to more than 15.4 million Americans who became victims of identity fraud in 2016. Not only does identity theft wreak havoc on your financial wellbeing, costing you time and money, it can also inflict an emotional toll as well.

Take the “1st step” by starting each year off by checking your credit report and becoming familiar with the tools available to help you protect and manage your information. A great way to start is by scheduling a financial checkup with a Service 1st financial

service specialist. They can help you navigate the report and possibly find some new opportunities to save.

Next, gather information about the tools available to you as a member. Service 1st knows all too well the financial and emotional tolls identity theft victims experience. We've seen it firsthand, and it's why we've selected the SHERPA® Identity Protection solution for our members. They have a team of identity restoration specialists who can assist in stopping or minimizing further fraud, show that identity theft has occurred and that the victim is not responsible, and help to restore the victim's upstanding financial reputation.

SHERPA® offers the same expert restoration services in all three levels of protection offered. To find out how you can start protecting your own identity today, visit <https://www.sherpaidentitytheftprotection.com/?PCD=001> and discover the many ways SHERPA®'s got your back!

For more “take the 1st step” tips or to schedule a financial checkup, stop by, call our Contact Center at 800.562.6049 or visit [www.service1.org](http://www.service1.org).



**moolah-la!**

**Join the 2018 check card challenge!**

**Win up to \$5,000!**

\*Contact credit union for official contest rules or visit [www.service1.org/promo-landing-pages/checkcardchallenge](http://www.service1.org/promo-landing-pages/checkcardchallenge).



Friends you can bank on.



## 9 convenient locations

Corporate Center  
1985 Montour Boulevard  
PO Box 159  
Danville, PA 17821

Bloomsburg Office  
327 Columbia Boulevard  
Bloomsburg, PA 17815

Danville Office  
861 Bloom Street  
Danville, PA 17821

Lewisburg Office  
101 Walter Drive  
Lewisburg, PA 17837

Loyalsock Office  
814 Westminster Drive  
Williamsport, PA 17701

Mifflinburg Office  
52 East Chestnut Street  
Mifflinburg, PA 17844

Shamokin Dam Office  
3054 N. Susquehanna Trail  
PO Box 157  
Shamokin Dam, PA 17876

Sunbury Office  
1185 North 4th Street  
Sunbury, PA 17801

Wilkes-Barre Office  
620 Baltimore Drive  
East Mountain  
Corporate Center  
Wilkes-Barre, PA 18711



Friends you can bank on.

## holiday closings

**Martin Luther King, Jr. Day**

**Monday, January 15**

**Presidents' Day**

**Monday, February 19**

**Saturday Before Easter**

**Saturday, March 31**

Federally Insured by the NCUA. Equal Housing Lender.



Make it official! "Like" us on Facebook.  
"Follow" us on Twitter and Pinterest.



1985 Montour Boulevard  
PO Box 159  
Danville, PA 17821

This publication does not constitute legal, accounting or other professional advice. Although it is intended to be accurate, neither the publisher nor any other party assumes liability for loss or damage due to reliance on this material. Websites not belonging to this organization are provided for information only. No endorsement is implied.

The cost to attend this year's event is \$10.00 per member. Payment will be due upon event registration and will be taken from the member's account and share ID of their preference. Space is limited. Reservations will be accepted through April 6, 2018, or until we've reached maximum seating capacity. Call 800.562.6049, ext. 7576 or email [umbel@service1.org](mailto:umbel@service1.org) to register, or register online at [www.service1.org/annual-meeting](http://www.service1.org/annual-meeting) to learn more. Please have your account information available upon registration.

Our Annual Meeting will be held on Wednesday, April 18, 2018 at the Country Cupboard Restaurant located at 101 Hafer Road in Lewisburg, PA. A business meeting will be held at 6 p.m. followed by dinner.

**mark your calendar for our annual meeting!**

