

A MESSAGE FROM YOUR

credit union



Spring 2011



New Website Coming Soon!

Our revised website is on its way. Launching in June, our new website will have many great features to keep you informed of credit union news and events and to help you manage your money even easier. Be on the look out for our brand new site, coming soon to a computer near you!

Interchange Fees

WHY ARE THEY IMPORTANT TO YOU?

The Federal Reserve has issued rules that could make it more costly for you to use your debit card. During the debate of the financial regulatory reform bill, an amendment was slipped in to “cap” interchange fees. Interchange is the fee charged to merchants in exchange for guaranteed payment when you shop by using your cards.

Why should this matter to you? Currently, every time consumers swipe their debit cards, a fee – which averages 44 cents – is charged to retailers. The Federal Reserve is currently proposing rules that would cap interchange fees at 12 cents starting in July of this year. This fee helps financial institutions offset money lost from fraudulent transactions and other areas. If merchants succeed in their efforts to cut the interchange fee, it’s possible the credit unions and community banks will have to stop offering credit and debit cards altogether. They would almost certainly need to charge fees for use of these cards.

How CAN YOU HELP?

There are several ways you can help. Call and write your Congressmen and Senators and tell them interchange works for you. You can also visit www.dontmakeuspay.org to learn more or to take action. Stop these debit card rulings and continue using them fee-free.

There are some big changes happening to debit cards and credit cards that you may not be aware of.



With everything occurring in the economy and in the world, it's important to remember that even though Bayer Heritage Federal Credit Union offers you many of the same products and services of other financial institutions, we are very different from them. Unlike most other financial industries, we return profits to our members in the form of better services and competitive rates. As a credit union, we are member owned, volunteer run and not-for-profit.

We are continually reminded of these differences, and the interchange fee article found on the front cover is the most recent reminder.

All that said, you CAN stop the reform bill from happening. Help us continue the tradition of fair financial services at your credit union. Call and write your Congressmen and Senators and tell them interchange works for you. Visit www.dontmakeuspay.org to learn more or to take action.

Finally, there are other ways you can help Bayer Heritage FCU and your community, and a key way is by volunteering. It's a simple and beneficial means to give back, and it's how we can continue to offer money-saving products and services. Stop by the credit union to learn more. We'd love to have you get even more involved.



SMART OPTION LOANS BY

SallieMae

Heading for college is an exciting time. You shouldn't need to experience headaches to do so. If you are thinking about college this fall – for yourself or your child – look no further than your credit union for financing. With Bayer HFCU by your side, your educational dreams are possible. We are happy to offer Smart Option Student Loans by Sallie Mae. This secure loan can be trusted to get you through – from the first day of class to the toss of your cap.

GETTING STARTED IS EASY

Please visit our website at www.bayerhfcu.com, click on "Financial Products" and review our Student Loan options under the "Loans and Lines of Credit" heading.

Take A Vacation From Your Loans

If you've ever wished you could have a month break from your bills, the Skip-A-Loan payment program is for you! For a low processing fee of just \$30 skip your Bayer HFCU loan payment for June, July or August and instead, spend the money on whatever you want – new summer clothes, vacation gear, or a special weekend trip! Take advantage of this great program, and enjoy all the summer season has to offer.

IT'S EASY TO GET STARTED

For more information or to request a Skip-A-Loan payment request form, stop by the credit union or call us at **(304) 455-4029**.

We're Growing!

Exciting things are happening at your credit union. We are happy to announce that things are progressing along well with your new branch! Our building design has been approved. Check out the sneak peak rendering below.

The ground breaking is near! So keep an eye out for some activity to begin on the new site at 309 N. Goose Creek Blvd., Goose Creek, SC, 29445. in the very near future!



Debit Cards, Your Secret Weapon



Do you want to eliminate the hassles of your check-writing routine? Here's a helpful reminder: Visa® Debit Cards work like an "electronic" check. When you use it, the purchase amounts are taken directly from your checking account. Here's how it works:

- Access your account 24 hours a day, 7 days a week.
- It's good for cash at more than 840,000 ATMs worldwide.
- Use it instead of checks, anywhere VISA is accepted.
- For your convenience, the money will come out of your checking account whether you make a purchase or get cash.

To get your card, just call **(800) 272-6003 ext. 1498** to talk with a card representative.

ALWAYS PROTECTED

Your VISA Debit Card is protected via the Falcon calling system. When traveling out of your normal radius of business, please contact the credit union before you leave. Otherwise the activity on your card will appear suspicious. It could cause the card to be blocked and be unusable. This is for your protection so simply calling Bayer HFCU before your trip will prevent this from happening.

AND THE WINNER IS...

BAYER HFCU!

We're excited to announce Bayer HFCU was a recipient of a 2011 CSCU (Card Services for Credit Unions) CAMEO Card Marketing Award! The awards recognize and reward member credit unions that developed the most innovative and resourceful marketing campaigns for their card products for the year. Our Black Friday Sale marketing material was submitted and won 3rd place in the Overall Credit Category in our asset range. You can view the winner below!



There's An App For That — And That, And That!

DROID AND BLACKBERRY® APPS ARE NOW AVAILABLE

If you are a DROID or BlackBerry® user, you can now join iPhone and iPod Touch users by accessing the same level of Bayer HFCU mobile access with your smartphones.

- DROID users: download our Free App from the Droid Market
- Blackberry and other Smartphone users: our WAP is now available at: www.bayerhfcuwap.com
- iPhone® and iPod Touch® users: download our Free App from the iTunes App store.

With mobile access, you can literally bank 24/7. Manage your accounts, view copies of your cleared checks and view transaction history. You can even make quick transfers within Bayer Heritage Federal Credit Union accounts and find the closet ATM in the Bayer HFCU network.



DEPOSIT NOW

Bayer Heritage Federal Credit Union has made it our mission to make things as convenient and comfortable as possible for you! *Deposit Now* is the latest feature to be added to our family of convenience products. This great new product is a remote check deposit service, which allows qualifying members to deposit checks on line. The funds are available immediately after the transaction is complete and all you have to do is mail the check to us within 10 days. How easy is that? Take advantage of this great new service today!

How To Get In Touch With Your Credit Union

Offices (304) 455-4029

Toll Free (800) 272-6003

Toll Free Direct Connect (800) 695-8519

When listening to the opening greeting press the following keys to reach that department:

Card Services – Press 1

Member Services
(Savings, Checking, Debit Cards and Transfers) – Press 2

Mortgage Loans – Press 3

Consumer Loans – Press 4

Access Your Local Branch Office – Press 5

Collections – Press 6

Direct Connect (24hr. Teller) – Press 7

▲ CLIP AND SAVE ▲



Everything we do, we do for you.

Mailing Address:

RR 1 Box 12 • Proctor, WV 26055

Phone: (304) 455-4029 • Toll-Free: (800) 272-6003

Fax: (304) 455-6781 • Website: www.bayerhfcu.com



11-00330 3/11 Marketing Partners (888) 641-1215

bulletin board

The credit union will be closed to observe the following holidays in 2011.

Memorial Day..... May 30th

Independence Day..... July 4th

Labor Day.....September 5th

Columbus Day.....October 10th

Veterans DayNovember 11th

Thanksgiving Day.....November 24th

Christmas Day.....December 26th

\$ 17,274.41 FOR CMN – AND STILL GROWING

2011 was off to a great start with our February Heart fundraiser. We are currently collecting for the “Credit Unions For Kids Change A Life Campaign.” Some of the fundraisers we are planning this year are:

- In May, we will be having a “Merry Month Of May – Keeping CMN Babies Happy With Diapers And Bottles Drive.” All items donated will go to the Children’s Hospital in your area.
- In the fall, we are having a Golf Scramble in the WV area. All proceeds will go to the Children’s Miracle Network.
- In November, we will be having a “Novels in November” drive asking for donations of books for all ages that will go to your local Children’s Hospital.

Bayer HFCU appreciates your continued support of Children’s Miracle Network. With your help, together we can achieve great things to help those in need! Thank you.



**Children’s
Miracle Network
Hospitals**
Helping Local Kids

Bayer HFCU is not affiliated with Bayer Corporation.

RR 1 Box 12
Proctor, WV 26055

Everything we do, we do for you.



PRSR STD
U.S. Postage
PAID
Lehigh Valley, PA
PERMIT #550