



## Central Connection Spring 2018

### ANNUAL MEETING

May 21, 2018, 5:00 PM  
MAIN OFFICE  
714 Main Street, Shrewsbury

## Ways to GO "GREEN" as we approach Earth Day

### E-Statements

Enjoy the benefits and convenience of e-Statements while helping the environment. Sign up to access your last 24 months of account statements at any time with just a few clicks. Delivered faster than paper statements including your tax forms

View all of your Central One statements and notices online - anytime or anywhere. Choose how you want to be notified: text message or email

Statements are located in one place allowing you to print statements or check images anytime

#### Here's How

Step 1 – Log-in to your Online Banking account and click Online Services

Step 2 – Choose e-Statements

Step 3 – Complete and agree to the electronic statement disclosure and agreement...it's that easy!

You can also call or visit a branch as an alternative to signing up online.



### Adding a solar energy system to your home

*It can be as easy as 1...2...3!*

1. Visit [centralfcu.ownmysolar.com](http://centralfcu.ownmysolar.com)
2. Get a no-obligation quote from up to 3 local installers
3. Evaluate your funding options with a HELOC or Home Equity Loan

### INSIDE THIS ISSUE:

**Coming Soon:** Shared Branching, Online account opening, Card Control

**Spotlight:** Go "green" with e-Statements

**For Your Safety:** Fraud safety tips

**Financial Advisor:** Should you care what the Market does each day?

**Insurance Advisor:** Review your policies

**Upcoming Events:** Member Tribute Month, Shred Days

## Coming Soon...

### Shared Branching

Central One will become part of the CO-OP Shared Branching network this summer which will allow members to perform transactions at other Shared Branch locations across the country.

### Online Account Opening

A user friendly application will be available from our website and through our online and mobile banking platforms, allowing both our members and prospective members to open deposit accounts and submit loan applications.

### Card Control

Cardholders will have the ability to set alerts for certain functions like online and international transactions as well as temporarily disable card usage altogether if their card is misplaced or stolen.

*To receive direct notification when these services are available, be sure we have your email on file.*



## Have you heard about our Money Management budgeting tool?

Money Management gives online and mobile banking users the ability to:

- Access financial management services on the Central One Mobile App in addition to online banking.
- Connect to even more of your financial accounts, giving you a full picture of your finances all in one place.
- Experience the best auto-categorization for spending available, including a broader range of spending categories to help better refine your budget.
- Set a budget or let Money Management develop a budget based on normal spending patterns. View your budget at a-

glance via a visual bubble chart.

- View detailed net worth analysis and tracking.
- Set savings, retirement and debt payoff goals and monitor your progress.
- Receive text and mobile alerts in addition to email.
- View a personalized cash flow calendar

Log into online banking. From the Manage Money tab, select Money Management and get started!

**FOLLOW US!** Facebook, Twitter, YouTube



*We're not a bank. We're Better!*

# Should You Care What the Market Does Each Day?

A calm investor may realize better long-term returns than an overly concerned one.

## W.F. Financial Services

Investors are people, and people are often impatient. No one likes to wait in line or wait longer than they have to for something, especially today when so much is just a click or two away.

This impatience also manifests itself in the equities markets. When the S&P 500, Dow, or Nasdaq take a tumble, some investors grow uneasy. Their impulse is to sell, get out, and get back in later. If they give into that impulse, they may effectively pay a price.<sup>1</sup>

Across the twenty years ending in 2015, the annual return of the S&P 500 averaged 9.85%. During this same period, the average retail investor realized a yearly return of just 5.19%. (These numbers come from Dalbar, a respected investment analytics firm.) Why the difference? It could partly stem from impatience.<sup>1</sup>

Some investors may be worrying too much - and acting on those worries to their detriment. An investor who glances at a portfolio once per quarter may end up making more progress toward his or her goals than one who anxiously pores over financial websites every day.<sup>1</sup>

Too many investors make quick, emotional moves when the market dips. Logic often goes out the window when this happens, along with long-term perspective.<sup>1,2</sup>

Some long-term investors focus on buying shares of respected companies. Warren Buffett does. He has famously said that an investor should buy shares of a firm to own a piece of it, not merely in hopes that its share price will rise.<sup>2</sup>

Certain companies are so strong, their brands so renowned, that their shares weather downturns better than shares of other firms. In a raging bull market, "all boats rise" and many types of shares may perform well. Buffett often tries to invest in companies whose shares may perform well in both up and down markets. In especially bullish times, his returns have sometimes lagged the market, but chasing the return is not his objective.<sup>2</sup>



Article  
provided by:  
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Financial  
Advisor

In contrast with Buffett's patient long-term approach, investors who care too much about day-to-day market behavior may practice market timing, which is as much hope as strategy.<sup>2</sup>

To make market timing work, an investor has to be right twice. Ideally, he or she sells high, takes profit, and buys back in at some point of capitulation - a moment when bears throw in the towel and the market rallies off a bottom. How many investors can pull this off? This is hard even for Wall Street professionals. Mostly, retail investors buy high and sell low. Picture a shopper only buying an item at a department store when the price rises, then returning it when it goes on sale - but only getting the sale price back.<sup>1</sup>

Investors who alter their strategy in response to the headlines may end up changing it again after further headlines. While they may feel on top of things by doing this, their returns may suffer from their emotional and impatient responses.<sup>1</sup>

Nobel Laureate economist Gene Fama, Jr. once commented: "Your money is like soap. The more you handle it, the less you'll have." Anyone who has invested some of their money in equities would do well to keep his gentle warning in mind, especially at times when markets grow turbulent.<sup>1</sup>

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#### Citations.

1 [thebalance.com/why-average-investors-earn-below-average-market-returns-2388519](http://thebalance.com/why-average-investors-earn-below-average-market-returns-2388519) [8/28/16]

2 [usatoday.com/story/money/personalfinance/2016/01/30/3-reasons-you-shouldnt-worry-stock-market-2016/79304046/](http://usatoday.com/story/money/personalfinance/2016/01/30/3-reasons-you-shouldnt-worry-stock-market-2016/79304046/) [11/9/16]

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## Does your insurance have "your back"?

Insurance often becomes a 'set it and forget it' item. As your lifestyle changes and your family grows, it is important to make sure that you and your family are covered properly. Understanding your coverages and how that applies to an accident, weather related claim or an umbrella policy can give you piece of mind. Call and set up your appointment with Lisa

Griffiths to review your coverages and make sure you are properly covered. Members are eligible for exclusive group discounts. Oak Tree also provides a no-obligation quote to non-members as well.

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Article  
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## Spring spruce up



This winter has taken a toll on all of us. As you begin your spring clean-up or home improvements, a Central One Home Equity Line of Credit can help. Borrow what you need, as you need it, until you reach your credit limit. Call and speak with one of our lending specialists today!



## Tuition sticker shock?

It's an exciting time of the year when your child is deciding on which college to attend. Navigating through financial aid packages can still leave you with holes to fill. Let Central One help you find affordable options for financing or refinancing your tuition needs for community colleges and four year universities. Call us or visit [www.centralfcu.com/loans/student-loans](http://www.centralfcu.com/loans/student-loans) for more information.

## Deposit checks with your smartphone

### After branch hours?

Deposit your check securely using the Central One Mobile App!



or visit [www.centralfcu.com](http://www.centralfcu.com) for more information

### Mobile Deposit Steps:

- Download and log into our mobile app
- Select "Check Deposit"
- \*Follow the prompts\**
- Select which account to deposit into from the drop down menu
- Enter amount of deposit (go by the legal line)
- Using the device camera, take a picture of the front of the check.
- Take a picture of the back of the check. TO AVOID DEPOSIT REJECTION, be sure the check has been endorsed

properly with "For Mobile Deposit". Line up the image correctly, check that it is legible and not cutoff.

- After endorsing and submitting the deposit, mark the check so you know it was deposited and hold onto it for your own records for up to a year
- If your remote deposit rejects, you will receive an email notification within a business day as to why.
- Third party checks and checks made out to 'cash' or 'Central One' are not accepted through mobile deposit; the payee must be an owner of the deposit account.

## Upcoming 2018 Holiday Closures

### **Memorial Day**

Monday, May 28

### **Independence Day**

Wednesday, July 4

### **Labor Day**

Monday, September 3

## For Your Safety

Crooks use clever schemes to defraud millions of people every year. They often combine sophisticated technology with age-old tricks to get people to send money or give out personal information. They add new twists to old schemes and pressure people to make important decisions on the spot. One thing that never changes: they follow the headlines – and the money especially as we approach tax season.

Stay a step ahead with the latest info and practical tips from the nation's consumer protection agency. Visit [www.consumer.ftc.gov](http://www.consumer.ftc.gov) for more information.

*We're not a bank. We're Better!*



# Member Tribute Month

Each year, Central One throws a month-long "Thank You" party to celebrate "You!" This year, Member Tribute Month kicks off on April 28 at our Auburn Branch. Each Saturday, we'll celebrate at another branch.

**Saturday Fun Day festivities include:** gifts, money-grab machine, magician and clown, free food and Oakie!

## Auburn

Saturday 4/28: 10:30am-12:30pm

## Westborough

Saturday 5/5: 10:30am-12:30pm

## Northborough

Saturday 5/12: 10:30am-12:30pm

## Shrewsbury

Saturday 5/19: 10:30am-12:30pm

Stop by the week following each Saturday Fun Day for more free giveaways and drawings.

| M   | T    | W    | TH   | F    | Saturday Fun Day!                              |
|---|------|------|------|------|--|
| 4/23  | 4/24 | 4/25 | 4/26 | 4/27 | 4/28<br><b>Auburn</b><br>10:30am-12:30pm       |
| 4/30<br><i>Enter to win prizes, gift cards and more at the Auburn branch!</i>       | 5/1  | 5/2  | 5/3  | 5/4  | 5/5<br><b>Westborough</b><br>10:30am-12:30pm   |
| 5/7<br><i>Enter to win prizes, gift cards and more at the Westborough branch!</i>   | 5/8  | 5/9  | 5/10 | 5/11 | 5/12<br><b>Northborough</b><br>10:30am-12:30pm |
| 5/14<br><i>Enter to win prizes, gift cards and more at the Northborough branch!</i> | 5/15 | 5/16 | 5/17 | 5/18 | 5/19<br><b>Shrewsbury</b><br>10:30am-12:30pm   |
| 5/21<br><i>Enter to win prizes, gift cards and more at the Shrewsbury branch!</i>   | 5/22 | 5/23 | 5/24 | 5/25 |  |

View the full calendar at [www.MemberTributeMonth.com](http://www.MemberTributeMonth.com)

# SHRED DAY is Back!

9am - 11:30am

**Saturday, April 21**

Shrewsbury · 714 Main Street

**Saturday, April 28**

Westborough · 40 South Street

**Saturday, June 16**

Auburn · 63 Southbridge Street

**Saturday, August 25**

Northborough · 148 Main Street

**Shred Day is open to members only.**

Pick up a shred bag at any of these locations.

*Limit 3 bags per member.*

**Documents only.** We will **not** accept boxes, binders, magazines or books.



## Taxes are due Tuesday, April 17th!

Central One members can save up to \$15 on TurboTax® – the #1 best-selling tax software. With TurboTax, you'll get your taxes done right and your biggest possible refund, guaranteed. And with NEW TurboTax Live, you can have a live CPA or EA by your side to answer questions and review your tax return. File today and save!

**File with TurboTax today and save!**



#1 Best-Selling brand of tax software based on aggregated sales data for all tax year 2016 TurboTax products.

Visit <http://turbotax.intuit.com/lp/yoy/guarantees.jsp> for TurboTax product guarantees and other important information.

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**Love your savings.**

*Members have saved over  
\$2 billion on discounts  
from partners!*



Your savings federally insured to at least \$250,000 and backed by the full faith and credit of the United States Government. National Credit Union Administration, a U.S. Government Agency. Products and services provided by W. F. Financial Services and Oak Tree Insurance are not NCUA insured.