

April 2024

Update

A publication exclusively for our members


First Florida
CREDIT UNION
Enriching People Every Day.®

FirstFlorida.org

Jacksonville
St. Johns
Orange Park
Doral
Pembroke Park
Orlando
Tallahassee
Raiford

Applying for a Loan
is as **Easy** as
1,2,3

1
Online application at
FirstFlorida.org



2
Apply by phone –
call (800) 766-4328



3
Apply in person
at any branch location



Feel **COMFORTABLE** Car Shopping

With First Florida Financing Behind You



**ENJOY AN
AUTO LOAN
WITH:**

- Budget friendly finance terms
- Up to 3 months of no payments*
- Quick application with same-day response

*Payments can be deferred for up to 90 days from the date of loan closing. Interest will continue to accrue during loan payment deferral period. Deferring loan payments may increase the total amount of finance charges you pay. Excludes loans already financed at First Florida Credit Union. Does not apply to indirect loans. Offer can be withdrawn at any time without prior notice. Annual Percentage Rate (APR) will be based upon your individualized credit history. Loans are subject to credit qualifications and approval.

Payment Example: A \$20,000.00 loan at 5.99% APR (rate as of March 1, 2024) would require monthly payments of \$26.72 per thousand borrowed for 42 months. Total interest paid \$2,438.64, total amount paid \$22,438.64.



Message from Brent E. Lister, First Florida Credit Union President and CEO

The calendar says April, but if you're already thinking about your summer plans, remember First Florida is here to help. During June and July, we offer a summer loan that provides a fixed amount of funds with a

reliable repayment plan so you can curate a memorable summer experience within your budget.

While traveling this time of year, we're everywhere you need us. You can always bank with First Florida wherever you go through the Mobile Banking App and Online Banking, empowering you to quickly and conveniently make transfers, view balances, deposit checks, pay bills, and much more. When a First Florida location isn't nearby, you can always conduct your transactions at any of the 5,500 participating credit union branches across the nation through the CO-OP Shared Branch network. You also have access to over 80,000 surcharge-free ATMs across the nation, many of which are included in convenient locations such as Walgreens, CVS, Publix, and more. A large network of deposit-taking ATMs is also available to you anytime, surcharge-free. You can search for an ATM or branch location nearest you at [FirstFlorida.org/locations](https://www.FirstFlorida.org/locations).

If you haven't downloaded our Card Controls App, now is a great time. It offers real-time features that allow you to notify First Florida of travel plans to ensure your transactions go through smoothly. It also allows you to manage spending by setting up transaction limits and types, receiving transaction notifications, and protecting yourself against fraud by instantly suspending misplaced cards. It's the perfect companion to your Mobile Banking App, providing you with a sense of security and peace of mind.

If you plan to be away from home for more than a few days, have the post office pause mail delivery to your address. You can do this by visiting [USPS.com](https://www.USPS.com) and requesting their hold mail service. Mail theft and check-washing

scams are still active, and your mail could provide a thief with a treasure trove of information. Thieves also look for opportunities to turn a check-by-mail into their next payday. You can read more about how these scams unfold and how to prevent them on the following page of this newsletter.

As you may have heard, we recently held our 74th Annual Meeting of Members on February 23, 2024. If you were in attendance, you joined us in bidding a bittersweet farewell to Libby Polk, our Senior Vice President of Administration, who is retiring after 19 years of work with First Florida and 46 years of service in the credit union industry. She has been a key player in helping First Florida become all that it is today.

It was a pleasure to see members show up in person and online for the Annual Meeting to hear about the progress we've made as a credit union and the improvements we've implemented over the last year. We were happy to share that by year-end, we reported a net worth ratio of 12.97%, well above the 8% that the National Credit Union Association considers a well-capitalized credit union. The net worth ratio measures the capital strength of a credit union (retained earnings divided by total assets). A strong capital position allows our credit union to continue to invest in projects that provide value to you, our membership.

We were also happy to highlight that in 2023, we distributed approximately \$11.9 million to members in interest/dividends on savings, money markets, and certificate accounts. This is one example of how the credit union returns its earnings to the membership. If you've been thinking about opening a certificate, now is a great time to lock in an attractive rate. Visit [FirstFlorida.org/certificates](https://www.FirstFlorida.org/certificates) to get started.

Thank you for being a member of First Florida and trusting our team to serve your financial needs. We hope you enjoy all that this time of year has to offer.

– Brent E. Lister

Doral Branch Closure Ahead of Building Demolition

Our Doral Branch, located at 8300 NW 53rd Street, Ste. 100, resides within a building that is being demolished. Therefore, this branch will permanently close on Friday, June 14, 2024, at 6:00 p.m.

It has been a pleasure to serve our members at the Doral Branch over the years. As we prepare to bid farewell to this location, we want to remind you that we're not far away and still able to provide the same products and personalized service at our nearby full-service branch:

Pembroke Park: 3281 W. Hallandale Beach Blvd., Pembroke Park, FL 33023



CO-OP Shared Branching & ATMs

First Florida members can also conduct banking transactions at other participating credit unions in the area through the CO-OP Shared Branch network. Conveniently search all locations, including deposit-taking and surcharge-free ATMs at [FirstFlorida.org/locations](https://www.firstflorida.org/locations).

Our team is committed to making this transition as smooth as possible, and we look forward to continuing to serve you.

Guard Against Mail Theft and Check Washing

Sending checks through the mail is a viable option for making payments. However, your mailbox may be an easy target for thieves due to mail theft and check-washing.

When you leave a signed check in your mailbox, a thief can take it and use common household chemicals to erase the original payee and payment amount you wrote on the check. They can make alterations to the check and cash out to a dummy account. A stolen check also leaves you susceptible to other forms of fraud.

How to Prevent Theft

The mail is a great way to communicate, but it requires more diligence when it comes to financial transactions. Follow these tips when sending checks by mail:

- Use official mailboxes from the USPS
- Deposit mail close to posted pickup times
- Submit mail in person at your local post office

Follow up on payments using digital banking or telephone banking to monitor check transactions, and report any incidents to your financial institution as soon as possible.

Be the first line of defense when protecting your financial information. Learn how to protect yourself from identity theft with our Scam and Fraud Education. Visit [FirstFlorida.org/SAFE](https://www.firstflorida.org/SAFE) to learn more.



First Florida Investment Services

Many Workers Wonder When (And If) They'll Retire

Retirement is supposed to be our "golden years," but many Americans worry there will be nothing "golden" about it—and they might even have to cut back to pay their bills (or keep working).

Americans born before 1960 can receive full Social Security retirement benefits at the age of 66, but the number of workers past retirement age has grown. People on average spend about 20 years in retirement, and it's unlikely that Social Security alone can cover living costs, healthcare expenses, and bills.

Take Steps to Be Prepared

Saving throughout your working years makes retirement attainable. Take these steps as soon as possible:

- Save money where feasible
- Contribute to your employer's retirement savings plan
- Put money into an IRA
- Make catch-up contributions to your retirement savings

While you may not be able to do all of these things, every little bit helps and can make a big difference as you near retirement age.

When it comes to planning for your retirement, you never have to go it alone. First Florida Investment Services offers



credit union members the opportunity to speak with a financial consultant in person or by telephone. Call today to schedule your complimentary, no-obligation consultation.

First Florida Investment Services

(904) 359-6800, ext. 8806

(800) 766-4328, ext. 8806

Securities and advisory services are offered through LPL Financial (LPL), a registered investment advisor and broker-dealer (member FINRA/SIPC). Insurance products are offered through LPL or its licensed affiliates. First Florida Credit Union and First Florida Investment Services **are not** registered as a broker-dealer or investment advisor. Registered representatives of LPL offer products and services using First Florida Investment Services, and may also be employees of First Florida Credit Union. These products and services are being offered through LPL or its affiliates, which are separate entities from, and not affiliates of First Florida Credit Union or First Florida Investment Services. Securities and insurance offered through LPL or its affiliates are:

Not Insured by NCUA or Any Other Government Agency	Not Credit Union Guaranteed	Not Credit Union Deposits or Obligations	May Lose Value
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Libby Polk Retires After 19 Years at First Florida

Libby Polk was introduced to credit unions early on in life, working as a part-time teller at Farmers Federal while studying at the University of North Florida. The cooperative spirit of the credit union movement captivated her immediately, and so began an illustrious career spanning 46 years.

Through hard work, dedication, and a commitment to lifelong learning, Libby's career led her to executive positions that helped shape struggling credit unions into thriving organizations.

Before working with First Florida, Libby was chief financial officer at Seaboard Credit Union. When First Florida

and Seaboard merged in 2007, she became our senior vice president of administration. Libby has been instrumental in cultivating a premier training department at First Florida, among her many contributions over the years.

As Libby opens a new chapter in her life, she plans to spend more time with family and friends, volunteer, bake, garden, and travel.

We are truly grateful for Libby's contributions to First Florida and wish her the best as she ventures into retirement.



Boost your Earnings with Confidence



First Florida certificates earn more than an average savings account

**Reach your
financial goals
faster with:**

- Short- and long-term savings options
- Low minimum deposits
- Interest compounded and paid monthly

**CERTIFICATE
RATES
ALSO
APPLY
TO IRA
CERTIFICATES**

**View our attractive
rates and terms!**

Visit [FirstFlorida.org/boost-your-earnings](https://www.FirstFlorida.org/boost-your-earnings)
to learn more.



Enriching People Every Day.®

Jacksonville Home Office
500 West 1st Street, Jacksonville, FL 32202

Jacksonville/Arlington
1820 Rogero Road
Jacksonville, FL 32211

Jacksonville/Atlantic Blvd.
12929 Atlantic Boulevard
Jacksonville, FL 32225

Jacksonville/Mandarin
11467 San Jose Boulevard, Suite 2
Jacksonville, FL 32223

Jacksonville/Southpoint
6622 Southpoint Dr. S., Ste. 100
Jacksonville, FL 32216

Jacksonville/Roosevelt
4530 St. Johns Avenue, Suite 18
Jacksonville, FL 32210

Jacksonville/Tamaya
3280 Tamaya Boulevard
Jacksonville, FL 32246

St. Johns/CR 210
1950 CR 210 West
St. Johns, FL 32259

St. Johns/Durbin Creek Crossing
279 Harper Lane
St. Johns, FL 32259

Orange Park/Kingsley
1461 Kingsley Avenue
Orange Park, FL 32073

Orlando
3724 Edgewater Drive
Orlando, FL 32804

Pembroke Park
3281 W. Hallandale Beach Boulevard
Pembroke Park, FL 33023

Miami/Doral
8300 NW 53rd Street, Suite 100
Doral, FL 33166

Tallahassee/Blair Stone
2521 S. Blair Stone Road
Tallahassee, FL 32301

Tallahassee/Northside
1661 Raymond Diehl Road
Tallahassee, FL 32308

Tallahassee/Appleyard
503 Appleyard Drive
Tallahassee, FL 32304

Tallahassee/Southwood
2770 Capital Circle SE
Tallahassee, FL 32311

Tallahassee/Bannerman Crossings
3339 Beech Ridge Court
Tallahassee, FL 32312

Raiford
25638 Northeast State Road 16
Raiford, FL 32083

Member Support Center
(800) 766-4328, ext. 1
(904) 359-6800, ext. 1

Telephone Banking
(800) 766-4328, ext. 8
(904) 359-6800, ext. 8

Lost or Stolen Cards
During business hours: (800) 766-4328
After business hours: (833) 233-2401

Board of Directors

Dean Willis, *Chairman*
Cornita A. Riley, *Vice Chairman*
Jonathan R. Lyon, *Treasurer*
Sandra Magyar, *Secretary*
Ken Jones, *Director*
Nancy H. Meier, *Director*
Kyle Peters, *Director*
Dr. Johnny Bowman Jr., *Assoc. Director*
Jennifer Martin, *Assoc. Director*

Executive Management Team

Brent E. Lister, *President/CEO*
Joey Carpenter, *EVP Operations*
Brad Long, *EVP Finance*
Michelle Troha, *SVP Marketing*
Andrea Hurley, *SVP Risk Management*
Joe Markley, *SVP Operations*
Libby Polk, *SVP Administration*
Tim Brown, *SVP Information Technology*
Angela Garman, *SVP Audit and Project Management*

Federally insured
by NCUA.



Notice of Change to Account Agreement

We recently edited the **ELECTRONIC FUND TRANSFER: YOUR RIGHTS AND RESPONSIBILITY** section of your **ACCOUNT AGREEMENT** to accommodate the expansion of real-time payment services. The language in the box below was added to the section:

REAL-TIME PAYMENTS. You may send and receive certain payments or payment-related messages through a real-time payments system, such as The Clearing House's Real-Time Payment (RTP®) network or the Federal Reserve's FedNow® Service. Real-time payments, or instant payments, allow you to have immediate availability of these funds twenty-four (24) hours a day, seven (7) days a week, and fifty-two (52) weeks a year. These payments may be subject to transaction limits (e.g., \$500,000) and settlement is final and irrevocable. Real-time payments are intended for domestic payments only. Payments sent or received by a person outside of the United States are prohibited. Transfers using a real-time payments system are subject to the applicable operating or governing rules of the real-time payments system used, as well as the Uniform Commercial Code 4A in effect in the state in which we are located, the Electronic Fund Transfer Act (Regulation E), and the rules of OFAC.

Holiday Closings

Our branches and offices will be closed on:

Monday, May 27, 2024
Memorial Day

Wednesday, June 19, 2024
Juneteenth