



Our newsletter that connects you with relevant information

A QUARTERLY PUBLICATION FROM HERITAGE FINANCIAL CREDIT UNION | FALL 2022

THE HERITAGE CONNECTION



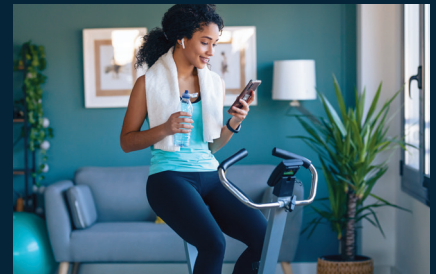
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President's Message

Opportunity

At Heritage Financial Credit Union (HFCU), we are here to provide you, our member, opportunities to reach your fullest potential in life. With the desire to further our mission and deepen our connections within the communities we serve, we are proud to offer even more opportunities at our new location, the Financial Development Center (FDC), in the city of Poughkeepsie, NY. In efforts to provide you with the necessary tools and resources to make possible the achievement of your hopes and dreams, we are excited to share these latest enhancements and initiatives to further assist you on your journey to financial success.



An Extension of Heritage Financial Credit Union

For 82 years, HFCU has been successful in providing our members financial opportunities and, in doing so, we have come to understand and recognize that not all communities have equal access to the financial guidance, education and services they need. In working to have a greater impact, HFCU took the initiative to earn its Community Development Financial Institution (CDFI) certification in December of 2019.

In collaboration with many community partners, local legislators, assemblymen, Board members and the HFCU team, we are proud to announce that we have officially opened the Financial Development Center (FDC), *An Extension of Heritage Financial Credit Union*, located within the Family Partnership Center in Poughkeepsie, NY.

From concept to creation, the center and the services it now provides have come a long way as they developed from an idea into reality. From building a fantastic new team to completing renovations, the space has truly transformed into a welcoming and modern space for all, which fully embraces the mission of the center:

To offer the communities we serve access to no-cost, one-to-one financial counseling, financial education and safe and affordable banking services to provide the opportunity for financial inclusion and wellness, all while promoting positive community relations and supporting local businesses and organizations.

In staying true to the mission, the anchor to the space is a vibrant mural crafted by Nestor Madalengoitia, a local Poughkeepsie artist, which showcases people, in different phases of their life, along a pathway that are dreaming of their goals. This encompasses what we are looking to accomplish: providing the necessary tools and resources to make possible the achievement of people's goals, hopes and dreams, whatever they may be. (See photos on page 3.)

Available to assist on this path, our FDC counselors are ready to accept appointments, start members on the Pathways Program and connect them with safe and affordable HFCU financial products and services. If you or someone you know would be a good fit for our program, we welcome you to set up an appointment to speak with one of our financial counselors.

To learn more about the FDC and its mission, see more about our grand opening celebration or inquire about an appointment, visit us at [heritagefcu.com/financial-wellness](https://www.heritagefcu.com/financial-wellness).

Service Enhancements

Here at HFCU, we are always striving to stay ahead when it comes to technology. In evaluating the needs of our membership, enhancing our person-to-person (P2P) transaction service within our online and mobile banking platform became a priority for our credit union. Through hard work and the collaborative efforts of our teams, we are excited to share that we have partnered with the industry leader, Zelle®, as our new and enhanced P2P service provider. For more information on how to enroll in Zelle® on our online and mobile banking platform and start your P2P transactions today or to simply learn more about the benefits of Zelle®, please visit us at [heritagefcu.com/zelle](https://www.heritagefcu.com/zelle).

Technology aside, we have listened to feedback from our membership, and as a result of the tireless efforts of our teams, we are proud to add Business Services to the HFCU line of products and services over the next few months. At the helm of this new and exciting venture is Vice President of Commercial Lending Christopher Trocino, who is working diligently to build a robust program to

better serve you. Thank you for your inquires and patience as we work to be your preferred Business Services provider. To learn more about Chris and the plans for HFCU's Business Services, read his interview on page 4 of this newsletter.

Community

If you are currently looking for a way to get involved in our local communities, look no further. HFCU is proud to fundraise and support the American Cancer Society, Castle Point and Montrose VA Hospital Veterans Food Drive and the St. Francis of Assisi Toy Drive in Newburgh, NY. As we prepare for the season of giving, we will soon be collecting toys, non-perishable food items and donations that can be made in support of these initiatives. For more information on these upcoming fundraisers, visit heritagefcu.com/hfcu-fundraisers.

I want to thank our team, volunteers and you, our member, for allowing us to continue providing you with opportunities to reach your goals, hopes and dreams. It is only through your unwavering support and dedication that HFCU has been able to continuously grow to better support you.

As the autumn leaves change and the season of giving approaches, we wish you, your family and friends continued health and happiness.

Sincerely,



Michael J. Ciriello, President/CEO, Heritage Financial Credit Union



An Interview With **Christopher Trocino,** **Vice President of Commercial Lending**



1. Tell us about yourself.

I have lived in the Hudson Valley basically my entire life. I went to Arlington High School, received my bachelor's degree from Marist College and my MBA from St. Bonaventure University. I have been in commercial lending for 18 years. I started my career in 2005 at Hudson Valley Bank in Westchester County, where I was a Business Relationship Manager. From there, I moved to Valley National Bank in Manhattan as a Portfolio Manager. I moved to Mid-Hudson Valley FCU in 2012, where I started as a Credit Underwriter and eventually became AVP of Business Services. From there, I moved to Heritage, where I am today.

2. Why did you choose to come work for HFCU?

The job intrigued me right from the start. Having the chance to start a department from the beginning was exciting to me. After discussing the position and the vision of Heritage during the interview process, I felt Heritage would be a great place to grow. Heritage is very community focused and wants to build relationships with people from those communities. Similarly, throughout my career, I have focused on building relationships in the business community, hoping to help those business owners achieve their goals and dreams.

3. What do you hope to contribute to the HFCU team?

The team already seems very well balanced and focused on achieving the goals set forth. I hope that my knowledge and background will only help the team achieve its goals that much faster. Achieving our goals and growing the credit union will allow us to serve our members and our communities that much better in the future.

4. What are your plans for HFCU's Business Services?

I want to provide the products and services that will help our business community members achieve their goals. I believe in simple products and services. Products and services that are easy to understand and discuss. I plan for HFCU's Business Services to be able to help a vast number in our business communities. I want to help all types of businesses, both large and small, and make sure that each business owner feels appreciated when they deal with Heritage.

5. What is most exciting to you about having the opportunity to build a new department/program and team at HFCU?

The most exciting thing to me is that it is new. We have the opportunity, because the program is new, to really make it fit the needs of our communities. Most programs have products and services that are already in place and try to fit everyone into the same box. Since the program is new, we can survey the landscape and provide the necessary tools and resources that will truly benefit our members the most. I want the Heritage Business Services team to be seen as reliable and always committed to our membership and community.

Zelle®

What's Zelle®? Glad you asked!

Zelle® is a great way to send money to friends and family, even if they bank somewhere different than you.¹ That means it's super easy to pitch in or get paid back for all sorts of things like the neighborhood block party or the cost of a vacation rental for a group of friends.

Why use Zelle®?

Zelle® is in more than 1,000 banking apps and is now available through the Heritage Financial Credit Union app! So, whether you're paying the babysitter to watch the kids on date night or paying back your buddies for some takeout, sending money with Zelle® means never having to download another app.

You can use it with friends at other banks.¹

Zelle® works between U.S.-based banks. Which means, even if you bank somewhere different than your friends and family,¹ you can still use Zelle® to safely send and receive money straight from your banking app.

Zelle® is free¹ to use.

When you send money to friends or family, it won't cost you any extra money for the transaction.¹ Which is good, because there are way better things to spend money on, like houseplants...or babysitters.

Log in to the Heritage Financial Credit Union mobile banking app today to enroll! If you have any questions, please call us at 845-561-5607.

¹U.S. checking or savings account required to use Zelle®. Transactions between enrolled consumers typically occur in minutes and generally do not incur transaction fees. Zelle® and the Zelle® related marks are wholly owned by Early Warning Services, LLC, and are used herein under license.

Fall Fixes for the Home

Fall is a welcome reprieve from the oppressive heat of summer. It also offers homeowners all across the country a chance to ready their homes for cold weather, hard rains and all the colder seasons have to offer.

As the seasons change, once again it's time to perform some home maintenance. Here are nine yearly tasks that will help keep your house in working order when the temperatures drop.

- 1. Clean gutters:** Do so frequently. Clogged gutters can result in standing water and roof damage. Plus, if you clean them frequently, you're less likely to have to deal with decomposing leaves.
- 2. Mow and trim:** It seems counterintuitive, but fall is a wonderful time to both fertilize and reseed your lawn. A maintained lawn improves a home's value and sale-ability. Use this time to trim shrubs and grass one last time so your yard stands out, even in a dormant season.
- 3. Prune trees:** With winter comes ice. With ice comes broken limbs. Take advantage of nice weather and cut back or remove precarious limbs. It only takes one heavy snowfall or ice storm to weigh down a limb and damage property.
- 4. Power wash:** Driveways, sidewalks, decks and patios can get quite grimy. Invest in a power washer, and you'll be surprised how clean you can get them!
- 5. Outdoor living:** Some furniture is made to be stored during rainy or snowy seasons. Clear a place in your garage or shed for these items. Consider covering them with a tarp and storing cushions in vacuum-sealed bags.
- 6. Heating systems:** Check furnaces and change filters. Not only will doing so boost efficiency, but it will also save you money in the process.
- 7. Check for leaks:** Re-caulk around windows and doors to help prevent heat from escaping.
- 8. Fireplace:** You don't want a chimney fire. Be sure to have your chimney swept or cleaned each year.
- 9. Piping:** Check pipes for insulation to prevent freezing and bursting.

Every season holds different responsibilities for a homeowner. Be sure to stay on top of these tasks each season to maintain your home's value!

Source: realtytimes.com

October Is **National Cybersecurity Awareness Month**



The National Initiative for Cybersecurity Careers and Studies has dubbed 2022's National Cybersecurity Awareness Month's theme as "See Yourself in Cyber."

This October will focus on the "people" part of cybersecurity, providing information and resources to help educate and ensuring individuals and organizations make smart decisions whether on the job, at home or at school – now and in the future.

While you should be actively alert anytime you're doing online shopping, bill-paying or other activities, October is a great reminder of ways to protect yourself and your family from digital fraud.

Consider these tips and celebrate this month by sharing them with your friends and coworkers:

- **Click carefully** – Don't open unsolicited emails or click on links in suspicious emails.
- **Keep up to date** – Install the latest updates for your operating system, antivirus software and web browser.
- **Use strong passwords** – Each of your passwords should be unique and include symbols, numbers and uppercase and lowercase letters.
- **Be knowledgeable about common scams** – Phishing, social media bots, fake emails and more are all common things to watch out for. Shop securely.
- **Check for the "s"** – When you visit a website, look for the lock icon and the "https" at the beginning of the URL. This means you have a secure connection, so information such as passwords and credit card numbers are kept private.
- **Avoid open networks** – Don't use public, open Wi-Fi networks. If you are connected to an open network, don't use online or mobile banking and hold off on any online shopping until you're on a private, secured network.

Source: cisa.gov/cybersecurity-awareness-month

Financial Fitness: How healthy are your accounts?

Just as we get checkups for our physical health, we need financial checkups too. How do you know if you are financially fit, doing just okay or need to call in the professionals?

Ask yourself the following questions to get the pulse on your financial health:

SPENDING: Do you spend less than you earn?

If you struggle to keep up with bill payments or run out of money before your next paycheck, you are spending too much.

→ **Financial Fitness Tip:** Create a budget to see where your money goes and help control spending. Use a spreadsheet to write down all your income (job, pension, etc.) and all your bills (mortgage, phone, etc.). Keep track of other costs (restaurants, gas, etc.) to see where you can cut back.

SAVING: Do you have an emergency fund?

You need a stash of cash available to help in case of an unforeseen event, such as a job loss or vehicle repairs.

→ **Financial Fitness Tip:** Ideally, you should have at least three months' worth of living expenses in an emergency

fund. Consider sticking your emergency money in a CD to earn a higher rate of interest. (Just be aware that if you remove money before the CD term is up, you'll forfeit some interest earnings.)

BORROWING: Do you use credit responsibly?

If you miss payments or max out your credit cards, it's time to fix your credit.

→ **Financial Fitness Tip:** First, request your credit report at freecreditreport.com, and check it for any errors or fraudulent charges. Then, start improving your credit by making on-time payments of at least the minimum amount due and by keeping your balance below 30% of your total credit limit.

RETIREMENT: Do you save for retirement?

The general retirement rule is to put away at least 10-15% of your annual income.

→ **Financial Fitness Tip:** If you don't know where to start, a Roth IRA is a great option. Open this account at your credit union and deposit up to \$6,000 (under age 50) or \$7,000 (over age 50) per year. Once you hit age 59½, you can start withdrawing earnings tax-free and penalty-free.



THIS IS WHAT **LESS FEES** CAN LOOK LIKE.

RECEIVE UP TO
\$1,000*
TOWARDS YOUR APPRAISAL FEE

HERITAGE
Financial Credit Union
Federally Insured By NCUA | Equal Housing Opportunity

*Upon approval of your loan, the amount up to \$1,000 will be granted in the form of a credit on your final closing disclosure. Rates, terms and conditions are subject to change without notice. All loans are subject to credit approval. This is a limited-time offer that may be withdrawn at any time. New money only.

BRANCH HOURS

MON – THURS: 8:30 A.M. – 5:00 P.M.

FRI: 8:30 A.M. – 6:00 P.M.

SAT: 9:00 A.M. – 2:00 P.M.

BRANCH LOCATIONS

CENTRAL VALLEY

273 Route 32 (24hr ATM)

GOSHEN

117 Grand Street (24hr ATM)

MATAMORAS, PA

111 Hulst Drive (24hr ATM)

MIDDLETOWN

25 Rykowski Lane (24hr ATM)

161-5 Dolson Avenue (24hr Drive-Up ATM)

MONTGOMERY

17 Walnut Street (24hr Drive-Up ATM)

NEWBURGH

2 Corwin Court (24hr Drive-Up ATM)

211 South Plank Road (24hr Drive-Up ATM)

PINE BUSH

36 Boniface Drive (24hr ATM)

POUGHKEEPSIE

Financial Development Center, An Extension of Heritage Financial Credit Union

29 North Hamilton Street, First Floor, Suite 110 (ATM on premises)

MON – FRI, 10:00 A.M. – 6:00 P.M.

Closed daily 1:00 P.M. – 2:00 P.M.

WASHINGTONVILLE

131 East Main Street (24hr ATM)

NEW PALTZ

234 Main Street, Suite 6B (24hr ATM)

SUNY New Paltz Campus – Lower Level of Haggerty

MON, WED, FRI only, 10:00 A.M. – 3:00 P.M.

Closed TUES, THURS, SAT & SUN

(ATM in Student Union Building, available during building hours)

Need an ATM?

You have access to over 30,000 surcharge-free ATMs across the U.S.! **Visit sum-atm.com or TEXT a ZIP code to 91989 to find nearby ATM and shared branch locations.**



SHARING IS CARING.

REFER A FRIEND & YOU BOTH GET PAID*!




*Member must have an open checking account and activated debit card for 30 days after account opening. No minimum balance required. Minimum 0.00% APY (Annual Percentage Yield). Rates vary based on account balance. Once confirmed, member and referrer will receive \$50.00 in the form of a deposit into their HFCU savings account which will be reported as taxable income. Contact an HFCU representative for details. Business accounts are not eligible for this offer. Offer is non-transferable. Offer may change or be discontinued at any time without notice. Promo Code: 50 heritagefcu.com/refer

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Equal Housing Opportunity

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