



Our newsletter that connects you with relevant information

A QUARTERLY PUBLICATION FROM HERITAGE FINANCIAL CREDIT UNION | SUMMER 2023

# THE HERITAGE CONNECTION



**DON'T GET TRIPPED UP  
BY TRIP EXPENSES**

Page 5



**STOP. THINK. CONNECT.**

Page 6



**TIPS FOR ATM SAFETY**

Page 7

# President's Message

**Vision.** At Heritage Financial Credit Union (HFCU), you can trust that we will always remain true to our Vision – “To promote financial well-being so people may reach their fullest potential in life, we will provide the necessary tools, resources and opportunities for learning to make possible the achievement of people’s hopes and dreams.” With this vision being at the forefront of every decision we make, we are excited to share with you recent, as well as upcoming initiatives that will further enhance your experience.



## Heritage Financial Park

From the initial discussion of the naming rights opportunity to the additional meetings and discussions that followed, we quickly discovered that Heritage Financial and the Hudson Valley Renegades share similar core values centered on giving back and serving others. As a result of the uncovered synergies and mission alignment that we saw between our two organizations, both the Board of Directors and Management agreed to partner with the Hudson Valley Renegades (the High-A affiliate of the New York Yankees) to be their naming rights partner. On Tuesday, March 21st, 2023, the facility formerly known as Dutchess Stadium was officially renamed Heritage Financial Park! We were thrilled to share details of this partnership and the official press release with our membership on that same day. The official announcement, however, was just the beginning step in our partnership.

The next milestone was Opening Day at Heritage Financial Park on April 7th, 2023. We were honored to have the Dutchess County Chamber of Commerce host the official ribbon-cutting ceremony with many local leaders present for this historic event. We were especially honored to have April 7th proclaimed as Heritage Financial Park Day in Dutchess County (photos found below this message). Although there were many highlights from the day, we were more excited about what was to come from the partnership. Together, HFCU and the Hudson Valley Renegades will continue to advocate for communities and individuals in and around the region and look forward to helping create lasting memories by providing or participating in many entertaining, fun, educational, and impactful events for all. We hope to see you, your families, and your friends throughout the 2023 season.





### New Product Offerings

Though you may have already heard about our new deposit product offering, I thought I would take a moment to share some details with those who may not have. I am pleased to highlight our new deposit products developed to provide an above-market rate return on your money. Our Grand Slam Savings account and Grand Slam Checking account were inspired by our exciting new partnership with the Hudson Valley Renegades. We designed the Grand Slam Savings and Checking accounts to be all-digital accounts to make opening a membership with HFCU easier than ever before. Our Grand Slam Savings account has a special tiered, high-yield rate structure, full access to online banking features, E-Statements, and a VISA® debit card. Our Grand Slam Checking account provides a convenient, hassle-free banking experience with no hidden charges. Please visit [heritagefcu.com/grand-slam](https://heritagefcu.com/grand-slam) for more information.

### Upcoming Technology Investments

As your credit union, we continually look to maximize your experience with us by effectively leveraging technology. With this in mind, and after a year of careful evaluation, we will take steps over the next year to invest in significant technological updates. From a new and more robust online banking platform, easy-to-use online account opening, and tap-n-go debit cards, just to name a few, not only will this transition to improved products and services equip HFCU with the tools to better serve you in our branches, but it will also aid us in providing you with enhanced digital products and services to allow for easier and frustration-free banking. Please be sure to watch for important communication and updates over the coming months as we work on the planning, design and implementation of new technology solutions by May 2024!

### A Passion for Community

As mentioned in our Winter 2023 Newsletter, we are pleased to share that we will be expanding service to the residents of Pike County, Pennsylvania, in early 2024 as we build a new state-of-the-art branch location in Dingmans Ferry. We are also relocating our Goshen branch from Grand Street to the recently renovated Goshen Plaza near Route 17. We believe these moves will make HFCU branch services more accessible to both current and prospective members. Stay tuned for more updates.

While on the topic of communities, I'd like to take a moment to thank you for your generosity in helping HFCU fundraise towards our annual charitable initiatives. By working together this year, we raised a combined total of just under **\$1,000** for the American Heart Association and the March of Dimes. We appreciate your contributions and continued support in helping to make a difference in the lives of so many.

### Member Business Services

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 Senior Vice President of Commercial Lending, Juliette McKerrell, who is working diligently to build a robust program to serve local businesses. Thank you for your inquiries and patience as we work to be your preferred Business Services provider. To learn more about Juliette and the plans for HFCU's Business Services, read her interview on **page 4** of this newsletter.

As we move into the summer months, know that we are here to assist you on your financial journey. Thank you for the opportunity to continue being your trusted financial partner.

Wishing you a happy, healthy, and safe summer!

Sincerely,



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

# Meet Juliette McKerrell, SVP of Commercial Lending



## 1. Tell us about yourself.

As a Sullivan County native, I began my banking career in 2006 as a teller at a local community bank. Over the next 8 years, I worked my way up to a Branch Manager position, where I found my passion for lending, specifically the commercial arena, where I have been focused for the past 9 years. I attended the PA Bankers School of Commercial Lending at Penn State in 2015 and completed the ABA Stonier Graduate School of Banking at the University of Pennsylvania in June of 2018.

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

The thing I enjoy most about commercial lending is that it enables me to help individuals achieve their dream of owning and operating their own businesses. When I read the mission statement of HFCU and realized the alignment of our values, I knew I wanted to be a part of this team.

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

I hope to advance the vision and mission of HFCU by collaborating with my team members, seeking their insight into our membership needs, and providing a premier membership experience.

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

With the assistance of the HFCU team, I plan to develop and offer our members commercial loan products that are affordable and easily accessible. We will provide the expertise and understanding to help our members meet the changing needs of their businesses.

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

The opportunity to build my team and develop new efficient processes and procedures, along with a new line of commercial products for our member base, is a once-in-a-lifetime opportunity. To offer an entire suite of new services to our members with the assistance of the HFCU staff is incredibly rewarding.

### HOME PROJECTS BIGGER THAN YOU CAN CHEW?

APPLY FOR A **HELOC**  
WITH HFCU.

**3.49%**

APR\* For 6 Months  
Rate will adjust to a  
variable rate after  
6 months\*

OR  
**5.49%**

APR\* For 18 Months  
Rate will adjust to a  
variable rate after  
18 months\*



Federally Insured By NCUA | Equal Housing Opportunity



\*APR = Annual Percentage Rate. HELOC promotional rate of 3.49% APR is fixed for the first 6 months and promotional rate of 5.49% APR is fixed for the first 18 months. After the promotional period, the rate will vary based on The Wall Street Journal "Prime" rate plus a margin, if applicable. Rates shown are lowest offered for the loan products advertised, and all extensions of credit are subject to credit approval. Actual rate may vary based on creditworthiness and down payment, if applicable. Applicants that are not approved for these loan rates or terms may be offered credit at a higher rate and/or with different terms. There are certain draw-down and balance requirements and loan-to-value restrictions which may apply. Minimum loan amount and new money requirement of \$25,000 required to qualify for these rates and terms. Appraisals required for all LTVs. Full appraisals required for 80% LTV or higher. All appraisal costs are paid by the borrower and will be reimbursed when the loan is funded. All rates quoted include a 0.50% reduction for members who authorize payment of their HFCU loan through an automatic electronic funds transfer, debited from any account. HELOCs closed out prior to their four-year anniversary date will be subject to the addition of all waived closing costs to the payoff balance. For variable-rate loans, the APR may increase after consummation. Subject to a 3.00% floor rate. The maximum APR that may be imposed is 25.00%. Other terms and conditions may apply. All rates and terms are subject to change without notice. Offer may be withdrawn at any time without notice.

# Don't Get Tripped Up by Trip Expenses

## How to Spend Less While Traveling

**Vacation season is here!** Whether you're dreaming of white-sand beaches, snow-capped mountains or attraction-packed cities, there's one thing these destinations all have in common: *They'll cost you.* But exactly how much money you spend on your trip depends on the choices you make during your travels. Give these ideas a try to spend less and save more:

- Limit restaurant meals.** Consider only going out to eat for dinner and buying your breakfasts and lunches at a local grocery store. (Be sure to take advantage of continental breakfasts at your hotel if available.) Or, if you want to try as many restaurants as possible, split meals with your travel companion. Most restaurants serve huge portions anyway, so this could be a good way to cut costs and limit food waste.
- Dress in layers.** Even if you're traveling to a place that's known for warm weather, you should still have at least one long-sleeve shirt or sweatshirt in your suitcase. After all, you never know when a cold snap could hit – and it would be a waste of money to buy a sweatshirt on your trip when you probably have plenty at home already. Consider bringing sunglasses, a hat and an umbrella from home as well, as these are additional items travelers often need.
- Don't go to pricey attractions every single day.** Sure, it's fun to check out a few of the hotspots your destination offers, but try to spend at least a few days doing free or low-cost activities. You could go for a drive, read a book at the beach, window shop or even play board games at a local park – all for free. A quick internet search of "free activities in [insert city here]" will come up with lots of options – many big cities have free parks or museums, tourist stops and more.
- Spend less on accommodations.** Most times, your accommodation is little more than a safe place to sleep at night – it doesn't need to be fancy. Consider booking a private room in a resident's house – or your own suite – through online providers. This online marketplace for lodging gives you access to local neighborhoods and residents who know the city best, plus rooms are typically cheaper than hotels. Just read reviews first and know who is hosting you. And don't be afraid to haggle. If a hotel is more your style, do your research on various booking sites (clear your cache before purchasing online) or wait until the day of and call the hotel directly (make sure to speak with a manager). This can be a gamble, but if they have open rooms on the same day, most hotels are willing to give a deep discount just to get it booked. Consider planning your trip in an area where you have a friend or family member that would open their home to you. Or maybe spend one or two evenings at a fancy hotel, but then switch to a more budget-friendly option for the remainder of your trip.

You don't want to go overboard with saving and let it negatively impact the overall enjoyment of your hard-earned vacation. But keep in mind, it is possible to have a fun-filled trip without completely abandoning your budget.



**SUMMER COSTS, COVERED.**

HFCU PERSONAL LOAN RATES AS LOW AS

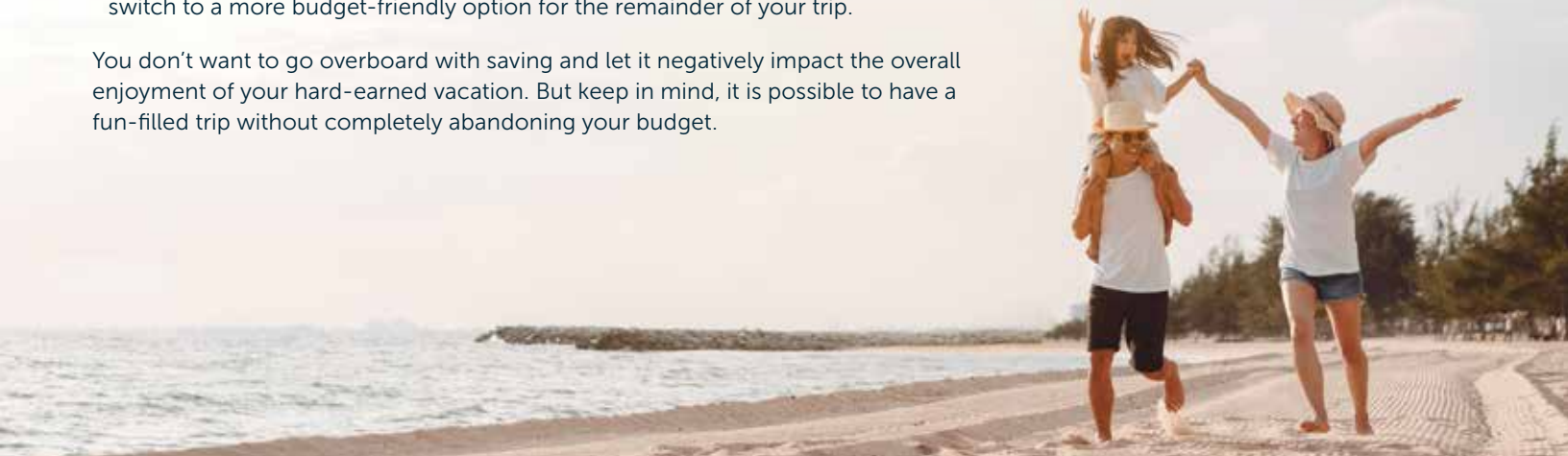
**6.99% APR\***

& TERMS UP TO 60 MONTHS

HERITAGE Financial Credit Union

NCUA

\*APR is Annual Percentage Rate. Rates as low as 6.99% APR. Max loan amount of \$30,000 with 60-month term. As an example: A 60-month loan with a fixed rate of 6.99% APR would result in a payment of \$19.81 per month for each \$1,000 financed. Actual rate may vary based on credit worthiness. All rates quoted include a 0.50% reduction for members who authorize payment of their HFCU loan through an automatic electronic funds transfer, debited from any account for the life of the loan. All extensions of credit are subject to credit approval. Rate shown is the lowest offered for the loan products advertised. Applicants who are not approved for these loan rates or terms may be offered credit at a higher rate and/or with different terms. All rates are subject to change without notice. This limited time offer may be withdrawn at any time.





## Stop. *Think.* Connect.

You can find Wi-Fi almost anywhere you are these days. Unfortunately, that also means identity thieves have more opportunities to steal your information whenever you have an internet-enabled device in public. Follow these tips to keep your personal and financial information safe, no matter where you are:

- **Keep an updated machine.** Having the latest security software, operating systems, web browsers and apps can help protect you from the malware and other threats you may encounter when using Wi-Fi.
- **Do not assume that the Wi-Fi connection is secure.** Many hotspots do not encrypt the information you send on the Wi-Fi network.
- **Do not log in to accounts,** especially financial accounts, when using public wireless networks.
- **Do not log on to sites that do not seem legitimate.** Clues for this could include the URL being misspelled or not matching the name that you were given by the place of business.
- **Be wary of free Wi-Fi connections.** It is not uncommon for cybercriminals to set up a Wi-Fi network called "Free Wi-Fi" in airports, hotels and other public places. A cellular 3G/4G connection is generally safer than a Wi-Fi connection.
- **Consider turning off features** on your computer or mobile devices that allow you to automatically connect to Wi-Fi.



# Tips for ATM Safety

ATMs and debit cards offer quick access to your money when you're on the go. Most of us rely on the convenience they provide, but it's important to use caution to keep ourselves and our finances safe. Follow these tips to help keep you and your money safe!

- **Try to use ATMs with which you are familiar.** Choose well-lit, well-placed ATMs where you feel comfortable. If you need to use an ATM late at night, ask a friend to accompany you.
- **Before approaching the ATM, scan the surrounding area.** Avoid the ATM altogether if it is too dark to see, isolated or looks unsafe. If there are bystanders loitering in the area, go to another machine or come back later.
- **Be prepared to conduct your business as soon as you reach the machine.** Have your ATM card ready in your hand. Do not dig through a purse, bag or wallet in front of an ATM or while you are in line.
- **Use your body to shield the screen and keypad before entering your PIN.** Make sure other individuals in line stay a reasonable distance from you while you're performing your transaction.
- **Do not allow anyone to distract you while you are at the ATM.** Be cautious if strangers approach you or try talking to you – even if your card is stuck or you're having trouble with your transaction. If someone takes an interest in your transaction, leave the area and report the suspicious behavior to the police.

Remember, if your ATM card is lost or stolen, contact HFCU immediately. We will take the proper steps to ensure your finances are safe and assist you in getting a new card.



## 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. – 1:00 P.M.\*

\*Regular Saturday business hours of 9:00 A.M. – 2:00 P.M. will return September 2nd, 2023.

## 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)

### 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)

### 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, 9:30 A.M. – 5:30 P.M.  
Closed daily 12:30 P.M. – 1:30 P.M.

### WASHINGTONVILLE

131 East Main Street (24hr ATM)

# Need an ATM?

You have access to over 30,000 surcharge-free ATMs across the U.S.! **Visit [sum-atm.com](https://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](https://heritagefcu.com/refer)

## CONNECT WITH US:

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Equal Housing Opportunity

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