



Spring 2020

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**Smart. Simple.  
Personal.**



## A Letter from the President/CEO

Eric H. Renaud,  
President/CEO

Dear Member,

Pima Federal ended 2019 with record earnings of \$8.8 million, and assets of \$600.6 million, ending the year with a strong capital ratio of 11.72%. Additionally, membership grew by 3%, resulting in 62,323 members at year-end. Through managing operating expenses and improved earnings, we have continued to maintain the fewest and lowest fees, increase deposit rates, and remain competitive on loan rates – all with you in mind, our valued member.

The following are notable achievements in 2019:

- ▶ Increased dividends paid to members 101% year over year.
- ▶ Maintained the lowest and fewest fees among peers.
- ▶ Growth in the balance sheet increased net interest income to new levels.
- ▶ Diversified the loan portfolio; Increased business and home loans while reducing dependence on auto loans purchased from dealers.
- ▶ Offered new deposit products and credit cards for business members.
- ▶ Opened a new branch in Sahuarita.
- ▶ Enhanced our digital banking app.

In closing, I'd like to offer my sincere appreciation to our Board of Directors, volunteers, and staff for their continued dedication to the credit union and our membership. It is because of your service, support, and commitment to our shared values that we continue to flourish. And most importantly, I wish to thank you, our member, for continuing to place your loyalty and trust in Pima Federal Credit Union.

Sincerely,

*Eric Renaud*

Eric H. Renaud  
President & CEO

## IMPORTANT UPDATE: Annual Meeting

Due to growing public health concern associated with the Coronavirus Disease (COVID-19) and the level of uncertainty surrounding the severity of this outbreak, your credit union is taking proactive steps to address prevention of transmitting illnesses. As such, we will be postponing our Annual Meeting, which was set to occur on April 14, until further notice.

We wish to assure you that the safety and well-being of our members and employees remains our utmost priority. We will keep you updated on future plans for our Annual Meeting.

## Member Appreciation Days

Pima Federal is always looking for ways to show our appreciation to our membership. In 2019 we began hosting Member Appreciation Events at rotating branch locations. We kicked things off with the Grand Re-Opening of our Thornydale branch to unveil our newly remodeled, member-centric space. At these events, which are advertised to our members through email and our branch screens, we've offered everything from a car show and pizza to a shred event and grilled hot dogs. At our Springerville branch in October, we had a great time connecting with our members up north, offering a bbq spread from one of the most popular spots in town. Keep an eye out for future Member Appreciation Events happening in 2020!



Margaret, our Springerville Branch Manager, serving food to members during their Member Appreciation event.

# Online Banking Upgrade

In March, we were excited to launch the upgrade to our online banking system! As technology evolves, we understand the importance of providing our members with up to date features in digital banking. Not only does our new online banking system offer many of the features you had access to prior, it is equipped with the latest in security and even more features that allow you to bank on your terms. With the upgrade, our online banking and mobile banking app now share a modern look and feel, providing you with a more seamless experience between the two.

If you have not previously enrolled in online banking, we invite you to discover the many ways you can conveniently manage and monitor your finances.



## Move Money

Quickly transfer between accounts, make a loan payment, and transfer to and from non-Pima Federal accounts



## Security

Advanced security features and multi-factor authentication protect your account, giving you peace of mind as you manage your finances



## Mobile Deposit

Deposit a check from wherever you are with your iOS or Android device



## Bill Pay

Easily schedule your monthly or one-time bill payments



## Account Activity

View your account balance, transactions, and statements 24/7



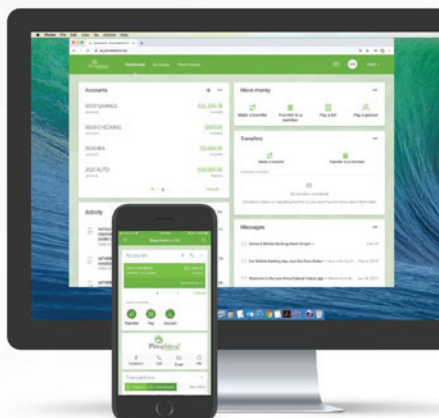
## Chat

Securely start a conversation with a Member Service Representative

For a full list of features and frequently asked questions (FAQs) visit us at

[PIMAFEDERAL.ORG/ONLINE](https://pimafederal.org/online)

## Download the Pima Federal Mobile App



# Business Solutions Made Personal

We're pleased to introduce Mario as our new Business Services Officer! Pima Federal's Business Services team provides our community with customized solutions to meet their needs. Not only is our Business Checking Account FREE, it also includes the added benefit of earning dividends! Plus, our lending solutions and local credit decisions will enable your business to go further.

- ▶ Business Term Loans & Lines of Credit
- ▶ Commercial Real Estate Financing
- ▶ Visa® Platinum Business Credit Card



Mario Haller, *Business Services Officer*  
EMAIL [business@pimafederal.org](mailto:business@pimafederal.org)

## Important Dates:

- May 25 Memorial Day  
*ALL LOCATIONS WILL BE CLOSED*
- Jun 30 Good Grades Program  
*SPRING REPORT CARDS DUE*
- Jul 4 Independence Day  
*ALL LOCATIONS WILL BE CLOSED*
- Sep 7 Labor Day  
*ALL LOCATIONS WILL BE CLOSED*

## 2019 Community Impact

Volunteer Hours.....	1,743
Number of Organizations Supported with Volunteers.....	89
Number of Students Taught Directly by Pima.....	over 1,700
Students Taught through Banzai Sponsorship.....	1,000
Education Awards/ Scholarships Provided.....	\$10,000
Pima Shares Community Giving.....	\$34,000
Golf Classic Contribution .....	\$51,000

# I Am Pima Awards

The I AM PIMA award recognizes Pima Federal employees who live our Common Purpose of Helping Others and exemplify all five of Pima Federal's Shared Values of service excellence, teamwork, integrity, engagement, and community involvement.

Each year, several outstanding Pima Federal employees from various departments and locations are nominated for this great honor.

This year Lynette Arvizu, *Lead Marketing Officer*, and Katelyn Brown, *Director of Accounting*, were the recipients of this outstanding award. These two employees demonstrate the values of our credit union and live our common purpose of helping others. In addition to performing their job duties in a manner that consistently exceeds expectations, they are both passionate about giving back to the community!

We are very proud of our dedicated staff and honored to work with such great individuals. Please join us in congratulating Lynette and Katelyn for this most deserving honor.



## Good Grades Program

### Spring Report Cards due June 30, 2020

Youth account holders are eligible to bring in their semester report card to any credit union employee. For every "A", "E" or "4" (or equivalent of), Pima Federal will deposit \$2 dollars into

their savings account. There is a \$20.00 maximum per school year.

For more information, please visit: [pimafederal.org/youth](http://pimafederal.org/youth).

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## Loans for Every Lifestyle

- ▶ Vehicle Loans
- ▶ VISA® Credit Cards
- ▶ Personal Lines of Credit
- ▶ Personal Loans
- ▶ Credit Builder Loans
- ▶ Home Loans
  - ▶ Offering both Variable and Fixed-Rate Home Equity Lines of Credit

