



**ADIRONDACK REGIONAL  
FEDERAL CREDIT UNION**

**SINCE 1947**

# The Outlook

**VOLUME 4, ISSUE 1**

**WINTER 2008**

## SL OFFICE OPENS



The newly remodeled Saranac Lake office held its Grand Opening Dec. 7 with help from the Chamber of Commerce and the Tri-Lakes Humane Society. From left, Keith Wells (Saranac Lake Area Chamber of Commerce), Ron Keough (SLACC), Allen Dunham (Adirondack Daily Enterprise), Barbara Wells, Jack Carpenter (ARFCU Board of Directors Chairman), Sara Wade (teller/loan officer), Michael Farkas (CEO), Tri-Lakes Humane Society, Lorraine Kelly (SLACC), Lea Bedore (Board of Directors), Susan Provost (Board of Directors), George "Chipper" Lavigne (commercial loan officer), Cathy Staves (vice president/general manager), Mark Staves, and Joseph Krupka (architect). More pictures on page 2.

## FROM THE DESK OF MIKE

**A few words from Mike Farkas, CEO**

**2007** saw the renovation of the Saranac Lake office to a site that is accessible, offers 24/7

ATM access, and in early 2008 will have Saturday hours and one late day. Members in today's society find these are essential for in-person banking.

2008 will also see other changes. Mid-2007 we decided to sell off our credit card program because it was getting to a point of draining the profits of the credit union. This will change the program from Visa to MasterCard and offer better rates, higher lines of credit, and far better merchandise and air miles to those of us who save our points. This sale will become final in late April 2008.

Another change is your debit card will start to earn points each time you use it at an ATM or a point-of-sale terminal. You can earn one point for every \$2.00 when you use it as a credit card or need to sign, or one point for every \$4.00 when you use it with your PIN.



"Credit or Debit: What's the Difference?" Well, you can see what it means as far as earning points, but by using your debit card as credit, it adds one more level of security. With a credit transaction that still hits your account, you no longer need to provide your PIN but your signature. This way if your card should become compromised, the perpetrators do not have your PIN, and clerks are supposed to check your signature on most transactions. Pay yourself first: use it as a credit.

Other changes we are working on for 2008 include reduced costs for Bill Pay. The top price for this will be in the \$3.50 range and be reduced from there depending on relationship pricing levels. Also in late 2008 or early 2009, we will provide electronic statements, reduced or eliminated charges when you use a foreign ATM, and eliminate the monthly fee to maintain a debit card with us. There are many other areas under discussion and these will be announced as they become available.

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# Staves to replace Farkas

Cathy Staves has been named the new Chief Executive Officer by ARFCU's Board of Directors. Staves, a 19-year veteran of the credit union, will replace retiring CEO Michael Farkas April 1.



"Cathy brings in knowledge of the credit union, members and operations," Farkas said. "This selection will allow for continuity of the credit union's operations and employees with little or no disruption to service and continued ease of use by its 8,300-plus members."

Farkas joined the credit union in December 1984 and became CEO in March 1996. Since then, ARFCU has grown from two offices to five and nearly doubled in financial size and membership.

Staves began her career at the credit union as a teller and worked her way up to assistant vice president, and then vice president. Her current title is vice president/general manager until assuming full-time CEO duties. Staves is responsible for daily operations and is well known by members and area residents.

"We wish Cathy success in her future endeavors and have the greatest confidence that she will continue the steady profitable growth of the credit union," Farkas said.

## SANTA COMES TO TOWN



Micah Tyo, Christine Russell, Stacy LeBlanc, Santa Claus, Sandy McFadyen, Melissa Lewis, Carol Houle, Dorie LaLonde and Shannon Mann get ready for Christmas in the Tupper Lake office. Santa visited children Dec. 12 and 13 in Tupper Lake, Dec. 8 in Plattsburgh and Dec. 13 and 14 in Potsdam. Kids all received a gift and had their pictures taken. Toys were also collected for area children.

# Saranac Lake grand opening photographs



Pets from the Tri-Lakes Humane Society joined the grand opening festivities at the newly remodeled Saranac Lake branch at 33 Depot St. Animals, members, and visitors all had a wonderful time at the ribbon cutting ceremony Dec. 7. Clockwise from above: Colonel wishes Saranac Lake Teller Sara Wade a Merry Christmas, Vice President/General Manager Cathy Staves cuddles a kitten needing a home, Board of Directors members Susan Provost and Jack Carpenter enjoy the festivities, and members of the Saranac Lake Area Chamber of Commerce present the credit union with a plaque in honor of the grand opening.





# ARFCU GETS SCARY FOR HALLOWEEN!



## Debit vs. Credit: What is the difference??

### DEBIT

- You have to enter your PIN and people may be able to see the touchpad over your shoulder. Once your PIN is compromised, you may have no recourse if your card is stolen.
- You may be charged fees for debit transactions at point-of-sale terminals.
- Merchants usually do not verify your identity or look at your card, so anyone can use your card.

### CREDIT

- No PIN required.
- No fees charged on credit transactions.
- Merchants are more likely to compare your signature and/or ask for ID to verify your identity.
- Merchants pay higher fees for credit transactions. The fees come back to the credit union, allowing us to give you better rates on CDs and loans and lower service fees.

## FUN ZONE TELLER



Fun Zone teller stations opened in the Tupper Lake, Potsdam and Plattsburgh offices. Stations are open weekdays from 3 to 5 p.m. Above, Tupper Lake teller Sonya Mousaw opens an account for a young member.

## Heating Fund update

As of December 10, the Senior Fuel Fund has raised \$15,323 to assist North Country seniors with their heating fuel and electric bills this winter.

Donations can be made at any office or added to a new loan for a discount on the interest rate.

### BOARD OF DIRECTORS

John Carpenter, Chair  
James Kucipeck, Vice-Chair/Treasurer  
Susan Provost, Secretary  
Lea Bedore  
Kate Bencze  
Gerald Goldman  
James Tebo

### SUPERVISORY COMMITTEE

Audrey Delair, Chair  
Carol Becker  
Diane Buntich  
Joseph Cavallaro  
Phyllis DeVirgeles

### MEMBERSHIP ELIGIBILITY

We are proud to announce that Adirondack Regional Federal Credit Union can serve all persons who live, work, worship, own a business or attend school in Clinton, Essex and Franklin Counties, and underserved portions of St. Lawrence County of NY State, as well as business and other legal entities located therein.

## HOLIDAY CLOSINGS

All offices of the Adirondack Regional FCU will be closed on the following dates:

**New Year's Day, Tuesday, Jan. 1**  
**Martin Luther King, Jr. Day, Monday, Jan. 21**  
**Presidents' Day, Monday, Feb. 16**  
**Memorial Day, Monday, May 26**

### BRANCH HOURS

#### Tupper Lake, NY

280 Park St.  
Tupper Lake, NY 12986  
Phone: (518) 359-2921  
Fax: (518) 359-7366

**Lobby**  
Mon – Fri: 9:00–5:00  
**Drive-Thru**  
Mon – Fri: 8:30–5:00

#### Potsdam, NY

166 Market St.  
Potsdam, NY 13676  
Phone: (315) 268-1440  
Fax: (315) 265-1322

**Lobby**  
Mon – Wed: 9:00–4:00  
Thurs: 9:00–6:00  
Fri: 9:00–5:00  
Sat: 9:00–12:00  
**Drive-Thru**  
Mon – Wed: 8:30–5:00  
Thurs: 8:30–6:00  
Fri: 8:30–5:00  
Sat: 8:30–12:00

#### Saranac Lake, NY

33 Depot St.  
Saranac Lake, NY 12983  
Phone: (518) 891-9958  
Fax: (518) 891-4814

**Lobby**  
Mon – Fri: 9:00–5:00  
**Drive-Thru**  
Mon – Fri: 8:30–5:00

#### Wilmington, NY

5794 State Route 86, Suite 2  
PO Box 420  
Wilmington, NY 12997  
Phone: (518) 946-2056  
Fax: (518) 946-2057

**Lobby**  
Mon–Thurs: 9:00–5:00  
Fri: 9:00–6:00  
*Closed 11:00–11:45*

#### Plattsburgh, NY

23 Smithfield Blvd.  
4 Seasons Plaza  
Plattsburgh, NY 12901  
Phone: (518) 562-0221  
Fax: (518) 562-0337

**Lobby and Drive-Thru**  
Mon – Wed: 8:30–5:00  
Thurs – Fri: 8:30–6:30  
Sat: 8:30–1:00

