



the road together

summer **2011** newsletter

Introducing Camino Federal Credit Union's New Image...New Focus!

We're excited to unveil a new look and feel for Camino Federal Credit Union. You'll notice some fun changes to our logo and website, but that's not the half of it! Our new image comes along with an enhanced focus on our members. In fact, when you walk into a Camino branch, or visit our website, you will find more than just words and pictures. You will find a promise that we make to our members on a daily basis.

A promise to be their trusted advisor and a promise to help lead them along whatever path they are on. That promise is who we are. Our mission is to be a member-centric organization, to make decisions based on what will have the greatest benefit for our members – as individuals and as a community.

To do this, we will help you plan for the future - whether that is saving for a child's education or an RV to bring joy to the golden years. We will look for

ways our members can save money - refinancing an existing mortgage or consolidating credit card debt to keep a bit more cash in your pocket. We will make your lives easier – simplifying how you manage your money or make purchases around town. We know that our members have financial needs... because everyone does. In fact, the average consumer has a financial need every 8 days. Wow - with financial needs popping up that often, it's no surprise our members come to us for advice!

Camino has been a member of the community since 1941. We have grown with the communities we serve, and are excited to continue serving our friends and neighbors. After all, you build a lot of deep friendships over 70 years! But we also know that as our members lives change and become more complex, so we must add more value to your everyday lives.

800.835.3400
www.caminofcu.org

HOLIDAY HOURS

Camino Federal Credit Union will be closed in observance of the following holiday:

Mon, September 5
Labor Day

Weenie Roast
Fri, July 22

Montebello Branch 11am - 2pm

Weenie Roast
Fri, July 29

Norwalk Branch 11am - 2pm



the road ahead

by Ernesto Flores
President/CEO

Over the past year, we have been working hard, determined to create a brand, a website, and an evolved identity that would define us honestly and effectively to our members. Our goal was always to retain the best of Camino, while evolving and growing as the community we serve evolves and grows.

As always, I am encouraged that we are a strong institution with dedicated members and employees. However, as our environment changes, so do we. Recent changes in our industry, and more importantly in our members' lives, allow us the opportunity to change with our times and create ever more compelling value for our loyal members.

We know that an individual's financial needs can change rapidly. By anticipating those needs and making smart recommendations, we will further strengthen the relationship we have with individual members. In an environment of "constant improvement" we can be sure to find even better ways of identifying those needs and making recommendations.

Each day we have the chance to do the right thing for our community, our organization and our members. A new brand is much more than new colors or a new tagline. It is how we interact with members, how we become relevant and how we help our members be financially successful. It is a journey. That's the Camino way.



Have questions? Compliments? Concerns? Send Ernesto Flores, Camino FCU's CEO, an e-mail and talk with him personally. Reach him at: ceo@caminofcu.org.

Our Website is Growing Too!



Journey with us to our new website...

Experience a more user friendly, informative website. Whether it's for online banking, requesting a loan quote or merely staying in touch with us, our new website will make your financial experience enjoyable and most of all...EASY!

Just know you didn't land on the wrong website – it's simply us updating our image and revealing a new focus, giving you all the resources necessary for your everyday financial needs. We understand your financial life has many twists and turns...it's our job to make sure you have the right information to make the best decision.

Here are just a few highlights...

- Simple to navigate
- Quick access to secure online banking
- Easy access to loan programs

As we continue to improve our website online banking will be getting better with same day credit for Bill Pay transactions and many more exciting features for you to look forward to.



Convenience, Everywhere You Go!

You already know that you're banking with dependability by being a Camino Federal Credit Union member...

...and we'd like to invite you to take advantage of our products and services by having all your financial accounts in one place, making us your primary financial institution! Making the switch is easy and you'll have the peace of mind knowing you are our priority!

Come talk to us and let's see how we can help you! Our services from Checking Accounts to Home Loans have everything you need where finances are involved. Just remember, Camino Federal Credit Union is a part of the community and shares the goal of improving the quality of your life! Call us at **800.835.3400** or visit us at **www.caminofcu.org**

You already know the ease of stopping by one of our branch locations, but did you know you can have LOCAL ACCESS with a NATIONWIDE REACH?! Convenience everywhere you go...here's how:

Surcharge-Free ATMs: we're part of a network of over 28,000 nationwide ATMs, including 9,000 deposit-taking ATMs and 5,500 7-Eleven locations.

Shared Branches: this nationwide coalition of credit unions (CU Service Centers network) gives you access to more than 4,300 branches where you can make withdrawals, deposits and even loan payments to your Camino accounts. To find a branch near you visit **cuservicecenters.org** or call **800.919.CUSC (2872)**.



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Edgar Barraza	SVP/CFO
Acacia Phillips	VP, Sales & Service

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Mike Newton	Member
Frank Ogaz	Member
Les Leahy	Member

Branches

Main Branch 520 N. Taylor Ave. Montebello, CA 90640 800.835.3400	Norwalk Branch 13704 Clarkdale Ave. Norwalk, CA 90650 800.835.3400
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Free ATM access at more than 25,000 locations nationwide.
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Online Banking

www.caminofcu.org

Smartline Automated

Telephone Teller
800.835.3400

Holiday Closures

LABOR DAY
Monday, September 5, 2011

WEENIE ROAST

Montebello Branch
Friday, July 22, 2011
11am - 2pm

Norwalk Branch
Friday, July 29, 2011
11am - 2pm

Loans are issued in accordance with NCUA regulations, subject to credit approval. Camino Federal Credit Union is an equal opportunity lender. Member funds are insured up to \$250,000 by the National Credit Union Administration, a U.S. government agency. The agency separately insures Individual Retirement Accounts up to \$250,000. Dividends are based on the credit union's earnings at the end of a dividend period and are subject to change.



Introducing Camino Federal Credit Union's Fresh New Look!



PRESORTED
STANDARD
U.S. POSTAGE
PAID
NMS

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Honoring Student Scholarship Winners & MUSD Employees Luncheon

Camino Federal Credit Union would like to thank everyone who attended the ABC, Montebello and Norwalk Unified School District Student Scholarship and MUSD Employee Awards Luncheon!



We would like to congratulate the *Scholarship Winners* and recognize the hard work these students put forth with the dedication of keeping their goals in sight and reaching them with success. Listed below are the scholarship winners listed in alphabetical order by school districts:

ABC UNIFIED SCHOOL DISTRICT:

Artesia High School – Marbella Borja
Cerritos High School – Sarah Kim
Gahr High School – Evan Machado

MONTEBELLO UNIFIED SCHOOL DISTRICT:

Bell Gardens High School – Kristen Herrera
Montebello High School – Johanna Gonzalez
Schurr High School – Xiao Chen
Vail High School – Ashley Guerrero

NORWALK / LA MIRADA UNIFIED SCHOOL DISTRICT:

El Camino High School – Eli Montoya
John Glen High School – Walter Solorzano
Norwalk High School – Maritza Luzanilla

Also honored for their dedication, hard work and focus, employee awards were given to:

MONTEBELLO UNIFIED SCHOOL DISTRICT:

ADMINISTRATOR OF THE YEAR
Chuck Cota – Principal / Fremont Elementary

CLASSIFIED EMPLOYEE OF THE YEAR
Art Carrasco – Custodian / Schurr High School