



COMMITTED TO HELPING MEMBERS SUCCESSFULLY NAVIGATE THEIR FINANCIAL JOURNEY



NOW  
OPEN

## Visit Us at Our **New Branch**

It's finally here and it's beautiful! Visit us in our sparkling new branch at 1285 N. Lake Avenue, Pasadena, CA 91104. (Two doors down from the temporary location at 1289 N. Lake). We're looking forward to seeing you. In celebration of our grand opening, we are offering members a **5.00% APY\* 15-Month Share Certificate**. This promotion ends 1/31 so don't miss this exceptional savings rate!

**New Branch Opening Promotion**

**5.00% APY\***

**15-Month Share Certificate**

In anticipation of our new branch opening, we are offering an exceptional rate for a limited time only.

To open a Share Certificate Savings Account, speak with a Member Relations Representative by calling or stopping by our branch.

- Must be new money
- Required minimum \$1,000 opening deposit
- No account opening or maintenance fees
- May be opened as an IRA certificate

PASADENA FEDERAL CREDIT UNION

\*APY= Annual Percentage Yield. Terms and conditions may change without further notice. Indicated rates are available to qualified Pasadena FCU members. To qualify for the promotional rate, the following requirements must be met: 1) minimum deposit of \$1000; 2) must be new money to Pasadena FCU and transferred from another financial institution. Maximum amount for this account is \$1,000,000. If the above qualifications are not met or maintained after account opening, the rate will adjust and default to the then-current published certificate rate for the nearest term. Promotion valid from December 19, 2022 - January 31, 2023. Account begins earning posted rate upon fulfilling the above requirements. Unless you direct otherwise, upon maturity, certificate will rollover into the closest standard certificate term and at then current rate. Early withdrawal penalties apply. APY based on certificates held to maturity. Dividends paid monthly on the account balance. Federally insured by NCUA. Visit our website for more details.

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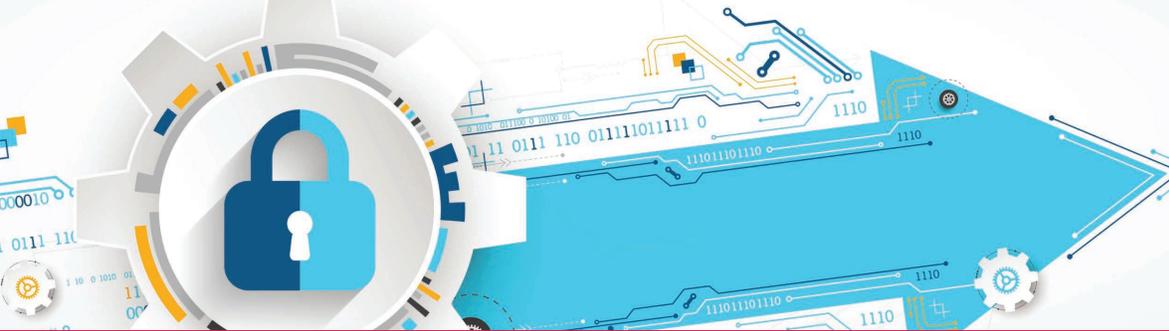
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New Year, New Finance Goals



# COMMON SCAMS

**WHEN**  
in doubt, delete  
messages, texts or  
hang up,  
**THEN**  
use your  
contact list to make  
your own inquiry.

## Avoid Being a Victim

Fraudsters typically use channels like emails, texts, and phone calls to steal your hard-earned money. Scams may be difficult to spot, but there are certain red flags you should know. Be on alert for messages that request urgent action, or pull on your emotional strings.

### Romance Scams

Using fake online dating profiles, scammers quickly profess their love and tug at the victim's emotions with fake stories and their urgent need for money.

### Secret Shopper Scams

People looking to earn extra cash are tricked into job opportunities. Once they accept the job, they receive a cashier's check and then asked to deposit the check and send back money orders or gift cards to the scammers for a percentage. Because the check is counterfeit, it's charged back to the victim's account.

### Advanced Fee Scams

The scammer informs a victim that he/she has won a large award or entitled to an inheritance. However, before the victim can receive the money, taxes and fees are required upfront.

### Social Security & IRS Scams

Impersonating government employees, scammers request personal information or money. They may threaten and demand immediate payment to avoid arrest or legal action.

### Tech Support Scams

Scammers pretending to be from companies like Microsoft or Apple tell you there are viruses or malware on your computer. They promise to help fix it by asking you for remote access to your computer or even a credit card number. In the end, your personal information or credit card number is in their hands.

### Elder Member Scams

An elderly member receives a call from someone pretending to be their grandchild. They ask for help by wiring money for bail or other urgent matters.

## Protect yourself from unsolicited inquiries

- ✓ Check for misspelled words, bad grammar, or typos
- ✓ Don't click links and open attachments
- ✓ Never provide personal or account information
- ✓ Don't share a one-time passcode sent via text or email
- ✓ Legitimate businesses usually use a personal salutation
- ✓ IRS & Social Security won't contact you by phone, email, or text
- ✓ Websites & brand logos may appear legitimate, but are not
- ✓ Avoid emails & texts that appear to be a reply to a message you didn't send
- ✓ Be wary of offers that appear too good to be true, require fast action, or instill fear
- ✓ Keep social media private and be cautious who you're connecting with
- ✓ Never share anything related to your credit union account



# YWCA Recognizes Howard Smith

This year, the YWCA's Candlelight Vigil and Purple Tie Awards honored two amazing men in our community, Officer Aaron Kim with Glendale Police Department and Howard Smith with Pasadena FCU, for their work in supporting survivors and building a culture to prevent domestic violence. This event is meant to honor domestic violence victims and celebrate survivors' voices because #every1knowssome1 who has experienced domestic violence! It takes a community to #enddomesticviolence, and we are so grateful for all of our supporters who have made this cause their own!

Congratulations to our very own Howard Smith!



YWCA Glendale and Pasadena's Domestic Violence Program serves over 2,500 women and children each year through residential and nonresidential services and has served over 75,000 individuals since the program's inception in 1979. Free and confidential help is available 24/7 for individuals experiencing domestic violence. Those seeking help may contact the YWCA's confidential hotline at 888-999-7511.



Content and photos courtesy of YWCA Glendale and Pasadena.

# Best of Pasadena Reader Recommended Winner

Congratulations on Pasadena Federal Credit Union being voted the reader-recommended winner for BEST CREDIT UNION IN THE 2022 ANNUAL BEST OF PASADENA!

We had close to 40,000 votes this year, and we are incredibly proud of the loyalty and support we have in the community!



**Tiffany Yee**  
*Pasadena FCU CFS Financial Advisor*

## New Year New Plan

Kickstart your new year with an updated financial plan. Schedule a meeting with Tiffany Yee, CFS Financial Advisor at Pasadena FCU to discuss your 2023 savings goals and strategies. Whether you're planning for retirement, buying investment property, or mapping out your children's education fund, speaking with a professional is always a good idea.

Please call CFS Financial Advisor Tiffany Yee at (626) 441-7141 or email [tiffany.yee@cusonet.com](mailto:tiffany.yee@cusonet.com) to learn more about our services.

\*Non-deposit investment products and services are offered through CUSO Financial Services, L.P. (CFS), a registered broker-dealer (Member FINRA/SIPC) and SEC Registered Investment Advisor. Products offered through CFS: are not NCUA/NCUSIF or otherwise federally insured, are not guarantees or obligations of the credit union, and may involve investment risk including possible loss of principal. Investment Representatives are registered through CFS. The Credit Union has contracted with CFS for investment services. Atria Wealth Solutions, Inc.

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ATMs & Shared Branches: [allco-op.org](http://allco-op.org)

Your savings federally insured to at least \$250,000 and backed by the full faith and credit of the United States Government. National Credit Union Administration (NCUA), a U.S. Government Agency.



# ANNUAL MEETING NOTICE

2023

## Registration in Advance Is Required

Pasadena FCU's 2023 Annual Meeting will again be held remotely. The 2023 Annual Meeting is scheduled for Monday, March 27, 2023, beginning at 5:30 p.m.; registration in advance is required and the Annual Meeting is open only to members of Pasadena FCU. If you would like to join us for the Annual Meeting, please send us a message through Online Banking or Mobile Banking and indicate that you are interested in attending the Annual Meeting; otherwise, please contact us at (626) 799-0882 or email us at [pfcu@pfcu.org](mailto:pfcu@pfcu.org) and let us know you would like to attend the Annual Meeting.

For elected offices, nominations by petition require at least 130 signatures, or 1% of the total membership, and must be submitted to the Nominating Committee no later than February 20, 2023 to qualify. Also, nominations by petition must be accompanied by biographical data and a signed "Notice of Willingness to Serve." Blank petitions and "Notice of Willingness to Serve" forms may be obtained by calling (626) 799-0882.

If no nomination petitions are filed by the membership, nominees submitted by the Nominating Committee are elected by acclamation. In this event, according to the By-laws, a mail ballot is not required. Nominations will not be accepted from the floor at the Annual Meeting if there is at least one nominee for each position to be filled. The results of the Election will be announced during the Annual Meeting. The Nominating Committee has submitted its nominations. The candidates for the open positions as list at left.

## Help Shape the Future of Your Credit Union A Call for Candidates

Your Board of Directors and Supervisory Committee are made up of Pasadena FCU members, serving as volunteers to guide the Credit Union's future. These volunteers are your co-workers, friends, and family members. They choose to serve because they believe in the fundamental philosophy of a cooperative financial organization that serves its members.

**Pasadena FCU is looking for more volunteers to shape our future. If you are interested in serving, please contact us at (626) 799-0882 or email us at [Board@pfcu.org](mailto:Board@pfcu.org).**

**Turn to see this year's nominees** 



#### Contact us:

626-799-0882 • 800-445-PFCU • [pfcu.org](http://pfcu.org)  
Questions & comments: [marketing@pfcu.org](mailto:marketing@pfcu.org)  
ATMs & Shared Branches: [allco-op.org](http://allco-op.org)



Your savings federally insured to at least \$250,000 and backed by the full faith and credit of the United States Government. National Credit Union Administration (NCUA), a U.S. Government Agency.



# Nominees for Volunteer Positions on the Board of Directors

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**James McDermott** has been a member of the Supervisory Committee since 2018. Jim recently retired after 35 years as a strategic communications and public affairs consultant with Marathon Communications, Inc. and his own company, McDermott Consulting, Inc. His work involved developing and implementing communications strategies regarding public policy and corporate projects for a wide range of public and private clients including Lockheed Martin, Warner Bros., County of Los Angeles, Hollywood Burbank Airport, SoCalGas, Hilton Universal City Hotel, Forest City, Alameda Corridor-East (ACE) Project, and Overton Moore to name a few. Previous to that Jim worked for the Democratic Majority Leader of the California State Assembly, Hon. Mike Roos, from 1977 to 1984.

His volunteer activities have included serving on various civic and charitable boards of directors including Lanterman Regional Center, Association of Regional Center Agencies (ARCA), Pasadena Police Activities League (PAL), St. Andrew School, Villa Esperanza Services, and the Pasadena Center Operating Company which manages the Pasadena Convention Center, the Pasadena Civic Auditorium, the Pasadena Convention & Visitors Bureau, and the Pasadena Ice Skating Center.

Jim graduated from St. Francis High School. He obtained a BA from USC and an MA from UC San Diego. Jim and his wife, Cynthia Kurtz a former Pasadena City Manager, have been members of the credit union for over 27 years. Jim is honored to be nominated to serve on your Pasadena Federal Credit Union Board of Directors. He is committed to furthering Pasadena FCU's mission of providing the best possible services to empower the financial goals of all members.

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**Larry Hammond, Sr.** began serving on the Pasadena Federal Credit Union's Supervisory Committee in 2019. Larry is the owner and CEO of VIH Consulting a management consulting firm that specializes in leadership development, institutional communication, strategic planning, and designing sustainable strengths-based programs for organizations. Through his workshops, strategy sessions and keynote addresses, Larry focuses on helping organizations produce an organizational culture that creates a contagious leadership environment. Larry helps them to achieve maximum performance, increase employee retention, and heightened employee engagement. Prior to facilitating and training, Mr. Hammond had over two decades of experience in leading and developing project teams. Outside of speaking, workshop facilitation and coaching, Mr. Hammond writes extensively on strengths-based leadership and sustainability within organizations.

Larry's objectives for the Pasadena Federal Credit Union include, to support the efforts of the credit union to become an agile, customer centric, organization that is prepared for prospering in a 21st century, diverse, workforce environment; and to promote quality enhancements in executive management, policy development and streamlining processes that will enhance the customer experiences of the members. Larry earned a Bachelor of Science degree from Clark Atlanta University in Atlanta, GA and holds a Master's Degree in Public Administration from The Tseng College -- Graduate, International at California State University, Northridge. Larry is a Leadership Pasadena alumnus, class of 2012. Larry also serves on the Board of Directors for Leadership Pasadena and the Altadena Chamber of Commerce.

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**Douglas Duong** began serving on our Board's Supervisory Committee in 2015 and became one of our Board Directors in 2017. As Founder / CEO of Total Quality Consulting, a 25-year-old search firm that specializes in Executive and Management positions, Doug's passions for helping people, strategic planning, negotiation, knowledge and research allow him to present solutions that are truly "win-win" for credit unions nationwide. Doug's expertise in "fixing" and "improving" the situation is evident in everything he does. Furthermore, on credit unions, Doug is known as a "subject matter expert".

For 35 years, Doug has served many communities and non-profits in various ways, including mentorship, leadership, funding several educational scholarships, and more. As a Board Director - Treasurer for a HOA Board in 2011-2013, he successfully created a cohesive membership through transparency. He investigated and negotiated positive resolutions to the Board's serious situations. As a Board Director - President for another HOA Board in 2015-2016, he created sound fiscal policies and successfully negotiated to avoid several legal situations. The HOA Board's attorney stated, "Doug left the association in excellent condition with a strong, well-trained leadership at the helm following Doug's leadership example. Positive things continue to happen stemming from Doug's work and initiatives." As a local minority business owner, Doug thoroughly understands the need for diversity in every level that represents the community. Doug's objective: preserving the credit union movement for future generations as well as for the City of Pasadena.

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**Richard M. Haluschak** was previously Chair of our Board and has served since 2015. Richard has also served on our ALCO, Personnel and Executive Committees. He is the Senior Vice President, Chief Financial and Administrative Officer at Art Center College of Design in Pasadena. He is responsible for financial planning and reporting, Risk Management, Human Resources and Information Technology at the two campuses of the 2,100-student college. He also has oversight of the college's \$100 million investment portfolio and its employee retirement plan. He is also involved in other local charities and non-profit boards. He graduated in 1985 from Cal State Los Angeles with a B.S. in Business Administration.

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**Ron Derderian** has served on our Board since 2006, also representing Police Officers as a retired member of the Beverly Hills Police Department, and currently a volunteer there. Born and raised in the City of Pasadena, Ron has 44 years of experience in municipal law enforcement involving various operational, administrative and technical assignments and 43 years of community service as a past volunteer with the San Gabriel/Pomona Valley Chapter of the American Red Cross. He participates in Police Department capital improvement projects and also coordinates technology projects for the City of Beverly Hills that partner with federal agencies.

Ron earned a B.A. Business from the University of Redlands, a Certificate of Graduation from the Rio Hondo Police Academy (Honor Roll) in Whittier, California, and an A.A. in Administration of Justice from Pasadena City College. He was the recipient of the "Clinton H. Anderson" Officer of the Year Award in 1994 and 2005, and the 2014 recipient of the Albert H. Lightfoot Award for Excellence in Ethics from the Chief of the Beverly Hills Police Department. Ron's wife Lisa works for the City of Pasadena and their son works at the University of Southern California. Ron and Lisa make their home in northeast Pasadena.