

# baywatch

A PUBLICATION OF BAY FEDERAL CREDIT UNION

JUNE, 2010

## Free Trials & Special Offers

### Clicking "I Agree" Could Cost You More Than You Realize



"Free trials" and special offers that promise perfect skin, investment success, or some other exciting product or service can be tempting, especially when there is a "money back guarantee". But before you allow yourself to be taken in, consider this scenario:

You are shopping on the Internet when you discover a "free trial" offer for an exciting new product. You provide your credit or debit card information for nominal shipping charges and click "I Agree".

The following week, you begin receiving deliveries of products that you did not order. When your credit card or checking account statement arrives, you notice strange charges from companies you have never heard of. Believing that someone has stolen your credit or debit card number, you call Bay Federal Credit Union to report fraud.

And then you learn the truth. When you clicked "I Agree" during your "free trial" order, you unknowingly gave your permission to use your payment card for the purchase of additional products or services.

### Tips to Be an Informed Consumer

Look around many "free trial" order websites and you may find terms and conditions hidden in the fine print or next to pre-checked boxes at the bottom of the page. When you click "I Agree" to complete your order, you are bound to these terms and conditions, which may include authorizations to purchase additional merchandise or services, or a waiver of your right to a refund if you cancel future orders or return merchandise.

**Before you act on any "free trials" or "special offers", or before you buy anything online, read these important instructions:**

- ✓ **Read all terms, conditions, authorizations, and fine print before clicking "I Agree". If you do not understand what you are agreeing to, do not proceed.**
- ✓ **Look for hidden conditions and authorizations next to pre-checked boxes. When boxes remain checked, you are automatically agreeing to the conditions associated with them.**
- ✓ **Review the return policy before you order to make sure you understand and can follow the merchant's return or cancellation policy.**
- ✓ **When returning merchandise, use a mailing service that provides confirmation that your merchandise was received.**
- ✓ **Adhere to product return and service cancellation deadlines. A missed deadline may give the merchant permission to bill you for additional products or services.**
- ✓ **Keep all documentation related to your order, including purchase agreements, written correspondence, and details of conversations with company representatives, just in case you have trouble obtaining a refund.**

**Protect yourself against deceptive marketing practices and fraud with important updates from [www.bayfed.com](http://www.bayfed.com).**

## Bay Federal Credit Union is your Local Lending Resource

Bay Federal has provided affordable loans to Santa Cruz County residents for over 50 years. With competitive rates, quick approvals and local servicing, Bay Federal remains committed to helping our community obtain smart financing. Consider us for:

- **Vehicle Loans - new and used cars and trucks**
- **VISA® Credit Cards - competitive rates and no gimmicks**
- **Home Loans - new purchases, refinancing, or home equity needs**
- **Personal Loans and Lines of Credit**

For current loan rates, or to apply today, visit [www.bayfed.com](http://www.bayfed.com) or contact us at 831.479.6000 or toll-free at 888.4BAYFED, option 3.

## Bay Federal Receives California Governor and First Lady's Medals for Service Award



Bay Federal Credit Union has received the 2010 Governor and First Lady's Medals for Service award for their outstanding community support efforts. The Credit Union was nominated for this honor by the Volunteer Centers of Santa Cruz County.

The Medals for Service Awards distinguish individual volunteers, business volunteer programs, nonprofits, and organizations whose innovations in volunteerism have a tangible impact on their community, region and the State of California.

Bay Federal President and CEO, Carrie Birkhofer, accepted the award for California's Small Business Volunteer Program of the Year, one of the seven prestigious awards. Governor Arnold Schwarzenegger, First Lady Maria Shriver, and Volunteering Secretary Karen Baker presented the awards.

"I am extremely proud and honored to work with the employees of Bay Federal Credit Union," said Birkhofer. "I hope that news of what we are doing inspires others to make a difference in their own communities."

For 7 consecutive years, 100 percent of all Bay Federal Credit Union employees have volunteered their own time and donated their own money to support local schools and nonprofits.

For the Governor's official press release and video footage of the Medals for Service Awards ceremony, visit [www.bayfed.com](http://www.bayfed.com).



## Upcoming Community Events

Santa Cruz Community Counseling Center/PAPAS

### 4th Annual Father's Day Event "Honoring Fathers, Celebrating Families"

Saturday, June 19, 2 - 7 PM  
La Manzana Courtyard  
18 W. Lake Avenue, Watsonville



Families from all over Santa Cruz County are invited to bring their dads to enjoy games, food, live music, prizes, and more!

### Nominate Your Favorite Dad!

Nominate a favorite dad in your life for a special Father Award. Nomination forms available at all Bay Federal branches through Friday, June 11.

Information at 763.4725/www.PAPASSFI.org

Aptos Chamber of Commerce

### World's Shortest 4th of July Parade



Sunday, July 4, 10 AM  
Soquel Drive between State Park Drive and Aptos Village.

Participant registration and information at 688.1467/www.aptoschamber.com

Free Seminar - Small Business Development Center

### Viral Marketing— Get The Word Out!



Thursday, June 10,  
11:45 AM – 1 PM  
Downtown Central Library  
224 Church Street, Santa Cruz

Learn how to promote your business with social media and other communication tools.

Registration and information at www.santacruzpl.org/brownbags



**WIN \$5,000 CASH** towards your next vacation each time you pay a bill using our **online bill pay service**, now through **June 30!**

Your **FREE** online bill pay account is available through BayFedOnline at [www.bayfed.com](http://www.bayfed.com).

No purchase necessary. Void where prohibited. For complete rules and additional information, visit <https://secure.orcc.com/promo/2010q2/rules.html>

## Regulation Changes Require Additional Statements

### Regulation Changes Will Increase Statement Mailings after July 1

As of July 1, 2010, financial regulation laws will require financial institutions to provide monthly statements and disclosures to all borrowers who have an open-ended line of credit such as a home equity line of credit. Monthly credit card statements will not be affected.

### Reduce Your Paper Consumption - Sign Up for Free eStatements!

Please consider reducing the amount of paper used for your Bay Federal account and loan statements by signing up for eStatements at [www.bayfed.com](http://www.bayfed.com).

- ✓ Monthly account statements (for youth accounts, too)
- ✓ VISA® Credit Card Statements
- ✓ NEW—Line of Credit Statements (starting in July)

eStatements are protected by your BayFedOnline login and password to reduce your exposure to identity theft and fraud.

Turn off your paper statements and sign up for eStatements today when you log into your account at [www.bayfed.com](http://www.bayfed.com).

**Need help with eStatements? Contact us at 831.479.6000 or 888.4BAYFED, option 3.**



## "Staycations" Save Money, Support Our Community

If travel plans are not within your budget this summer, plan a staycation in Santa Cruz County. You'll save money on travel and lodging expenses, reduce air pollution, and keep your stress to a minimum. You will also help our local economy when you spend your money locally.

For summer events, activities, and fun ideas for your staycation, visit the Santa Cruz County Conference and Visitors Council website at [www.santacruzplaycation.com](http://www.santacruzplaycation.com).

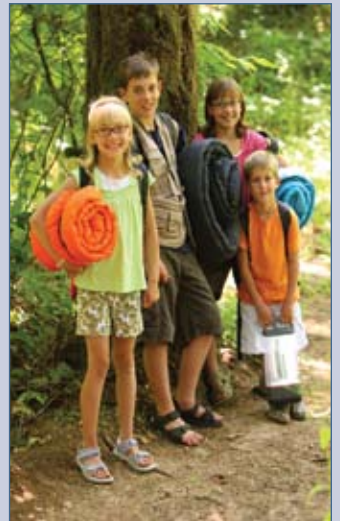
### Save Money with Discount Tickets from Bay Federal!

- \$26.45\* Santa Cruz Beach Boardwalk All Day Pass—Save \$5!
- \$25.99\* Raging Waters Tickets - Save \$7!
- \$7 Regal Cinemas Movie Tickets\*\*— Save up to \$3.50!
- And more!

For a current list of member discounts, visit [www.bayfed.com](http://www.bayfed.com).

\*Prices shown are as of 6/1/2010 and are subject to change. Tickets may be purchased at any Bay Federal branch by Credit Union members in good standing and are subject to availability

\*\*Valid two weeks after film release



## BayBuck Winners

### Congratulations to Rod and Brenda, this month's BayBuck Award Winners!

Rod's long history of exceptional service was named as one of the reasons many Bay Federal members rely on him. Recently, Rod went beyond the call of duty to clear up a matter so that a member's loan transaction would not be delayed.

Brenda's tenacity, professionalism, and thoroughness were catalysts for the creation of an educational letter to protect members from marketing scams by unscrupulous companies.

Employee recipients of our monthly BayBuck Awards are nominated by their peers for exceptional service to members and each other.



## CONTACT INFO:

### Mailing Address

3333 Clares Street, Capitola, CA, 95010

### Membership Services and BAYPHONE

831.479.6000 or 888.4BAYFED

### Website and Online Banking

[www.bayfed.com](http://www.bayfed.com)

### Email

[info@bayfed.com](mailto:info@bayfed.com)

## LOCATIONS

<b>Aptos Branch</b> 105 Post Office Dr.	<b>Capitola Branch</b> 3333 Clares St.	<b>Scotts Valley Branch</b> 255 Mt. Hermon Rd.
<b>Ben Lomond Branch</b> 9440 Mill St.	<b>Freedom Branch</b> 2028 Freedom Blvd.	<b>Watsonville Branch</b> 1481 Main St.
<b>Santa Cruz Branch</b> 420 River St.		



# Bay Federal

CREDIT UNION

*Making a real difference*



## BRANCH HOURS

Monday, Tuesday, and Thursday: 9am-5pm  
Wednesday: 10am-5pm, Friday: 9am-6pm  
Saturday: 9am-3pm

**Ben Lomond Branch Hours**  
Monday through Friday: 1pm-5pm

## BOARD OF DIRECTORS:

**Chairperson:** Dana Sales  
**Vice Chairperson:** Dennis Osmer  
**Treasurer:** Michael Leung  
**Secretary:** Yvonne Guzman  
**Directors:** Bob Bugalski, Diane Siri, Jeanne MacLaren, H. Duane Smith, Linda Perez

**President and CEO:** Carrie L. Birkhofer

BayWatch is published monthly. The articles and opinions in this publication are for advertisement purposes only and are not intended to provide specific advice or recommendations. We suggest you consult your accountant, financial, or tax advisor with regard to individual situations. Para obtener una copia de BayWatch en español, visite su sucursal más cercana o por Internet en [www.bayfed.com](http://www.bayfed.com).

