

BayWatch

A Publication of Bay Federal Credit Union

Spring 2022



\$100 Cash Givaway*
2022 Youth Month!
See Page 3 for more information!



A Message from Your President and CEO

The birds are singing, the days are getting longer, and everything is blooming—it must be spring! After more than two full years, the pandemic is moving to a more forgiving stage, and it feels great to catch up with family and friends in person. If there is one thing that I learned in the past two years, it's how important human interaction is to our well-being. I hope you are enjoying the renewal that spring brings.



Carrie L. Birkhofer
President & CEO

I understand it's also easy to overlook some of the positive news, such as the easing of the pandemic, with our hearts heavy with concern for our fellow humans in Ukraine and surrounding areas. It can be overwhelming not knowing what to do. One idea is to give to organizations supporting the people of Ukraine. Our employees have been providing support to UNICEF, www.unicefusa.org and Direct Relief, www.directrelief.org during recent weeks.

Sometimes it also helps the feelings of despair to take action locally. I hope you feel a sense of pride that you are helping your community by being part of the credit union. Being a member at Bay Federal, means you are doing your part to help the community by keeping money local and helping one another save and borrow. Thank you for your membership!

We are making more strides than ever towards supporting our local community members. Our First-Time Homebuyer Program continues to get more people into the homes of their dreams. This home loan is ideal for people who might think that homeownership is out of their reach, since still record-low rates combined with the 3% down payment and no closing costs we offer is much more affordable than many anticipate.*

We are also supporting the needs of our community through our personal loans. When life hits you with unexpected expenses, it can be difficult, or impossible, to make ends meet. Or, for those who are dealing with existing debt, a personal loan can be used to consolidate that debt into one, low-interest loan. No matter the need, Bay Federal is there when our members need a quick and trusted solution.

Although we have continued our robust community support work during lockdown, there is nothing like meeting up in person to do great work and support amazing organizations in our area. We are very pleased that many local organizations are resuming their in-person fundraisers, celebrations, and friendly competitions this year.

Continued on page 3.

TruStage® Insurance: Protecting Yourself, Your Assets, and Your Family



While we all hope we never need to use it, insurance is a smart way to protect yourself and your loved ones in the face of an emergency or disaster. There are many different types of plans, including life, health, car and home, and accidental death and dismemberment coverage. Insurance plans can feel overwhelming to consider, but TruStage Insurance has been working with credit unions and their members for more than 80 years. They make it easy to learn about, apply for, and get the insurance that you really need at an affordable price.

Learn more today at www.bayfed.com/trustage.

Got a Business? We Have You Covered!



The benefits to using our Business Services just keep getting better! Our credit cards, vehicle loans, merchant services, and great member support are available to you and your business.

Learn more today at one of our local branches or at www.bayfed.com/business.

* No closing costs include lender fees, appraisal fees, title fees, and escrow fees. First Time Homebuyer Program available to those that have not owned a property in the last three years. Offer valid on owner-occupied single-family residences for those with a credit score of 680+. Maximum loan amounts up to \$970,800 in Santa Cruz and San Benito Counties, and \$854,450 in Monterey County. Mortgage insurance required for loan amounts greater than 80% loan to value. Offer applicable on purchase transactions in the State of California. Offer not available on refinances. Other restrictions may apply. Terms and conditions are subject to change without notice. All loans are subject to approval of credit, income verification, and property valuation. Bay Federal Credit Union membership required at the time of closing. For more information, visit any Bay Federal Credit Union branch or call a Bay Federal Home Loan Consultant at 831.479.6000, or toll-free at 888.4BAYFED, extension 304. Bay Federal Credit Union is registered with the Nationwide Mortgage Lending System (NMLS). Bay Federal Credit Union ID #403635.

Investment Services at Bay Federal Credit Union

Presented by Your LPL Financial Advisors

Just Keep Swimming

Your Investment Journey Through Market Volatility

While it is widely understood that the global market goes through peaks and declines regularly, the ups and downs of recent world events can still leave investors unsettled. Unfortunately, market volatility is not only part of the economic and investment cycles, but also a reality of our current market. With that in mind, following are some tips for investors during unpredictable times.

Declines are Typically Followed by Gains

The history of the stock market is a jagged line, steadily trending upwards. While drops can be scary for investors, keep in mind that an incline is historically likely to follow. In fact, 22 of the past 30 years have ended with overall gains in the market, despite encompassing the Great Recession.*

Don't Try to Time Your Investments

Some people may be tempted to outsmart the market by buying and selling ahead of predicted fluctuations. A much more realistic and effective strategy could be to set your goals and leave your investments in place to grow with the pace of the market. Trying to time your investments may lead to missing the large gain that typically follows a drop.

Keep Investing

It may sound overly simple, but one of the most important strategies to achieving your goals and boosting your confidence is to keep contributing to your investments. The more principal you can add to your portfolio, the more funds you can potentially grow. Buying when the market is down and diversifying your portfolio can potentially help you in the long run.

Keep a Long-Term Perspective

If you're still feeling concerned about changes in the market and achieving your goals, Our LPL Financial Advisors can help you determine if you are on track for success, and help you find investments that you feel comfortable with. The added assurance of reviewing your strategy with a professional may provide confidence with your investment choices through the markets ups and downs.

*<http://www.macrotrends.net>



Bennett Bilgere, Emily Quatman, Kyle Niiyama,
Jackie Carrillo & Sam Solgan

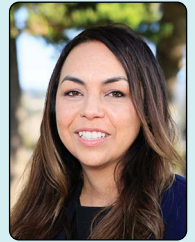
Securities and advisory services are offered through LPL Financial (LPL), a registered investment advisor and broker-dealer (member FINRA/SIPC). Insurance products are offered through LPL or its licensed affiliates. Bay Federal Credit Union and Investment Services at Bay Federal Credit Union are not registered as a broker-dealer or investment advisor. Registered representatives of LPL offer products and services using Investment Services at Bay Federal Credit Union, and may also be employees of Bay Federal Credit Union. These products and services are being offered through LPL or its affiliates, which are separate entities from, and not affiliates of, Bay Federal Credit Union or Investment Services at Bay Federal Credit Union. Securities and insurance offered through LPL or its affiliates are:

To schedule a complimentary virtual appointment with our LPL Financial Advisors and discuss your options, visit www.bayfed.com/investments or call 831.479.6000, option 7.

 **Investment Services**
at Bay Federal Credit Union

Not Insured by NCUA or Any Other Government Agency	Not Credit Union Guaranteed	Not Credit Union Deposits or Obligations	May Lose Value
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Welcome to Our New LPL Investment Advisor Representative, Jackie Carrillo!



Jackie Carrillo
LPL Investment Advisor Representative

We are very pleased to grow the Investment Services team with the addition of Jackie Carrillo, our new LPL Investment Advisor Representative!

Born and raised in Watsonville, Jackie has deep ties to her community. Her parents were immigrants from Mexico who worked hard in search of a better opportunity. She excelled in her education and career, driven by her parents' sacrifices and determination. Jackie strives to be a resource for her community, pairing people with opportunity in the form of creative investment solutions. Jackie is fluent in both English and Spanish, and focuses on serving the Spanish-speaking community with their investment needs.

Jackie graduated from Santa Clara University with a degree in Finance, working in the mortgage industry for eight years before transitioning to investments in 2010. Jackie is joining Bay Federal with a decade of investment experience throughout the San Francisco and Monterey Bay areas. She says that she joined Bay Federal, "because of its reputation of truly making a real difference with their members and the community. I was a member of Bay Federal since I was eighteen and have always been impressed with their willingness to put people first."

If you are interested in making a virtual appointment to meet with Jackie or any of our LPL Financial Advisors, visit www.bayfed.com/investments or call 831.479.6000, option 7.

Financial Education

Presented by Tiffany X. Zachmeier, Certified Financial Educator

Empower Kids to Achieve Their Dreams During

National Credit Union Youth Month!

When?
April 1-30, 2022

Where?
www.bayfed.com/YouthMonth

Who?
Kids & teens ages 0-18

Visit www.bayfed.com/YouthMonth through April 30 during National Credit Union Youth Month! Kids and teens age 0-18 will find fun ways to win prizes and learn how regular saving, no matter how small the amount, can help them reach their future goals.

- Enter the "Start Small, Dream Big" Art Contest for a chance to win a \$100 gift card!
- Kids' Cash Giveaway: Win up to \$100 just for having a Bay Federal youth savings account!
- Learn how to save and spend wisely, make a S.M.A.R.T.E.R. Goal Plan, and more!

Get all the details at
www.bayfed.com/YouthMonth!
See you there!

**Void where prohibited, no purchase required, no product sales or advertising during online events. Information requested for contest entries and online event registration will be kept confidential and will not be shared with any third parties. Eligibility for contests and prizes is limited to Bay Federal Credit Union members in good standing who will be age 18 years or younger in April, 2022. For full details and rules, visit www.bayfed.com/YouthMonth or your local Bay Federal Credit Union branch.*

Be Smart with Your Allowance!

- ✓ Keep Track of Your Money: When you get money, make a list so that you know how much cash you have. Then subtract money from that total every time you make a purchase.
- ✓ Open a Savings Account: Having a safe place to store your money will help you spend more carefully, and it will help your money grow!
- ✓ Talk About Your Finances: Have conversations with a trusted adult when you want to set a savings goal or make a big purchase. They can help show you the best way to make the most of your money.



**Savings · Clothing · Gifts · Pizza
Ice Cream · Toys · Games · Music**

Starting Your Financial Journey

As a young adult, there is likely a lot of change going on in your life. Between your growing independence and new life experiences, you may find that you need more resources to help you achieve your goals. Luckily, Bay Federal has a lot of experience helping people just like you!

Ready for your own wheels? Our First-Time Autobuyer Program offers great rates for people with limited credit history, so it can be the perfect way for you to get on the road. Similarly, our Visa Classic Credit Card is a great first-time card that you can use to grow your experience and build your credit.

Now that you have some financial independence from your family, it is also important to have checking and savings accounts that you can access wherever you are. With BayFedOnline and the BayFed Mobile app, you can make check deposits, pay bills, chat with the Member Service Center, and more right from your phone or computer. The Co-Op ATM network also provides you access to over 30,000 surcharge free ATMs throughout the United States and abroad.

When you are ready to get going, we are ready with the tools!

A Message from Your President and CEO

Continued from page 1.

We would love to see you at some of these events! Check the last page in this edition of BayWatch to see where you can join us in supporting our community.

At Bay Federal, we continue living up to our motto of "making a real difference." We hope you join us by spreading kindness, helping others, and making our world a better place.

Best wishes,

Carrie L. Birkhofer
President and Chief Executive Officer
Bay Federal Credit Union

Community Support

Events, Accomplishments, Announcements, and More!

Events Calendar

Supporting Local Organizations

Due to potential changing circumstances, many organizations may reschedule their events. Visit the organizations' websites to confirm their event dates and times.

Big Brothers Big Sisters of Santa Cruz County

Bowl For Kids' Sake



Sunday, April 24

The Boardwalk Bowl in Santa Cruz

Register a bowling team and collect pledges to provide mentoring for local children.

Information at www.santacruzmentor.org

Survivors Healing Center

Caring 4 Kids Rhythm Event

Sunday, April 24

Watsonville Plaza,
350 Main St.

Survivors Healing Center and the City of Watsonville host this event during Earth Day/Day of the Child Festival. Come make music, and enjoy free ice cream!

Information at www.fsa-cc.org



Pajaro Valley Shelter Services

Annual Mother's Day Run for Shelter

Sunday, May 8

Moms, dads, and kids of all ages are invited to virtually participate in the 1K kid's run or 5K walk/run at this family-friendly fundraising event.

Information at www.pvshelter.org



Salinas Valley Memorial Healthcare System

CMN Hospitals Fundraising

May 1-May 31

All Bay Federal branches

Join us as we raise funds for our regional Children's Miracle Network Hospital, where 100% of the money will go to help sick children in our communities.

Information at

www.childrensmiraclenetworkhospitals.org/home



Valley Women's Club of San Lorenzo Valley

Redwood Mountain Faire

Saturday, June 4 and

Sunday, June 5

Roaring Camp Railroads, Felton

Celebrate community, arts and music, and raise funds for local non-profits and service organizations at this family-friendly event.

Tickets and additional information available at www.redwoodmountainfaire.com



HOLIDAY OBSERVANCES & BRANCH CLOSURES

May 30
Memorial Day

June 20
Juneteenth Day (observed)

CONTACT INFORMATION

Mailing Address

3333 Clares Street, Capitola, CA, 95010

Membership Services

831.479.6000 or 888.4BAYFED

Website and Online Banking

www.bayfed.com

Email

info@bayfed.com

LOCATIONS

Aptos Branch

48 Rancho Del Mar

Capitola Branch

3333 Clares Street

Freedom Branch

2028 Freedom Boulevard

Salinas Branch

1524 N. Main Street

Santa Cruz Branch

420 River Street

Scotts Valley Branch

255 Mt. Hermon Road

Watsonville Branch

1481 Main Street

BUSINESS HOURS

Please check our website for current hours

Monday, Tuesday, and Thursday

Lobby and Phone Hours: 9 AM-5 PM

Wednesday

Lobby and Phone Hours: 10 AM-5 PM

Friday

Lobby and Phone Hours: 9 AM-6 PM

Saturday

Lobby and Phone Hours: 9 AM-3 PM

BOARD OF DIRECTORS

Chairperson: **Taylor Bateman**

Vice Chairperson: **Piret Harmon**

Treasurer: **Jessica Dixon**

Secretary: **Jordan Ciliberto**

Directors: **Kathleen Lawler Bodmer**

Sheila Joyce Kellerman

Michael Leung

Dennis Osmer

Jim Phillips

Associate Directors: **Keisha Browder**

Brett Karleen

ileana Ortega Brunetti

Directors Emeriti: **Bob Bugalski**

H. Duane Smith

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

SUPERVISORY COMMITTEE

Chairperson: **Michelle Berridge**

Members: **Pat Pfremer**

Suzanne Shaug

Barbara Callahan

Richard Mills

Associate Members: **Guillermo Cervantes**

Shawfeng Dong

Alexander Wright

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Para obtener una copia de BayWatch en español, visite su sucursal más cercana.



Get Rolling with an RV Loan!

Apply in minutes online at
www.bayfed.com/rv



Federally Insured by NCUA. Equal Housing Lender.



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CREDIT UNION

Making a real difference

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