

# Update

A publication exclusively for our members

April 2023

  
**FirstFlorida**  
**CREDIT UNION**  
Enriching People Every Day.®

[FirstFlorida.org](http://FirstFlorida.org)

Jacksonville  
St. Johns  
Orange Park  
Doral  
Pembroke Park  
Orlando  
Tallahassee  
Raiford

Applying for a Loan  
is as **Easy** as  
**1,2,3**

Online application at  
[FirstFlorida.org](http://FirstFlorida.org)



Apply by phone –  
call (800) 766-4328, ext. 1



Apply in person  
at any branch location



**AUTO  
LOANS**  
AVAILABLE IN  
**RELAXED**  
**>> FIT <<**

## GET FLEXIBLE FINANCING WITH FIRST FLORIDA

- Budget-friendly finance terms
- Up to 3 months of no payments\*
- Quick application with same-day response

**Apply  
Today!**

\* Payments can be deferred for up to 90 days from the date of loan closing. Interest will continue to accrue during loan payment deferral period. Deferring loan payments may increase the total amount of finance charges you pay. Excludes loans already financed at First Florida Credit Union. Does not apply to indirect loans. Offer can be withdrawn at any time without prior notice. Annual Percentage Rate (APR) will be based upon your individualized credit history. Loans are subject to credit qualifications and approval. Membership eligibility required.

Payment Example: A \$20,000 loan at a 4.74% APR (rate as of March 13, 2023) would require a monthly payment of \$26.09 per thousand borrowed for 42 months. Total interest paid is \$1,912.24, and total amount paid is \$21,912.24.



## Message from Brent E. Lister, First Florida Credit Union President and CEO

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Many of our members use this time of year to take trips with their family and friends. If you have plans to travel, remember you have the convenience of banking with First Florida wherever you go through the Mobile

Banking App, Online Banking, and CO-OP Shared Branch network. You also have access to over 80,000 surcharge-free ATMs across the nation.

If you haven't downloaded our Card Controls App, now is a great time. It offers real-time features that allow you to notify First Florida of travel plans to ensure your transactions go through smoothly. It also allows you to manage spending by setting up transaction limits and types, receive transaction notifications, and protect yourself against fraud by instantly suspending misplaced cards. It's the perfect companion to your Mobile Banking App.

As a member of First Florida, you have access to competitive products and services that compete with big banks and often beat top financial institutions. Right now, First Florida's Diamond Rewards Visa® Credit Card offers an impressively low-interest rate, well below the 19% APR national average, and it comes with a low introductory rate offer. Check your credit card statements today to review your APR and know how much it's costing you. If you can't pay it off every month, a balance transfer could help you get a lower interest rate. It's an excellent opportunity to save money, especially when the Diamond Rewards Visa Credit Card offers no balance transfer or annual fees. Plus, you'll automatically earn 1 point per \$1 spent for cash-back incentives, merchandise, travel perks, and more. It's like having a big bank credit card but it costs much less. You can find more details about the Diamond Rewards Visa Credit Card on page 5 or visit [FirstFlorida.org/diamond-rewards](https://www.FirstFlorida.org/diamond-rewards).

First Florida's banking services have built-in advanced security to protect your financial and sensitive information. It's a part of our promise to protect your privacy. As a

financial institution, we stay abreast of trending scams. Remember, First Florida will never initiate a call requesting sensitive information, and we will **never** ask for a Multi-factor Authentication (MFA) code. Using this tactic, fraudsters often imitate representatives of financial institutions or large companies such as Amazon or Microsoft to gain access to account information. If you ever receive a call, text, or email requesting your personal information or an authentication code, don't respond. A legitimate caller will never initiate a request for this information.

In other news, we held our 73<sup>rd</sup> Annual Meeting on February 24, 2023. We were pleased to have a packed room of attendees and over 150 virtual registrations. This was a special meeting as we bid a warm farewell to two of our long-standing board members, Richard Hood, with 17 years of service, and Robert Bull, with 40 years of service to the credit union industry. We also recognized Robert Gentry, who retired from his position after 34 years of service on the Board of Directors. Their contributions and commitment to First Florida over the years have been invaluable and have helped First Florida grow into the thriving credit union we are today.

The annual meeting presented the opportunity to share First Florida's growth and success with the membership, including our asset growth by \$67 million to a total of \$1.39 billion. We were also pleased to share our 2022 net worth ratio of 12.27%, well above the 7%, which the National Credit Union Association considers a well-capitalized credit union. The net worth ratio measures the capital strength of a credit union (retained earnings divided by total assets). A strong capital position allows a credit union to continue to invest in projects that provide value to you, the membership. You can find a copy of our annual report at [FirstFlorida.org](https://www.FirstFlorida.org) under the About tab.

Thank you for being a loyal member of First Florida and trusting our team to serve your financial needs. We hope you enjoy all that the spring season has to offer.

– **BRENT E. LISTER**



# The Northside Branch is Getting a Makeover



Over the next few months, our Northside Branch at 1661 Raymond Diehl Road, Tallahassee, FL will be renovated to provide a better member experience.

Members can expect an improved branch design, a convenient coin counter, and a safe deposit box viewing room for privacy.

We hope you enjoy the branch updates and look forward to serving you!

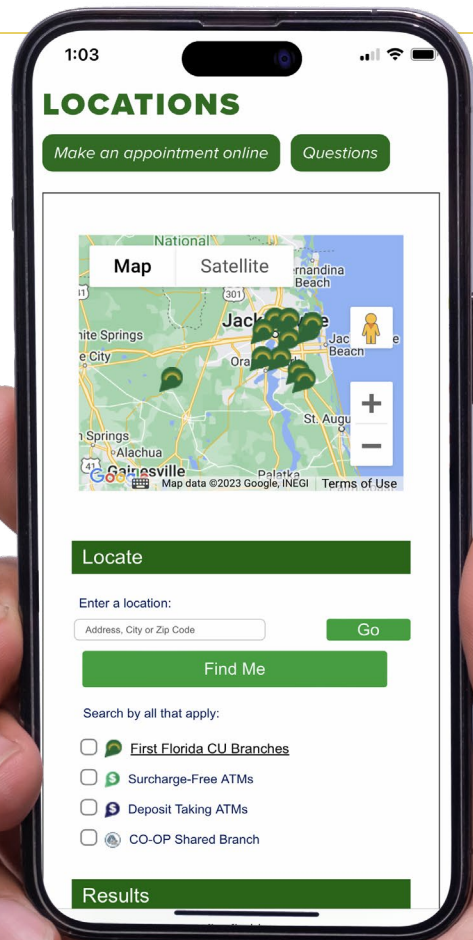
## Finding a Branch Nearby While Traveling

Heading out of town for vacation? The CO-OP Shared Branch network provides credit unions with the reach of large banks by sharing their branches. Conduct your First Florida transaction at any participating CO-OP Shared Branch across the nation while on the go.

### To find the nearest CO-OP Shared Branch:

- Visit [FirstFlorida.org/locations](https://FirstFlorida.org/locations) 'Find a Branch'; or
- Download the CO-OP Shared Branch app; or
- Call 888-748-3266; or
- Text a Zip Code to 91989\*

\*SB = Shared Branch, SBX = Shared Branch express





# Practicing Mindfulness with Money

Mindfulness is the ability to be fully present, aware of where we are and what we're doing, and not overly reactive to what's happening around us. Practicing mindfulness with money can be a valuable exercise. For example, here are two mindfulness tips to help boost your financial wellness.

## Pay Yourself First

Practicing mindfulness here is about determining a savings amount and considering it a bill, like electricity or rent. Whether building an emergency account or saving for other financial goals, put away what you can, such as \$100, \$50, or \$25 monthly. Small amounts add up and can be increased over time. If you're contributing to a 401(k), you're practicing pay-yourself-first mindfulness.

## Increase Your Retirement Account Contribution

Mindfulness with your retirement savings is reviewing your account once a year to see if you can improve your savings. For example, how much are you contributing? Is it enough to get the full employer match? Can you

increase your contribution? The longer you put off increasing your retirement savings, the more you miss out on compound interest. Even a \$50 monthly increase in retirement savings has the potential to grow to nearly \$75,000 over 30 years, assuming an 8% annual growth rate compounded monthly.\*

Remember, First Florida Investment Services offers credit union members the opportunity to speak with a financial consultant in person or by telephone. Call today to schedule your complimentary, no-obligation consultation.

*\* This is a hypothetical example and is not representative of any specific situation. Your results will vary. The hypothetical rates of return used do not reflect the deduction of fees and charges inherent to investing.*

### First Florida Investment Services

(904) 359-6800, ext. 8806

(800) 766-4328, ext. 8806

**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. First Florida Credit Union and First Florida Investment Services **are not** registered as a broker-dealer or investment advisor. Registered representatives of LPL offer products and services using First Florida Investment Services, and may also be employees of First Florida Credit Union. These products and services are being offered through LPL or its affiliates, which are separate entities from, and not affiliates of First Florida Credit Union or First Florida Investment Services. Securities and insurance offered through LPL or its affiliates are:

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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# ENJOY A *Rewarding Experience*

WITH A FIRST FLORIDA DIAMOND REWARDS VISA® CREDIT CARD



**Apply Now!**

Call: (800) 766-4328

Visit: [FirstFlorida.org/diamond-rewards](https://www.FirstFlorida.org/diamond-rewards)

## First Florida Offers You So Much More!

### 1.90% APR for first 6 months

Start with an introductory 1.90% APR<sup>†</sup> for six months from account opening for purchases, balance transfers, and advances<sup>†</sup>. After the six months, an APR ranging from 9.49% to 17.99% will apply to your purchases, balance transfers, or advances<sup>†</sup>.

### Earn 7,500 rewards points

Simply activate your Diamond Rewards VISA Card and make a purchase within 90 days of the card issue date, and we'll give you 7,500 rewards points to use towards travel, cash back, gift cards and more! Points are earned automatically. You are not required to register to earn points\*.

### Flexible payments – a low 2% of outstanding balance

### And there's more...

- No annual fee
- No balance transfer fee
- Earn 1 point for every \$1 spent\*
- 25-day grace period on purchases
- Travel accident insurance
- Auto rental collision damage waiver
- Includes ID Navigator powered by NortonLifeLock

<sup>†</sup> APR = Annual Percentage Rate. See page 6 of this newsletter for the First Florida Credit Union Diamond Rewards VISA Credit Card Solicitation Disclosure.

\* Registration is required to redeem points.



Enriching People Every Day.®

**Jacksonville Home Office**  
500 West 1st Street, Jacksonville, FL 32202

**Jacksonville/Arlington**

1820 Rogero Road  
Jacksonville, FL 32211

**Jacksonville/Atlantic Blvd.**

12929 Atlantic Boulevard  
Jacksonville, FL 32225

**Jacksonville/Mandarin**

11467 San Jose Boulevard, Suite 2  
Jacksonville, FL 32223

**Jacksonville/Southpoint**

6622 Southpoint Dr. S., Ste. 100  
Jacksonville, FL 32216

**Jacksonville/Roosevelt**

4530 St. Johns Avenue, Suite 18  
Jacksonville, FL 32210

**Jacksonville/Tamaya**

3280 Tamaya Boulevard  
Jacksonville, FL 32246

**St. Johns/CR 210**

1950 CR 210 West  
St. Johns, FL 32259

**St. Johns/Durbin Creek Crossing**

279 Harper Lane  
St. Johns, FL 32259

**Orange Park/Kingsley**

1461 Kingsley Avenue  
Orange Park, FL 32073

**Orlando**

3724 Edgewater Drive  
Orlando, FL 328045

**Pembroke Park**

3281 W. Hallandale Beach Boulevard  
Pembroke Park, FL 33023

**Miami/Doral**

8300 NW 53rd Street, Suite 100  
Doral, FL 33166

**Tallahassee/Blair Stone**

2521 S. Blair Stone Road  
Tallahassee, FL 32301

**Tallahassee/Northside**

1661 Raymond Diehl Road  
Tallahassee, FL 32308

**Tallahassee/Appleyard**

503 Appleyard Drive  
Tallahassee, FL 32304

**Tallahassee/Southwood**

2770 Capital Circle SE  
Tallahassee, FL 32311

**Tallahassee/Bannerman Crossings**

3339 Beech Ridge Court  
Tallahassee, FL 32312

**Raiford**

25638 Northeast State Road 16  
Raiford, FL 32083

**Member Support Center**

(800) 766-4328, ext. 1  
(904) 359-6800, ext. 1

**Telephone Banking**

(800) 766-4328, ext. 8  
(904) 359-6800, ext. 8 Jacksonville

**Lost or Stolen Cards**

During business hours: (800) 766-4328  
After business hours: (833) 233-2401

**Board of Directors**

Dean Willis, *Chairman*

Cornita A. Riley, *Vice Chairman*

Jonathan R. Lyon, *Treasurer*

Sandra Magyar, *Secretary*

Ken Jones, *Director*

Nancy H. Meier, *Director*

Kyle Peters, *Director*

June Scarlett, *Director*

**Executive Management Team**

Brent E. Lister, *President/CEO*

Joey Carpenter, *EVP Operations*

Brad Long, *EVP Finance*

Michelle Troha, *SVP Marketing*

Andrea Hurley, *SVP Risk Management*

Joe Markley, *SVP Operations*

Libby Polk, *SVP Administration*

Tim Brown, *SVP Information Technology*

Angela Garman, *SVP Audit and Project Management*

**FIRST FLORIDA CREDIT UNION DIAMOND REWARDS VISA®  
CREDIT CARD SOLICITATION DISCLOSURE**

INTEREST RATES AND INTEREST CHARGES	
<b>Annual Percentage Rate (APR) for purchases</b>	<b>1.90%</b> Introductory APR for six months from account opening.  After that your APR will be <b>9.49%, 10.49%, 11.99%, 13.99%</b> , or <b>17.99%</b> , based on your creditworthiness.
<b>APR for Balance Transfers</b>	<b>1.90%</b> Introductory APR for six months from account opening.  After that your APR will be <b>9.49%, 10.49%, 11.99%, 13.99%</b> , or <b>17.99%</b> , based on your creditworthiness.
<b>APR for Cash Advances</b>	<b>1.90%</b> Introductory APR for six months from account opening.  After that your APR will be <b>9.49%, 10.49%, 11.99%, 13.99%</b> , or <b>17.99%</b> , based on your creditworthiness.
<b>Penalty APR and When it Applies</b>	<b>NONE</b>
<b>How to Avoid Paying Interest on Purchases</b>	Your due date is at least 25 days after the close of each billing cycle. We will not charge you any interest on purchases if you pay your entire balance by the due date each month.
<b>For Credit Card Tips from the Consumer Financial Protection Bureau</b>	<b>To learn more about factors to consider when applying for or using a credit card, visit the website of the Consumer Financial Protection Bureau</b>
<b>FEES</b>	
<b>Set-up and Maintenance Fees</b>	
Annual Fee	<b>NONE</b>
Account Set Up Fee	<b>NONE</b>
Program Fee	<b>NONE</b>
Participation Fee	<b>NONE</b>
Additional Card Fee	<b>NONE</b>
Application Fee	<b>NONE</b>
<b>Transaction Fees</b>	
Balance Transfer Fee	<b>NONE</b>
Cash Advance Fee	\$2.00
Foreign Transaction Fee	1.00% of each transaction in U.S. dollars
Transaction Fee for Purchases	<b>NONE</b>
<b>Penalty Fees</b>	
Late Payment Fee	Up to \$10.00
Over-the-Credit Limit Fee	<b>NONE</b>
Returned Payment Fee	<b>NONE</b>

**How We Will Calculate Your Balance:** We use a method called "average daily balance (excluding new purchases)." See your account Agreement for more details.

**Effective Date:** The information about the costs of the card described in this solicitation is accurate as of April 1, 2015. The information may have changed after that date. To find out what may have changed, contact the Credit Union.

**OTHER DISCLOSURES**

Rush Fee	<b>\$45.00</b>
Late Payment Fee	<b>\$10.00</b> or the amount of the required minimum payment, whichever is less, if you are one or more days late making a payment.
Card Replacement Fee	<b>\$10.00</b>
Statement Copy Fee	<b>\$10.00</b>
Pay-by-Phone Fee	<b>\$15.00</b>

**Collection Costs:** You agree to pay all costs of collecting the amount you owe under this Agreement, including court costs and reasonable attorney's fees.

**Holiday Closing**

Our branches and offices will be closed on:

- Monday, May 29, 2023 • *Memorial Day*
- Monday, June 19, 2023 • *Juneteenth*

**Rates**

We offer extensive loan and savings programs including Auto, Mortgage, Equity Line of Credit, Certificates, Money Markets, and many other accounts.

Visit our website for current rates.

