

LONG BEACH CITY EMPLOYEES FEDERAL CREDIT UNION

# CU NewsLine



Coming Soon!

## Debt Consolidation Made *Simple*.

Introducing the new *Simple* card.

**\$0** BALANCE  
TRANSFER FEE

**0%** INTEREST FOR THE  
FIRST 6 BILLING CYCLES

Plus...

**Rates as low as  
11.00% APR\* on purchases**

**No Annual Fees**

**No Foreign Transaction Fees**

\*APR = Annual Percentage Rate. Terms, conditions, and qualifications apply. Purchase annual percentage rate (APR) range from 11.00% to 18.00% based on your creditworthiness and other factors. See a member representative for full details.



### HOLIDAY CLOSURES

**Martin Luther King Jr. Day:**  
Monday, January 20

**Presidents' Day:**  
Monday, February 17

### IN THIS ISSUE

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Debt Consolidation with  
the new Simple Card  
Annual Meeting and Member  
Appreciation Day

Quarter 1  
2025

# CEO Corner Office

## What a Busy Year For the Credit Union!

The Credit Union had an exciting and eventful 2024.

The biggest news was the introduction of our new online payment platform, PaymentZ, which provides our members with a fast, easy, and secure way to pay friends and family, and transfer funds to and from your accounts at other financial institutions. PaymentZ also modernized our online bill payment system, making it simpler and more robust.

Thanks to our expanded family eligibility criteria, we were thrilled to welcome more of your family members into our Credit Union. Refer to our website or ask one of our member service representatives to see if your family and loved ones qualify for membership. Thank you for “sharing the love” for the Credit Union with your family!

We increased our number of free financial workshops to include more topics to help you achieve your financial goals. Additionally, we introduced age-appropriate workshops for our younger members to help them start their financial journey on the right foot.

2024 also brought many opportunities to connect with our members face-to-face. From our annual Youth Day and Member Appreciation Day to our holiday gift wrap events, we enjoyed getting to know our members on a personal level. Meanwhile, our CU Crew raised awareness about various City departments and organizations and supported their community-focused activities.

Looking ahead to 2025, the Credit Union will continue to deliver value to our members through innovative features, low fees and interest rates, educational resources, and the personalized attention that is becoming rare in today’s business world.

We sincerely thank you for your continued membership and wish you a prosperous and joyful new year!

Kathleen O’Connell  
Chief Executive Officer



## ONLINE FINANCIAL WORKSHOPS

Our online financial workshops provide valuable information covering a wide range of financial topics. They are offered free of charge to our members.

Visit [LBCEFCU.org/learn/financial-workshops/](https://LBCEFCU.org/learn/financial-workshops/) to register

### Basics of Personal Finance

January 7, 2025 at 10:30am  
January 16, 2025 at 5:30pm

### Are You Financially Healthy

February 19, 2025 at 12:00pm

### ScholarShare 529 Webinar

January 8, 2025 at 11:00am  
January 22, 2025 at 11:00am

### Tap Into Wise Credit Card Use

March 11, 2025 at 10:30am  
March 20, 2025 at 5:30pm

### Identity Theft Solutions

January 15, 2025 at 12:00pm

### Raising a Smart Money Kid

March 19, 2025 at 12:00pm

### Unleashing the Power of Credit

February 11, 2025 at 10:30am  
February 20, 2025 at 5:30pm

For workshop descriptions and to register, please visit

[LBCEFCU.org/learn/financial-workshops](https://LBCEFCU.org/learn/financial-workshops)



# Don't Take the Bait!

## Tips for staying safe from scams



Fraud has become big business, with global losses estimated to reach \$1 trillion in 2024. Now more than ever, you need to stay vigilant to protect your personal and financial information. Here are the top scams targeting consumers and how you can avoid them.

### Email Is the No. 1 Platform Used for Fraud

Email scams use the same old tricks in new ways. They can convince you into giving out personal information, infect your device with harmful software, or promise big winnings for a small fee.

### A Phishing Refresher

Phishing emails appear to come from real companies or people you know. They ask you to click on a link to change your account information or confirm a transaction. Once you click, you're directed to a fake website designed to steal your personal data.

Malware scams are emails that come with attachments. If you open one, it installs malicious software on your device. This software can then be used to steal your data, track your online activities or even hold your files for ransom.

### Don't Take the Bait

To protect yourself from phishing ploys, never click links or open attachments in emails from people you don't know. Even if the email is from someone you know, check the email address and look for any warning signs, like spelling mistakes or the sender making their request seem urgent.

In addition, strengthen your email accounts. Use a strong, unique password and enable two-factor authentication. This extra layer of security requires a second form of identification, such as a code sent to your phone, making it much harder for scammers to gain access to your account.

### Investing in Cryptocurrency Scams

Investing in cryptocurrency remains popular, enticing seasoned investors and novices with the promise of big returns. Scammers use social media to spread false

information and trick potential victims into believing in the legitimacy of their investment opportunities. Additionally, they often impersonate genuine companies or well-known figures within the cryptocurrency sphere to gain trust.

### Fake Parcel Delivery Texts

Fake parcel delivery scams usually involve text messages that look like they come from well-known delivery companies like UPS or FedEx. They ask you to pay a fee to get a package you didn't expect. The primary objective of these messages is to trick you into either installing malware disguised as a parcel tracking app or directing you to fake websites designed to steal your personal and financial information.

### The Gift of Common Sense

Guarding against fraud is part of protecting your financial well-being. Scammers rely on catching you off-guard or using intimidation tactics so you'll make a decision that could negatively affect your finances.

### Practice these simple steps to stay safe:

- Never share passwords, credit card or Social Security numbers unless you are sure the recipient is legitimate and needs it.
- Be careful of unexpected phone calls, emails or text messages asking for personal information.
- Never blindly click on links in emails or texts, even if they seem to come from a familiar source. Hover over the link to see the actual destination URL.
- Before making a purchase online or providing information to a new company, research their reputation through online reviews and consumer protection websites.

While fraud is very common in our digital age, taking a moment to follow the tips above can help you avoid making a costly mistake. If you have questions or concerns about staying safe online, please contact a Member Service Representative for help.

**SAVE THE DATE!**  
**2025 Annual Meeting and  
Member Appreciation Day**  
**Wednesday, May 7, 2025**



Your Credit Union team members give back to employees of the cities of Long Beach and Signal Hill! They can be found around town helping out at City events.

**Pink Patch Program with LBPB and LBPOA**

Our staff promoted this worthy program that raises money for Breast Cancer Awareness Month. Generous Credit Union members donated and received various Pink Patch Program memorabilia. The proceeds from the fundraiser will be donated to the Todd Cancer Center at Long Beach Memorial Hospital. Almost \$2,000 was collected!



**City of Long Beach Benefits Fair**

The CU Crew spent the day at Long Beach City Hall providing information about the Credit Union and membership benefits! We had a great time with our True or False game about how credit unions work!



**Public Works "Meet the New Hires" Event**

On December 3rd, the Department of Public Works welcomed its recent new hires with a special meet-and-greet event.



**Winter Barnyard Boogie**

The Long Beach Parks, Recreation and Marine Employee Recognition Committee pulled off a great "Winter Barnyard Boogie" bash on December 6. The Credit Union was on hand to assist with set up on Friday afternoon and shared some CU cheer at the party! What a great way to kick off the holidays!



**Toys for Ronald McDonald House**

The Long Beach Management Association held their annual event to collect toys for Ronald McDonald House. They have a strong commitment to the toy collection effort for the kids and families who are housed at RMH while their children are in the hospital.



**Holiday Gift Wrap**

The Credit Union's annual Holiday Gift Wrap started on December 12th and continued through the holiday season. The CU Crew visited the Long Beach Airport, Long Beach Utilities, Department of Health and Human Services, the Emergency Operations Center, City Hall, Port of Long Beach, the Marine Maintenance Bureau, and the Long Beach Police Department headquarters to wrap gifts for the staff's loved ones!



**BOARD OF DIRECTORS**  
Beverly Bartlow-Nieves, Chairman of the Board  
Pat Burns, Vice Chairman  
Jeff Evans, Secretary/Treasurer  
Malcolm Oscarson, Director  
Ana DeAnda, Director  
Brandon Walker, Director  
Rachel Rock, Director

**SUPERVISORY COMMITTEE**  
Alan Kosoff, Chairman  
Aida Honey, Vice Chairman  
Ed Nelson  
Matt Heady  
Omar Ramos  
Robert Pflingsthorn

**OFFICE HOURS**  
Monday - Friday:  
9:00am to 5:00pm

**BRANCH LOCATION**  
2801 Temple Ave.  
Signal Hill, CA 90755

[www.lbcefcu.org](http://www.lbcefcu.org)  
562.595.4725



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