

FREE Shred-It and e-Waste Wednesdays

LAPFCU invites you to participate in the safe and secure disposal of personal documents and old electronic equipment – for FREE! Bring us your recyclables - personal documents, bills, unwanted or expired credit cards and old electronic items such as alarm clocks, computer and office equipment and household appliances.

For a complete list of acceptable items or for more information visit lapfcu.org.



Drop-off hours are 9:30 a.m. to 1:30 p.m at the following locations:

Wednesday, February 16
Academy Branch

Wednesday, February 23
Brewer Branch

Wednesday, March 2
Manchester Branch

Wednesday, March 9
Van Nuys Branch

\$50 Read To Win* Crossword!

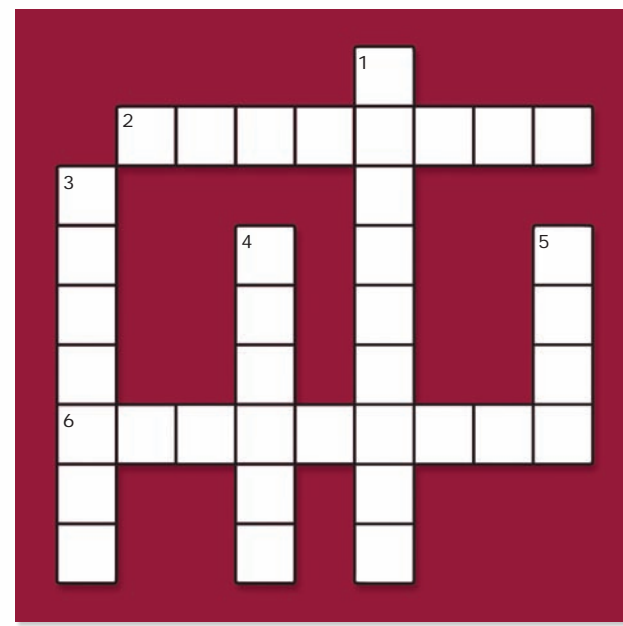
Win \$50 in our **Read to Win Crossword** puzzle drawing! Any LAPFCU member who completes this crossword puzzle and mails it to LAPFCU by **Monday, April 4, 2011**, will be entered into a drawing to win a \$50 deposit into his or her share account!

Mail your completed puzzle with your name, member number and daytime phone number to: Marketing "Read To Win Crossword," P.O. Box 10188 Van Nuys, CA. 91410-0188 or email Contest@lapfcu.org.

Please print:
Name _____
Member No. _____ Phone No. _____

ACROSS
2. 15% discount on _____
6. Bichlmeier _____ Services

DOWN
1. Workshop on Jan. 29
3. 75 Years of _____
4. 75th _____ Meeting of Members
5. LAPFCU Recycle _____ Bags



Consumer Disclosure NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN DRAWING. Must be 18 years or older to enter. LAPFCU employees, volunteers and their families are not eligible to participate. All entries must be received or postmarked by Monday, April 4, 2011. One LAPFCU member will be awarded a \$50 deposit to their account. Winner will be notified on Monday, April 11, 2011. Odds of winning are based upon the number of entries. Based upon the Credit Union's estimate of 317 entries, odds of winning are 1:317.



Save Time and Money with TurboTax®

TurboTax is now integrated with PATROL Online Banking for faster service. LAPFCU members also receive a 15% discount* on TurboTax Online paid federal editions. So, do your taxes today – visit "My TurboTax" at lapfcu.org within PATROL Online Banking. If you do not have a PATROL Online Banking password, please call 877-MY-LAPFCU (877-695-2732).

*Discount does not apply to TurboTax Online State products. Offer good through April 18, 2011.



P.O. Box 10188
Van Nuys, CA 91410-0188

RETURN SERVICE REQUESTED

PRESORTED
FIRST-CLASS
MAIL
U.S. POSTAGE
PAID
LOS ANGELES, CA
PERMIT NO. 896

Product Highlights

All rates and terms are subject to change without notice. Additional terms and conditions may apply. Call 877-MY-LAPFCU for details.

LOAN RATES	EFFECTIVE DECEMBER 30, 2010
Auto Loans	
New Auto / Used Auto	
As low as 2.99% fixed APR*	
Credit Card Rates	
Platinum Rewards Visa®	9.15% variable** APR*
Classic Visa	13.99% fixed APR
My First Visa	13.99% fixed APR
SAVINGS RATES	EFFECTIVE DECEMBER 30, 2010
Regular Share Certificates	
6-Month Certificate	0.50% APY***
1-Year Certificate	0.75% APY***
3-Year Certificate	1.30% APY***
5-Year Certificate	2.25% APY***

*APR = Annual Percentage Rate. All rates, terms and conditions are subject to change. The rates shown are our lowest available rates. Funding rates are based on a variety of factors, including the applicant's credit score. Certain restrictions apply. Ask for details. **Variable rates may increase/decrease after consumption of the loan. ***Minimum opening deposit for a regular share certificate is \$500. An early withdrawal penalty may apply.



LAPFCU's FREE Workshops Are Rewarding!

Throughout 2011, LAPFCU will be offering free educational workshops! And, when you attend any workshop, you'll **automatically be entered to win \$250 cash!** Visit lapfcu.org for details.

Consumer Disclosure NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN RAFFLE. One LAPFCU member will be awarded \$250 which will be deposited to their share account. Any eligible member in good standing, 18 years of age or older may enter. All LAPFCU employees, volunteers and their family members are ineligible to participate. Winner will be notified on Monday, December 19, 2011. Odds of winning are based upon the number of entries. Based upon the Credit Union's estimate of 330 entries, odds of winning are 1:330.

Winter Dispatcher



Let LAPFCU Assist You With... Planning For Your Future

Introducing Wills and Trust Services!

Start the year off right! Address your estate planning needs and help to ensure security for your loved ones with LAPFCU's new Wills and Trust Services Program.

Having a Will or Trust is essential. In conjunction with local legal resources and MEMBERS® Trust Company*, a credit-union-owned organization, our Wills and Trust Services Program helps ensure your estate wishes are carried out, safeguards your assets against time-consuming probate and gives you control over inheritance disbursements.

What are Wills and Trusts?

A Will is a written legal declaration

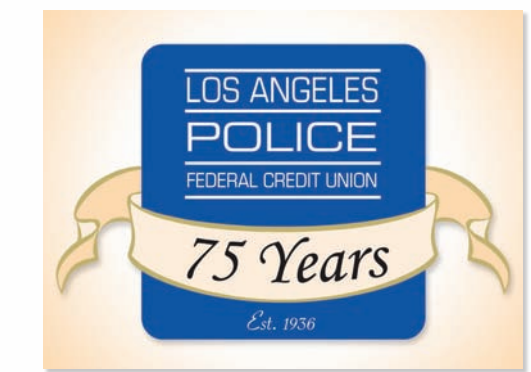
of a person's wishes regarding the transfer of his or her property after death. It is considered a "testamentary tool" and is only activated after a person dies. It may suffice for designating personal effects or simple property arrangements.

A Trust is an account that can be configured to hold varying types of "property," including cash, investments, businesses or real estate. The person setting up the Trust appoints a "trustee" who holds the account and manages the property according to the written wishes of the person who set up the Trust. Trusts can provide protection and management of assets now and after death.

FREE Wills and Trust Workshop on Thursday, January 20, 2011 from 5:30 – 7 p.m. at LAPFCU's Van Nuys Branch - 16150 Sherman Way. Learn about how a Will can protect your loved ones, the advantages of creating a Living Trust and ways to safeguard your family's future. RSVP Today! Email rsvp@lapfcu.org or dial 877-MY-LAPFCU ext. 346.

To determine which service is the right fit for you, attend our free workshop or call for a free consultation at 877-MY-LAPFCU (877-695-2732). Our Trust Services Coordinators are ready to provide you with assistance.

*Trust services provided by MEMBERS® Trust Company. Trust and Investment products are not federally insured, are not obligations of or guaranteed by the Credit Union or any affiliated entity, involve investment risks, including the possible loss of principal. Members are responsible for legal fees affiliated with the development of a trust or will.



Celebrating 75 Years of Service

LAPFCU was founded on June 11, 1936, during the Great Depression, when Henry S. Eaton and six other police officers discussed the financial advantages of pooling funds into a jointly-owned treasury. Today, as a non-profit institution, we continue to stand by our original purpose and a vision that was born back in 1936,

"Not for profit... not for charity... but for service." We thank you for 75 years of loyalty and for being *partners in a proud tradition*™.

LAPFCU invites you to join us in commemorating **75 Years of Service** as we conduct special activities throughout the year.



Free Money Camp For Youth
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LAPFCU Offers Affordable Loans
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Chairman and President's Letter

Giving Back.

It's something the police family knows well. As the trusted financial partner for that family, it's something Los Angeles Police Federal Credit Union takes great pride in.

In 2010, we gave back to our members in many ways. One of the most notable was that we assisted our members with \$107 million in loan refinances which helped to lower their loan payments or reduce the length of their loans. We were also glad we could help during a time when many of our members were still being turned away by big banks without good reason.

We also gave more than \$6.4 million in dividends to our members, we are proud that we are able to continue providing our members with better returns than they could receive at most other financial institutions. Through our sponsorship program, which supports police family activities, we donated \$140,000 in contributions.

We understood this was a year of continued challenges for many of our members, therefore we worked hard to make their financial lives a bit more manageable. We helped members stay in their homes by providing mortgage workout solutions.

We conducted numerous workshops on topics ranging from managing

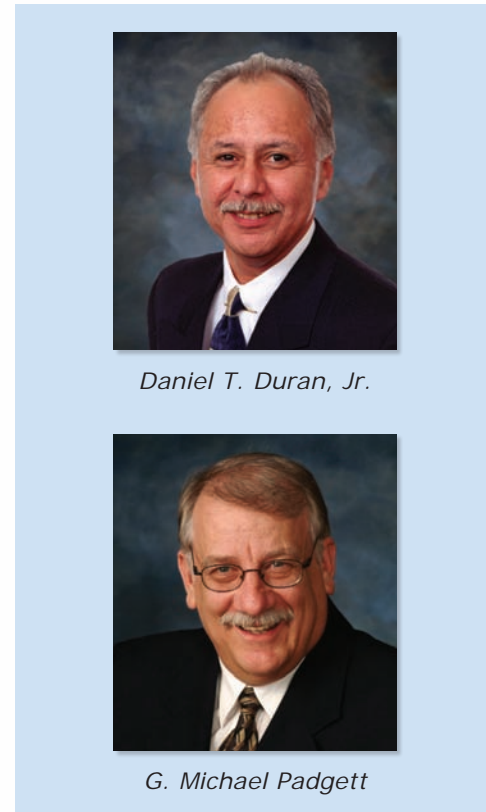
your finances to debt consolidation. Working with our partner, Money Management International, we were also able to assist members with credit counseling and debt restructuring programs.

With regard to our programs and services, we unveiled Total Rewards, an enhanced reward program which added new benefits to our Platinum Rewards Visa® Card and rewards points to signature-based usage of our Performance Checking QuickDraw Plus debit card. Our increased rewards offerings include the ability to provide cash back rebates as well as expanded merchandise offerings.

Finally, we announced a new Wills and Trust Services program to help protect and safeguard the futures of our members and their families.

In looking toward the New Year, we will be unveiling new loan products and services designed to provide even greater convenience and benefit. In January, we will begin offering FHA, VA and reverse mortgages. These are great mortgages for those who have served our country, might not have the traditional 20 percent down payment or for those looking to stretch their retirement dollars.

Within our online banking program, members will now be able to transfer between financial institutions or pay other people while online. This convenience will assist our



Daniel T. Duran, Jr.

G. Michael Padgett

members to better manage their finances.

In 2011, LAPFCU will celebrate an important milestone – 75 years of service to the Los Angeles Police family. We will be providing special activities throughout the year to help make this a celebration for us all – and as a way to “give back.”

We look forward to continuing to assist you in improving your financial lives in 2011, and wish you and your families all the best for the new year.

LAPFCU Offers Affordable Loans

LAPFCU is here to help with all your financial needs. We have low rate loans with flexible payment options and no or low fees, plus no prepayment penalties.

- **Mortgages** – This is a great time to get a low rate on a home loan. LAPFCU now also offers jumbo, FHA and VA loans, and reverse mortgages.
- **Auto Loans** – Enjoy great rates and flexible terms on new and used auto loans.
- **Visa® Credit Cards** – Our options include My First, Classic and Platinum Rewards Visa. All come with a 0% APR* introductory rate for six months; thereafter, rates
- **Personal Loans** – We offer an all-purpose Freedom Loan, personal lines of credit, share loans, share certificate loans and stock/bond secured loans.
- **Business Loans** – We offer vehicle loans, commercial real estate, revolving lines of credit and equipment loans for your business needs.

Call today to get pre-approved!

are as low as 13.99% APR* for My First and Classic Visa and 9.15% APR* for Platinum Rewards variable** rate Visa. Plus, no balance transfer fees, no annual fee and Platinum Rewards Visa earns reward points.

*APR = Annual Percentage Rate. 0.00% introductory APR applies to new Visa accounts for the first 6 months. After the introductory period has lapsed the APR as of December 16, 2010 for Platinum Rewards Visa will be 9.15% to 14.24%, for My First Visa and Classic, the APR will be 13.99% - 17.90% based on creditworthiness. **APR may increase/decrease after opening the account. APRs will vary with the market based on the Prime Rate plus a margin. APRs are subject to change without notice.

Have a HELOC/LOC? “Transfer” Loan Funds Using PATROL

Did you know that if you have a Home Equity Line of Credit (HELOC) or Line of Credit (LOC), you can easily “transfer” loan funds from these accounts into your checking or savings account using PATROL online banking. These loans typically have a lower interest rate than credit cards, plus the interest paid on a HELOC may be tax deductible*, thereby reducing the costs even further.

HELOCs and LOCs can be used

for debt consolidation, emergency situations or for paying bills such as high-interest credit card balances. If you're not sure how much you'll need to borrow, draw funds as needed up to the maximum line of credit amount.

If you have questions about your HELOC or LOC, give us a call at 877-MY-LAPFCU (877-695-2732). If you would like to apply for a HELOC or LOC, apply through



877-MY-LAPFCU (877-695-2732). Or apply securely online at lapfcu.org to be approved within minutes! For jumbo, FHA and VA loans, and reverse mortgages, please call 877-MY-LAPFCU.



CUFFS online loan application at lapfcu.org. Or, call 877-MY-LAPFCU (877-695-2732), press 3 to have an application mailed to you.

*Consult a professional tax advisor for further information regarding the deductibility of interest.

A Message from LAPCUSO Insurance Services

The management and staff at LAPCUSO wish everyone a Happy New Year!

A review of 2010 insurance operations shows that members are making good use of insurance company options offered by our insurance department. During this last year, the number of policyholders increased to 2,767; insurance policies issued or renewed increased to 3,853.

Clearly, this is a testament to this value added service. The majority of the coverages were for automobile or mechanical breakdown policies and GAP, followed by home, earthquake, life, and business owners policies. The more popular companies chosen were Mercury, Civil Service Employees and Safeco.

If you'd like to become a part of our growing insurance family, contact Maria Ascencio in our Van Nuys

office at 877-MY-LAPFCU, press 7 or fax your current policies to 818-373-8388. Our insurance specialist will review your coverage, companies and costs. If your current coverage is the best available, we will advise you to maintain the programs you've chosen. Thank you for your support.

Insurance Trend and Tips

We look for insurance rates to be flat or increase marginally during 2011. In this environment, policy holders should re-enforce their relationship with their insurance professional. Contact your insurance agent and review coverages and potential premium savings. For more information on this or any insurance related matter, contact Jerry Bichlmeier at 800-888-7187 ext 233.



Bichlmeier Insurance Services (BIS) is the proud recipient of the Mercury Insurance Group Gold Level Customer Service award. BIS is only the third Broker/Agent in all of Southern California to receive this award.

Parker Center ATM Move

In late January, the Parker Center Lobby ATM is moving to the new Detention Center next door. LAPFCU members may still conduct their business in Parker Center at the ATM located on the lower level, or at the new Detention Center.

LAPFCU Has An Exciting Opportunity For You!

Would you like to make a real difference in your Credit Union? If so, we invite you to apply to be a volunteer-at-large.

As a volunteer-at-large, you'll learn new skills through advanced and ongoing education, attend informative and productive working retreats, and be involved in making

important decisions that affect our members and our future.

If you're up to the challenge and can offer some of your time, contact us today!

Call 877-MY-LAPFCU ext. 304 or email jcaban@lapfcu.org

Balance Sheet

	(Unaudited) As of November, 2009	(Unaudited) As of November, 2010
Assets	\$732,064,000	\$737,103,000
Loans	\$498,992,000	\$471,819,000
Shares	\$641,453,000	\$646,347,000
Capital Reserves	\$87,210,000	\$87,422,000
Members	42,681	43,018

Holiday Closings

- ▶ **Martin Luther King Jr. Day** – Monday, January 17, 2011
- ▶ **Presidents' Day** – Monday, February 21, 2011



Annual Meeting of the Members

The 75th Annual Meeting of the Members is scheduled for 1:30 p.m. on Wednesday, January 26 at the LAPFCU Van Nuys Branch, 16150 Sherman Way, Van Nuys. All members are welcome to attend.

FREE Money Camp For Youth

Parents and youth, ages 11-17 are invited to attend our free Money Camp youth workshop.

Youth will learn “real world” money skills that aren't taught in school, and that will give them a lifetime of financial independence,

security and success! **Details:** Saturday, Jan. 29, 2011 from 9 a.m. – 1 p.m. at the Elysian Park Police Academy - 1880 N. Academy Drive, Los Angeles.

RSVP Today! Email rsvp@lapfcu.org or dial 877-MY-LAPFCU ext. 346.

Workshop date, time and location is subject to change and cancellations may occur with or without notice at any time. Please visit lapfcu.org or call 877-MY-LAPFCU for current workshop information.

Los Angeles Police Federal Credit Union is a financial institution with over \$737 million in assets exclusively serving active and retired, sworn and civilian employees of Los Angeles City Police, their families and select police-related groups.

www.lapfcu.org

24/7 Member Service Call Center
877-MY-LAPFCU (877-695-2732)

For account inquiries or access:

- Visit PATROL at www.lapfcu.org
- Call Code 3 Automated Telephone Banking at 877-MY-LAPFCU, Press 2

To apply for a loan:

- Visit CUFFS at www.lapfcu.org
- Call our 24-7 Lending Center at 877-MY-LAPFCU, Press 3

BRANCH OFFICES

Van Nuys Branch (Main Office)
Communications Center
16150 Sherman Way,
Van Nuys, CA 91406
8 a.m. to 5 p.m., Monday - Friday
9 a.m. to 1 p.m. Saturday

Academy Branch
1880 N. Academy Dr.,
Los Angeles, CA 90012
8 a.m. to 5 p.m., Monday - Friday

Brewer Branch
3650 Martin Luther King Jr. Blvd., #185
Los Angeles, CA 90008
8 a.m. to 5 p.m., Monday - Friday

Manchester Branch
5651 West Manchester Ave.,
Los Angeles, CA 90045
8 a.m. to 5 p.m., Monday - Friday

Senior Executive Staff

G. Michael Padgett, President/CEO
Carol Martin, Sr. VP, Operations & Member Relations/COO
Ed Hada, Sr. VP, Finance & Administration/CFO

All inquiries or comments regarding this newsletter should be addressed to the Marketing Department at 877-MY-LAPFCU.

The Supervisory Committee encourages any comments or inquiries from members regarding your concerns or the financial condition of the Credit Union. You may address your correspondence to:
Supervisory Committee
P. O. Box 14452
Van Nuys, CA 91409

All loans subject to approval of credit. We conduct business in accordance with the Federal Fair Housing Law and the Equal Credit Opportunity Act. All rates are subject to change.

