



a place to flourish



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Caring For Our Environment

This past November, Pima Federal continued to take small steps in helping the environment by hosting our first-ever Shred-A-Thon's—and we invited all of our members to participate. We partnered with Iron Mountain, a shredding and records management company, to shred all documentation such as old financial statements, receipts, secure documents and even CD's and DVD's.

We are happy to report that 5,000 lbs. of paper was collected and shredded at these events! After doing some research, we stumbled upon a staggering statistic—for every pound of paper recycled, CO₂ emissions are reduced by 4 lbs. That means Pima Federal members helped reduce our CO₂ emissions by 20,000 lbs!

Congratulations and thank you for doing your part. Be on the lookout for future shredding events hosted by your credit union.

Pima Federal: Boosting the Local Economy

Wouldn't it be wonderful to benefit from discounted prices on the goods and services that you and your family use on a daily basis? Well stop dreaming and start believing because in an effort to help our members save money, we have partnered with many local retailers, restaurants, resorts and entertainment venues to offer exclusive discounts to Pima Federal members! It is our sincerest wish that this program will not only serve as a much-needed boost to the family budgets of many in our community but also our local economy.

We are very excited to unveil this savings program and we certainly hope that our members will take advantage of this free program. To receive your discount, all you need to do is present your Pima Federal membership card—it's that easy! You can be sure that we will work to expand the list of participating companies so that our members and our community will benefit to the fullest. To see the list of participating companies, please visit our website at www.pimafcu.org and click on the "Partners" tab. It is our utmost hope that with the new year upon us, our members will continue to look to us for the tools they need to thrive financially. It truly is a privilege to serve our valued membership and it is our hope that they will not only flourish financially this year—but personally as well.

Pima Federal Receives 5-Star Rating



We are proud to announce that we have earned, for the 14th consecutive quarter, the highest rating (5 Stars) given by Bauer Financial Inc., the nation's bank and credit union rating service. This rating is based on data provided to federal regulators on a quarterly basis and is obtained by Bauer Financial Inc. in its raw form from the government and is subjected to a thorough analysis and compared with historical data for consistency. "Receiving this 5-Star rating is something we take much pride in. It truly reflects the dedication and commitment our employees and volunteers have towards our members and our communities," says Pima Federal's President/CEO Nathanael Tarwasokono.

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2010 holiday closed schedule

- New Year's Day. January 1
- Martin Luther King Day. January 18
- President's Day. February 15
- Memorial Day. May 31
- Independence Day. July 5
- Labor Day. September 6
- Columbus Day. October 11
- Veterans' Day. November 11
- Thanksgiving Day. November 25
- Christmas Day. December 25



Pima Federal and more than 1,800 credit unions nationwide have joined together to share their branches so that you can conduct your transactions at over 2,300 locations in 47 states. To find a location near you, please visit cuswirl.com



Over 35,000 surcharge-free ATM's

lucky numbers

Is your account number listed below? If so—congratulations! You've just won \$50, compliments of Pima Federal. Collect by calling or visiting the credit union. The numbers are not jumbled:

88817897, 88809878, 74485, 1700.

contact info

Financial Centers

- 3730 N. Stone Avenue
- 4841 S. Overland Drive
- 6510 N. Thornydale Road
- 1177 W. Silverlake Road
- 231 N. Pantano Road
- 2455 E. Valencia Road
- 830 E. Main Street, Suite 170 (Springville, AZ)

Home Loan Office

6781 N. Thornydale Road, Suite 203

Telephone Center

Local: 520.887.5010
Toll Free: 800.746.2328
Fax: 520.888.6033



Introducing...

James Allen,
Financial Consultant



"As your new financial consultant, I look forward to working with you and helping you achieve your long-term financial goals."

~ James Allen

About

James is a registered representative of LPL Financial and Series 24 registered with over 15 years experience helping people within the community flourish. James is a graduate with a degree in Finance from the University of Arizona. If you have any questions regarding financial planning, retirement, IRA's, stocks/bonds, mutual funds, annuities or estate planning, please contact James Allen.

Contact

Telephone: 520.745.6488

Fax: 520.745.2551

Email: jamesh.allen@lpl.com

Web: pimafcu.org



The Registered Representative(s) is/are registered representatives with, and securities and insurance products are offered through LPL Financial and its affiliates. Member FINRA/SIPO. No Credit Union is an affiliate of LPL Financial.

Not NCUA insured | No credit union guarantee | May lose value

President's Report

Dear Members,

It would be an understatement to say 2009 was a challenging year for the credit union and its members. Yet amidst the economic difficulties, we remained committed to our mission of (1) helping members achieve their financial hopes and dreams, (2) improving the economic condition of our communities, and (3) protecting the safety and soundness of our member-owned assets. Throughout 2009, we continued to work closely with our members who faced financial difficulty, and we found ways to help many members keep their homes and vehicles. We continued our support to the community by providing substantial financial resources and volunteer hours to many organizations. We strengthened the viability of the credit union by completing the Desert Energy Credit Union merger, which also provided our members with access to more locations, products and services. Furthermore, we opened a new mortgage office, which we believe will help more members

achieve their dreams of home ownership.

And now, here we stand with the freshness and opportunity of the new year set before us. As we move into 2010, I encourage you to maintain your determination as the economy struggles to turn the corner. As Americans, we are known for our steadfastness, and I have no doubt our country will emerge from this economic downturn. Furthermore, I challenge you to strive for a more complete life—whether it's better health, an improved financial situation, a more organized life, or whatever else you choose. And always remember your credit union is here to support and guide you with practical, smart, and high-quality financial tools and advice. I personally wish you the joy, opportunity and discovery that the new year will bring. We are grateful for your membership, and we look forward to serving you throughout 2010.

Sincerely, Nathanael Tarwasokono

Grand Opening: *Pima Federal Mortgage Office*

On November 23, 2009, Pima Federal Credit Union along with the help of the Marana Chamber of Commerce held the ribbon cutting for the newest addition to our family—our Mortgage Center, located at 6781 N. Thornydale Road, Suite 203. By opening this office, we hope to help many more members realize their dreams of owning a home. If you have any questions regarding home loans, we invite you to contact our Mortgage Team at 520.544.5140 or pay them a visit if you get the chance.



Discover our
Home Loans
520.544.5140
6781 N.
Thornydale
Road



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2010 annual meeting

Tuesday, April 20

6:00 p.m. to 8:00 p.m.

Please join us Tuesday, April 20, 2010, for our annual meeting that will be held at the Las Cazuelitas Event Center located at 1365 W. Grant Road (just west of I-10 behind the Grant Inn hotel). Each year we look forward to hosting this special event with the intent of informing our membership of the financial status of their credit union and announcing the newest members of our Board of Directors. It is also the pleasure of our volunteers, management and staff to meet our members that we proudly serve at this event. We hope you will be able to attend.



Roth IRA's 2010 Tax Strategies and Opportunities Seminar

Where will taxes go in the future? Uncertainty about future tax rates increases the value of tax diversification.

Join us for an educational workshop. Learn more about tax-deferred investment options as well as:

- ▶ Understanding rules and facts of Roth IRA's and 2010 tax law changes
- ▶ Learn how a Roth IRA can be a valuable retirement vehicle regardless of income
- ▶ New rollover and transfer opportunities in 2010

Guest speaker Darren Stabler—VP Black Rock
Black Rock, Largest Asset Manager In the World

Seating is limited so please call now to reserve your space
RSVP to 520-887-2325

Door prizes ♦ Refreshments ♦ Bring a friend

When: January 26, 2010

Where: Sheraton Tucson

5151 E. Grant Road, Tucson, AZ

Time: 6:00-8:00 p.m.

Cost: Free

Not NCUA insured | No credit union guarantee | May lose value

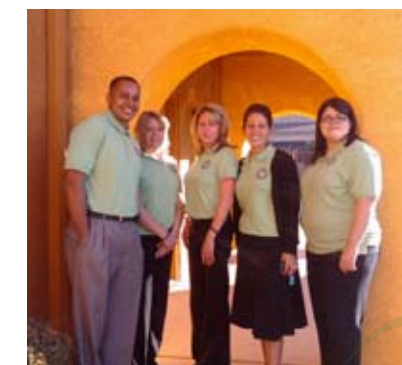
Can you help us improve our member service?

To help make every interaction with our members as pleasant and thorough as possible, we are looking for 20-25 members to offer their opinions and suggestions in a focus group. If interested, please contact our Marketing Department at (520) 887-2325 no later than January 15, 2010.

Remembering Those In Need...

In the weeks preceeding the Thanksgiving holiday, Pima Federal participated in several great fundraisers that raised awareness and money to provide local families in need with full Thanksgiving meals. It was our goal to raise \$1,000 to present ten families with a full holiday spread. However, we are thrilled to report that we raised over \$3,000 that delighted 30 families in our community.

We want to thank those who participated in these fundraising events and gave generously to aid those in our community who otherwise would not have been able to enjoy a Thanksgiving meal. Without the efforts of all of these folks, this would not have been the successful campaign that it was.



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Annual Meeting

Pima Federal Credit Union's 2010 Annual Business Meeting will be held on Tuesday, April 20, 2010, at 6:00 p.m. The meeting will take place at the Las Cazuelitas Event Center located at 1365 W. Grant Road (just west of I-10 behind the Grant Inn hotel). All members are welcome to attend and dinner will be served.

Pima Federal's nine-person Board of Directors is composed of members who volunteer their time working with management to set policy and oversee the credit union. Members elect the Board members by mail ballot as prescribed in the credit union's Bylaws.

This year, there are six vacancies on the Board—four three-year terms, one two-year term and one one-year term. Board terms are staggered so they will expire annually.

The Nominating Committee selected six candidates for the expiring terms. Their names and brief biographies are included on the reverse side of this notice.

Other Pima Federal members may also run for the Board by mailing a petition, signed by at least 200 members to: Chair, Nominating Committee, Pima Federal Credit Union, P.O. Box 50267, Tucson, AZ, 85703. The petitions must be received by March 11, 2010. Each candidate must be at least 18 years of age. Employees and members of their immediate family are not eligible for the Board.

Nominees, if applicable, will be announced to all members by March 16, 2010. This process allows members an equal opportunity to vote in the election, with the ballots tabulated by the Nominating Committee. Results of the election will be announced at the Annual Meeting.

Sincerely, Dave Bosman
Chair, Nominating Committee

Pima Federal Credit Union 2010 Election Notice

There are six terms expiring on the Board of Directors. In accordance with Pima Federal Credit Union's Bylaws, the Nominating Committee nominated six members, all incumbents, for the vacancies. Each candidate's brief biography is included on the reverse side of this letter. Please take a few minutes to look over their credentials.

In the event other Pima Federal members would like to run for the Board of Directors, please follow the instructions above.

Attention Personal Credit Line Holders:

Great news! Credit union voices were heard in Washington D.C. regarding the CARD Act (Credit Card Accountability Responsibility and Disclosure Act of 2009). Members may once again have other payment frequencies and due dates on their Personal Credit Line. If you would like a different due date or would like to have a weekly, bi-weekly, or semi-monthly payment schedule to match your payroll deposits, simply contact us at 520.887.5010.

2010 Candidates for Pima Federal's Board of Directors:

Pedro Nájera (Incumbent, three years)

- ▶ Retired Army Colonel with 30 years of active duty, Vietnam Veteran
- ▶ Bachelor's Degree in Business from University of Arizona; Master's Degree in Business from University of Kansas
- ▶ Former member of the Pentagon Federal Credit Union, San Diego Navy Federal Credit Union, Davis Monthan Federal Credit Union and Tucson Old Pueblo Credit Union
- ▶ Pima Federal Credit Union volunteer for 15 years
- ▶ Employed for 12 years by Pima Association of Governments before recent retirement
- ▶ Currently serving on the Alzheimer's Association Southern Arizona Regional Leadership Council
- ▶ Mobile Meals volunteer
- ▶ Married with three children, six grandchildren

Timothy J. Dunne (Incumbent, three years)

- ▶ Married with four children, five grandchildren
- ▶ Financial advisor since 1984 working with families on investments and retirement planning along with corporations on establishing retirement plans for their employees
- ▶ Community volunteer on projects from Arts Group to the Tucson Meet Yourself
- ▶ Board member with Pima Federal for 23 years
- ▶ Works with the state of Arizona on managing the Public Service Personal Retirement System pension plan
- ▶ A graduate of St. Thomas Aquinas College with a degree in Psychology and worked with Tucson area youth for many years

Dave Finerson (Incumbent, three years)

- ▶ Board member for 11 years
- ▶ Credit Union member at Niagara Falls Teachers Credit Union for four years, board member at Niagara University for two years, board member at Cabrini Credit Union for three years
- ▶ Member of Pima Federal Supervisory Committee since 1987
- ▶ Employed at University Medical Center Corporation for over 28 years
- ▶ Married for 40 years, three children, two grandchildren
- ▶ Active member at St. Frances Cabrini Catholic Church, tenor in the church choir

Buddy Crill (Incumbent, two years)

- ▶ Desert Energy Credit Union board member for six years
- ▶ Served on the Desert Energy Credit Union ALCO committee
- ▶ Executive for an engineering consulting company specializing in electric power related services, including renewable energy development
- ▶ Science Fair chairman for a local elementary school
- ▶ Married with two children

Linda Kennedy (Incumbent, one year)

- ▶ Desert Energy Credit Union board member for over 18 years
- ▶ Corporate secretary for Tucson Electric Power (TEP)
- ▶ TEP employee for 29 years
- ▶ Served in the following positions at Desert Energy Credit Union: Chairperson, Vice Chairperson, Secretary, Chair, Compensation Committee, and member of Insurance, Policy and 401K committees
- ▶ Involved in various community organizations
- ▶ Married, one daughter

Victor Rodriguez (Incumbent, three years)

- ▶ Elected as a board member for Desert Energy Credit Union
- ▶ Earned a Bachelor's Degree in Business Administration from the University of Arizona with a major in Accounting
- ▶ Currently employed as a Principal Finance Analyst in the Budget Division of Pima County
- ▶ Retired from TEP after 32 years as the Lead Business Analyst for the Generation Business Unit. Other areas of experience include Planning and Budgeting, Financial Forecasting, various Accounting areas and Internal Audit
- ▶ Serving on the St. Joseph Parish Finance Committee for the past 16 years
- ▶ Served the maximum terms allowed on the St. Joseph School Advisory Board including two terms as Advisory Board President
- ▶ Married for 35 years, three children—all U of A graduates. Bear Down!