



Jennifer Hanly

My story begins right here in Sarnia and never veers far from our beautiful city. I was born in Sarnia and raised to earn every dollar and appreciate every penny. From an early age, my father tried to get my brother and I at least interested, if not involved in finances and budgeting. While I was more interested in sports at the time, I always listened to what dad had to say. As soon as I turned 16, I was itching to enter the workforce and have been working ever since.

It was when I went off to University in London that my real interest in finances began. Perhaps it was due to the never-ending stream of bills I was personally responsible for; or it could have been my ever-decreasing cash flow. Whatever the reason, I took a keen interest in financial planning.

It was also in University that I met the man I was destined to marry, my husband Ryan. Fate would have it that he, too, was a fellow Sarnia resident and, after much contemplating, I decided to move back home

after graduation. While I loved London, being born and raised in Sarnia with its beautiful beaches and tight knit community had a life long impact on me. I just couldn't picture leaving this city behind - I'm here for life.

After receiving my Bachelor of Arts from Western, I returned home to begin what would hopefully be a lifelong career in the financial industry. I began my journey at the CIBC bank as first a Personal Banker and then a Financial Advisor in Petrolia. While at CIBC, I achieved my Mutual Funds designation and assisted clients in broadening their investment portfolio with mutual funds. It was exciting to know that I could provide clients with valuable advice to assist in their financial planning goals.

From CIBC, I accepted a position with Freedom 55 Financial as a Financial Advisor. It was there that I successfully completed the Life License Qualification Program and further developed my skills as an Advisor. With an increasing interest in financial planning, I enrolled in the Certified Financial Planner (CFP) designation and began the challenging, but extremely valuable process towards becoming certified.

My career path has now brought me to Southwest Regional Credit Union where I know I have found home. I have found the support and encouragement within the Credit Union to grow and develop in a career I truly enjoy – and the members are certainly the icing on the cake! In my short time at the Credit Union, the members and staff have already made me feel welcome and part of the community. It is here, within the Credit Union that I begin a rewarding career serving our members and working within the community.

I continue to work towards my CFP designation to better assist and advise our members in their financial endeavors. I will be based out of the Sarnia office and am ready to serve our membership with innovative investment solutions.



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Since 1939

From the General Manager's Desk: Southwest Regional's Economic Update

Everyone has been impacted by the current financial crisis. Financial markets continue to slide in reverse, consumer demand both domestic and globally remains weak and rates continue to fall in an effort to simulate the economy. Many financial institutions, including Credit Unions, are not immune to the economic climate. Most financial institutions are financially strong and they will weather the storm reasonably well but they will need to address certain issues, most notably will be financial margin. Financial margin is defined as the difference between the member's borrowing costs and what the financial institution pays it depositors for their deposits so that they in turn can lend that money out to their borrowers. The profit is used to pay expenses and build reserves.

Borrowing rates are primarily determined by the Bank of Canada Prime Rate. Governments have been lowering this rate in an effort to stimulate consumer spending. The current Bank of Canada Prime Rate is 2.5%. This is a record low.

Due to shrinking margins, many institutions have begun to make changes to how they determine what the borrowing rates will be. They have gone in one of two directions. Some have created their own "bank prime" rate and others continue to use the Bank of Canada but have now added a bonus to the rate. There are even situations where institutions have implemented both of the changes simultaneously.

When reviewing what your borrowing options are, please be sure to do the following:

1. Question the rate. Are you quoted a rate based on the Bank of Canada Prime Rate or the Financial Institution

Prime Rate? This applies to all lending products including Home Equity Lines of Credit, Education Loans and Student Lines of Credit.

2. Question if interest rebates will be paid. Credit Union members receive interest rebates. Interest rebates is a portion of the Credit Union profits given back to it's members. Credit Union members are entitled to rebates because they are the owners of the institution.

3. Question if free banking is available. Don't be confused by flat fee services. Question if the service is absolutely cost free.

Southwest Regional Credit Union is financially strong and our business model is envied by others. We have the resources available to help you personally manage the current economic crisis. Our lending rates are based on the Bank of Canada Prime Rate. We have a sound history of paying our members interest rebates and we make free banking available to our membership through our Ultra Benefit account. We invite you to take a few moments to talk to our representatives to review the ways we can help you save money. Our advice is free and we would love the opportunity for you to experience **BANKING JUST LIKE IT USE TO BE.** Serving People with People since 1939.

** All rates are effective as of April 6, 2009 and are subject to change.*

Southwest Regional Credit Union
is celebrating

70 YEARS
of
"Serving People
with People"

Friday July 24, 2009
You are all invited to
join our festivities.

More details will be
announced in the
next newsletter.



Patty Levack

My career started in the financial industry in 1974 at the young age of 17. Just two weeks after graduating Grade 12, I was hired as a teller for Lambton Loan & Investment. A year later, I applied and was transferred to the Mortgage Department as their Payments Clerk. About a year later, I applied and became their Assistant Mortgage Officer. I worked in this capacity until the fall of 1983 when I resigned after the birth of my second son.

For the next nine years, my life was full as a stay at home Mom. Life was busy with volunteering at the boy's school for Hot Dog/Pizza lunches and chaperoning many field trips. I was also driver to all their extra activities and sports, and can't forget all the homework and fundraisers for the field trips.

In 1992, I decided to re-enter the workforce and was fortunate enough to be hired by Imperial Credit Union Ltd. in their Loan Department. This was the beginning of a long and fulfilling career in the Credit Union system. I was the Loan Officer at the Imperial Branch of Southwest until December 1997 at which time I was promoted to the Corunna Branch as their Branch Manager. I came to the Exmouth Branch as their Branch Manager in November of 2002.

During my 16+ years with Southwest Regional Credit Union Ltd. I have had the pleasure of working at 3 of their branches. I have worked with the best co-workers ever and the most wonderful of members. We recently hired a new Full-time Teller at the Exmouth Branch and I came to find out that I was her Mother's supervisor in the Mortgage Department of Lambton Loan & Investment and was now her supervisor at Southwest Regional Credit Union Ltd.

Some say I am too young to retire but at that moment I felt old. So it is with a heavy heart to be retiring with over 26 years in the financial industry as the Credit Union family has become a second family to me and I will miss everyone dearly. I am looking forward to spending more time with my family and planning more cruises/vacations with my husband. Next time you see me, it will not be behind the counter but on the other side in line with the other members.

A big thank you to all the staff and members that made my time with the Credit Union such a memorable one.



Sherry VanBilsen

Tony Gioiosa, General Manager, is pleased to announce the appointment of Sherry VanBilsen as the new Exmouth Manager.

Like most teenagers, Sherry was unsure of her career path. High school offered the perfect opportunity for her to try out different avenues through their Co-op placement program. The school sent her to Moore Credit Union on Exmouth Street. At the time, Sherry did not even know what a Credit Union was. She enjoyed the experience and was soon hired as a part-time teller. When she graduated high school she was hired as a full-time teller. Throughout her tenure she has been held the Teller and Loans Clerk and most recently, Loans Officer position. When hired, Sherry was the youngest staff member and now due to the length of her employment, feels like she is the "old" one. Many members will remember photos of her graduation, wedding and the birth of her two children. Just as her family has grown over the years, she has had the privilege of watching the Credit Union grow.

Congratulations Sherry on your new position.



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*Rates based as of April 6, 2009. Certain conditions apply.

Please join us at
**Sawmill Creek
Golf Resort**

Wednesday, May 20, 2009
as together we co-host the Sarnia
Chamber **Business After 5.**

