

## Coming Soon: New Online and Mobile Banking Experience



SECU is excited to announce that we are in the final stages of development for a new Online and Mobile Banking experience. We listened to your feedback and created new digital banking tools that offer:

- **More convenience** with integrated SECU credit card information and payment abilities, online bill pay, account alerts, and enhanced mobile deposits
- **Faster service** with person-to-person transfers, easy transfers between SECU accounts, and quick balance checks

- **Enhanced security** with fingertip or pin log-in and text messages for password retrieval
- **Financial Tools** that help you set budgeting and savings goals, and offer easy ways to transfer funds between accounts to help you achieve your goals

The new experience will launch in February. Look for more information about this in the coming weeks. To learn more, visit [secumd.org/goingfurther](http://secumd.org/goingfurther).

## SECU Sponsors Baltimore Blast, Launches Goals for Kids Program

SECU is a proud sponsor of the 8-time Major Arena Soccer League Champion Baltimore Blast, who play their home games at SECU Arena on the Towson University campus.

To celebrate the relationship, SECU has launched the Goals for Kids program. For every goal scored by the Blast during their regular season home games, SECU will donate \$100 to the University of Maryland Children's Hospital, which combines state-of-the-art medicine with family centered care to treat children throughout the mid-Atlantic region.

In addition to Goals for Kids, SECU's sponsorship of the Blast will include Blast player appearances at SECU branches and throughout the community. SECU will also support the "Parade of Champions," where area youth are recognized for their achievements,



whether it be on the soccer field, in the classroom or in the community.

"SECU has a long history of giving back to the communities we serve, and we are very excited to support the UMD Children's Hospital through our sponsorship of the Baltimore Blast," says SECU President and CEO Rod Staatz.

The Baltimore Blast will play 11 home games at SECU Arena.

## From Orientation to Onboarding: SECU Finds Success with new 12-Month New Hire Onboarding Program

SECU has taken an innovative approach to help retain great employees and strengthen our corporate culture through a new 12-month Onboarding program.

“We wanted to be an organization where employees felt welcomed, valued, and needed from day one,” said Rod Flowers, VP of Human Resources Development. “This new Onboarding program helps people really feel like they are part of the SECU family.”

As part of the new program, each month SECU holds a three-day new hire orientation. There, employees learn all about SECU and the work we do that supports our member experience. From there, employees participate in a series of in-person and digital training sessions held over a 12-month period. The new program focuses on

the elements every employee at SECU has in common: corporate and personal branding, collaboration, engagement, member service, and accountability.

The first cohort has successfully completed their 12-month Onboarding. “This process showcases the entire SECU employee experience,” said participant Jessica Sheppard, Member Advisor, Fullerton Branch. “It brought people together. It is nice to see the investment SECU is making in their employees. It was a great experience!”

After one year, this program has proven very promising in building a positive corporate culture.

We are always looking for more great people to join our team! If you are ready for your next career adventure, visit [www.secumd.org/careers](http://www.secumd.org/careers) to see our open positions.



## United Way

As a member-owned credit union, SECU feels strongly about giving back to the communities we serve. During our annual United Way giving campaign, SECU raised over \$37,500 for the United Way of Central Maryland through employee pledges and special fundraising events. We also made a \$6,000 corporate gift to the United Way, which will go toward programs supporting financial literacy.

During the campaign, employees volunteered their time to support a number of worthy causes, including the United

Way of Central Maryland Project Homeless Connect, the Community Assistance Network, and My Sister's Place Women's Shelter.

“The efforts of SECU and our employees will go a long way toward supporting the United Way and their work to help families obtain access to safe and affordable housing, employment opportunities, good healthcare, affordable food, and quality education programs,” says Rod Flowers, VP of Human Resources Development at SECU.

## 2018 Annual Meeting

**Members are welcome to join Rod Staatz, SECU's President and CEO, and the Board of Directors at our 2018 Annual Meeting:**

Wednesday, April 25 at 4 pm  
Hilton BWI Airport Hotel  
1739 W Nursery Road  
Linthicum Heights, MD 21090

SECU members in good standing may attend to learn about our achievements in 2017 and plans for 2018.

The following three incumbent Board members will be nominated to serve an additional term on the Board of Directors.

### **Janet Bacon, Board Director**

Janet Q. Bacon joined SECU's Board of Directors in 1996. She retired from the University System of Maryland as the Director of Legislative Affairs, following a career of service as the Deputy Director of the Bureau of Administrative Services with the Division of Parole and Probation, and Administrator with the Maryland Parole Commission. Ms. Bacon earned a Master of Science in Criminal Justice from the University of Baltimore and a Bachelor of Arts from Morgan State University. Prior to joining SECU's Board, she served as Chair of SECUity Financial Group, Inc., a wholly-owned subsidiary of SECU. Ms. Bacon has served as Board Secretary and as Chair of the Nominating, Strategic Planning, and Member Service Committees. Ms. Bacon is a Certified Credit Union Director. Ms. Bacon earned the Certified Credit Union Director credential (CCD) in 2006 after completing the Executive Education Program at Harvard Business School.

### **Juancho Baino, Vice Chair**

Juancho Baino joined SECU's Board of Directors in 2012 and currently serves as Vice Chair. He has over 27

years of experience in public service. He is the Associate Comptroller for Systems Development at the University of Maryland College Park (UMCP). His current responsibilities include oversight of financial systems applications development, management and support for UMCP. In addition to UMCP, Juancho also supports financial systems utilized by the University System of Maryland, University of Maryland Eastern Shore, and University of Maryland Center for Environmental Science. Juancho received his Masters and Bachelor of Science degrees in Information Systems from the University of Maryland Baltimore County. Mr. Baino also holds a Certificate in Financial Management from Cornell University.

### **Ellen Gardner, Board Director**

Ellen Gardner has served on SECU's Board of Directors since July 1998 and is the current Chair of the Strategic Planning Committee. Ms. Gardner is the Chief Financial Officer of Entrepreneurs' Organization in Alexandria, Virginia. She has a long history with Community Connections and previously served as their Chief Financial Officer. She has worked in the non-profit consulting community for many years as the Chief Operating and Financial Officer for The Roberts Group, LLC, an association management company and as a Senior Manager with Beers & Cutler. Early in her career, she spent nine years with the University of Maryland, Baltimore County. Ms. Gardner is a Certified Public Accountant and holds a Master of Business Administration in Finance from Loyola College and a Bachelor of Arts in Economics and Management from Goucher College.

In the event there is more than one nominee for each Director, a printed ballot will be mailed to each member eligible to vote before the election. Results will be announced at the Annual Meeting.

## Reality Fairs

SECU recently hosted two Reality Fairs for students at Sparrows Point High School and Towson University, where participants got a heavy dose of financial reality to help prepare them for their financial futures. Reality Fairs are designed to give students first-hand experience in managing their money and making smart, informed financial decisions that will help them once they graduate and go on to college or jobs in the real world.

Participants are assigned careers based on their interests and given a monthly salary. They then have to determine how to live within their means while paying for basic necessities, covering emergency expenses, building savings, and choosing how to spend discretionary income. After making their decisions, students met with financial counselors from SECU to review their choices to see what they could do to improve their money management skills. Reality Fairs give students the opportunity to understand real-world budgeting to better prepare them for life after school.



**SHARE  
YOUR  
SECU**

We're looking for more great members like you. Refer your friends, family, and colleagues, so they too can reap the benefits of being part of your credit union. With SECU, they will get better rates, lower fees, financial wellness programs, and true customer service. **You and your friend will each receive \$25 when they open an account.\***

#### Here's how it works:

- You complete a short referral form **online**
- Your friend receives an email invitation to set up membership and open a new account (e.g. checking, CD, credit card)
- After they set up membership and open their new accounts, you'll each receive \$25\*

#### It's that easy!

Refer as many friends and family as you want and earn up to \$250 each month!\*

You love your relationship with SECU, so **share your SECU today! Visit [secumd.org/share](http://secumd.org/share) to get started.**

\*For complete disclosure, please visit [secumd.org/share](http://secumd.org/share). (in smaller text)



PO Box 23896 • Baltimore, Maryland  
21298-8925  
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For our Expressline bank-by-phone service, call 410-487-7930 or 888-643-9777 anytime. Contact SECU at 410-487-7328 or 800-879-7328 Monday through Friday, 8:00 a.m. to 7:00 p.m., and on Saturday from 9:00 a.m. to 1:00 p.m.

#### Board of Directors

##### Officers:

Gayle M. Seward, *Chairman*  
Juancho Baino, *Vice Chairman*  
John D. Kenney, *Treasurer*  
Timothy G. La Valle, *Secretary*

##### Directors:

Janet Q. Bacon, Sharonne Bonardi, Ellen C. Gardner, Mark A. Reger, Donald Tynes, Sr.

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