



Money Matters

Agent Edition

Get To Know Our New CEO, Laura Campbell.



Q. Tell us a little about yourself.

A: I have been with the Credit Union for 22 years, the last four as President, before adding the title of CEO on August 6th. I graduated from the University of Northern Iowa with a degree in Accounting, and I am a CPA (inactive). My husband is a high school teacher, pilot, and flight instructor, and we have two children.

Q: What are your priorities as the new CEO?

A: 1. Member service is our top priority! 2. Our team – we can't provide great service without a

great team! 3. Technology – how we utilize this to make our member experience simpler and seamless. 4. Innovation – we must be proactive vs. reactive, to take advantage of our changing environment and be prepared for the future.

Q: What are your overall goals?

A: To Improve the financial lives of our members! Everything we do is for our members.

Now you know a bit about me, I hope you enjoy reading my inaugural *Money Matters* letter!

This month, on October 18, we celebrate International Credit Union Day. You might be tempted to think that this is just one more 'day' to add to the endless list. We hope you give it the benefit of the doubt. The Credit Union movement started as a community response to a crop failure. Locals chipped in money to a common, not-for-profit, fund to lend to neighbors at subsidized rates to buy bread and other staples. For almost two centuries this neighbor-helping-neighbor movement has persisted and for good reason. At its heart is the desire to care for community and provide an immeasurable service—financial security and the knowledge that loved ones won't go without.

The modern Credit Union movement, reaching over 100 countries, continues to build on this early spirit— and our Credit Union, serving Farmers employees, agents and partner organizations—is no different. As a part of this heritage, we enjoy helping our member-family achieve financial goals each day with care, smarts and a sense of purpose. But those we support are more than friends and “clients”—they are also our bosses. Like the long-ago townspeople who pooled resources, you collectively own us. In practical terms, this means that surplus profit—after paying staff and other operating expenses such as providing products and services to you—is returned to members as low loan rates, higher savings rates, and lower fees and services charges. Not to mention healthy cash bonuses.

This year, we are forecasting to pay out almost \$3 million to members in bonuses. Banks, which pass on profit to shareholders, simply don't do this. We hope you save some of this cash with us of course, for “rainy days” and to fund dreams and aspirations. In addition to providing profitable ways to save and subsidized borrowing, we also take pride in helping you manage your finances. Having financial insight is a vital part of making the most of your money, so we're always ready with advice and tools like our Financial Wellness Center and Financial Check Up—all free and designed to help you build wealth faster, and to develop healthy financial habits.

Laura D. Campbell

Laura D. Campbell
President & CEO

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Declutter Your Home And Mind This Fall

Move over spring cleaning. Fall is increasingly a great time to get you and your home organized and ready for the holidays. In fact a recent survey suggests that 45% of Americans believe fall is the best time to get organized.

The folks at *Psychology Today* magazine agree, advising it's good to start with a fresh, decluttered space that makes our increased time indoors tolerable for longer. They also note that clutter is mentally exhausting.

Here are some popular goals with a little help from Cleaninginstitute.org, *Huffington Post*, *Style At Home* and *Women's Day* magazines.

- 1. Hit the dry cleaners.** Launder your comforters, mattress covers, bed pillows and blankets; then turn mattresses. Don't forget throw pillows and TV-room blankets. Also, launder your curtains. They soak up humid summer air causing dust/allergens to stick.
- 2. Clean the fireplace.** And cut back tree branches that might be hanging too close.
- 3. Dust your heating vents.** These are probably full of dust and allergens after the summer hiatus.
- 4. Deep clean the house.** Remove cobwebs in the corners and around the light fixtures and ceiling fans; move furniture and clean underneath. Check the carpet for spots and stains.
- 5. Tackle the refrigerator.** Check for expiration dates and discard as needed, then clean shelves and crisper trays. Also remove dust/lint buildup outside, which can reduce cooling efficiency.
- 6. Clean/repair the outside of your home.** Better a new paint job than replacing or repairing due to rust and rot. A little prevention each season will avoid much larger and more expensive repairs down the road (our low-rate Credit Card can help with some of these costs).

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Challenge Is My Mentor

“I came here as a young woman [at the time of the Revolution],” Jila Badiei explains her sudden uprooting from Iran. She does not dwell on this, but tells us that she hopes, someday [in better times] more people can visit — “a beautiful country” with people who are the “kindest and most hospitable you could meet.”



In her office suite overlooking the Hollywood Hills—walls decorated with original art—Jila looks like a high-powered attorney. Probably not unlike the attorney she once wanted to be before regime-change intervened, and she came to the U.S. to a new and uncertain life. Once here, a friend recommended she consider insurance. “I realized the great value of insurance and how much it can help others.” The rest is history and an American success story began.

Starting at Principal Financial Group, and later Allstate where she built a successful agency from scratch, Jila eventually made Farmers her home. “The brand is great...with great standing in the community.” After eight years, and a host of Topper Club, Championship and President’s Council awards among others, she became a District Manager for the Los Angeles/Beverly Hills area. Now six years later, she likes nothing more than helping her team succeed and finding new talent. Her one regret—no longer hitting the streets and selling.



What strikes you about Jila is how she seems mentally switched-on at all times. “You are what you think,” she explains, and further stresses the importance of acting and thinking positively. “Every day agents go through many ups and downs. If you lose a client, snap out of it as quickly as possible and learn from it.” Her philosophy—“View your

experiences in a positive light...when facing barriers, immediately think about ways to get around them... eventually good things will happen.”

One piece of artwork on the walls, a galloping horse, we learn is Jila’s. A trained artist, she paints at any opportunity. “It’s important to pursue interests outside of work,” she opines, “not just for quality-of-life, but because without these you burn out.” Jila is also passionately involved with Children’s Hospital and educational programs, and proud to have completed an LA Marathon.



We asked Jila what she recommends agents do at this time of year. “Make this the best quarter of the year” she shoots back. “Many agents work less at this time, so you have less competition.” She explains the psychology—she’s a psych major by the way. “This time of year people plan to do new things.” So she tells her agents: “See your clients to make sure they’re completely protected for the new year. It’s a great time to look into financials, review policies and start planning for retirement.” “The last quarter has always been my best,” she adds for emphasis. “And

follow up. It’s extremely important. Done the right way it’s not pushy but makes you look professional, like you really mean business.”

Farmers has been good to Jila, so much so that she offered—“If I had known about Farmers when I started, I would have joined them off the bat.” That sentiment extends to the Credit Union. “They have always been extremely good, extremely ‘on it’ and very professional. I’ve had many experiences from opening an account, buying a car...Recently I refinanced a large deal, two of my own properties with them. It really is ‘easy, breezy’ working with the Credit Union.”

As we do, we asked for a parting word of wisdom. Being Jila, she left us with two. “Don’t worry about competition. The more the better. Even if someone else starts the conversation, just be better, be the closer. You be the person who closes the deal.” And finally—“Don’t be afraid of challenges. They are good to have. Enjoy them, welcome them, and learn from them.” ■





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Loan Type	Loan Amount	Rate	Term	Monthly Payment
Agency Secured Loan	\$100,000	5.99%*	84 Months	\$1,465
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Monthly Savings				\$619

*APR = annual percentage rate. Rates include discounts for \$1,000 monthly recurring Direct Deposit into a single Farmers Insurance Federal Credit Union Checking Account and Automatic Payment/Folio Deduction. Rates are subject to change at any time. ** Average Savings is based on Agency Acquisition Loan of \$50,000 and Contract Value Loan of \$37,000 comparing the "standard" loan with the "Flex" loan for an extended period and higher interest rates. Annual Percentage Rates in this example range from 4.49% to 8.99% and loan terms range from 84 months to 180 months. Interest rates and actual payment savings subject to credit approval, and may result in higher total interest being paid. For full terms and conditions contact a loan officer at the Credit Union. This Credit Union is federally insured by the National Credit Union Administration. This Credit Union is an Equal Housing Lender, we make loans without regard to race, color, religion, national origin, sex, handicap, or familial status.



Employee Spotlight



Meet Branch Counselor
Nishaun Ruiz

Your Credit Union is only as good as the service you get from us, which is why we have such awesome employees. This issue, get to know our branch team a bit better in the 5th of our Spotlight series.

Five hashtags that describe you?

#outgoing #lakersfanforever #coolunderpressure
#leadbyserving #lifesamarathonnotasprint

Favorite Music, Sports Team and Recreation?

I grew up in the Reseda district of the San Fernando Valley in California, which is very diverse but also close-knit. I love hanging with my friends. I'd also like to learn to cook well someday (love food!). I love playing sports—basketball (guard/strategist), football and some track. Team sports is a great life-lesson teacher! Music? Hip hop, Rap, R&B and some Pop. I help with volunteer work at church (mom does much more!).

In your own words—what is your job?

I'm a relationship builder. It doesn't happen overnight. If other people can relate to you, you will earn the right to have them listen to you, take your advice and work with you as a trusted partner.

A secret talent and ambition?

I wanted to be a Lakers guard. Speaking of which, this might be their year, or next! I'm starting a communications/marketing degree this fall and have a good "Sports IQ," so being a sports agent might be fun!

A piece of wisdom to live by?

My mother brought me up humble. To think of others. Along these lines, the best asset is the relationships you build and how you help others. A good guard does that in basketball — feeds the ball and opportunities to others. Then, when you need support, others are there for you — will help you. ■

Continued from page 2

Organizing and decluttering are equally important:

1. Organize the garage.

You'll need the extra space to store the patio furniture.

2. Designate a morning "launch spot."

Have kids? Create a space where you have all the things needed for the day including backpacks, keys, cell phones, gym bags, etc.



3. Clean out the closet.

Too many clothes or toys/games? Donate toys and clothes that have been outgrown.

4. Reusable shopping bags.

If these are floating around the car and home, collect them in one place.

5. Purge.

Past years' accumulated school papers, old notices, outdated newsletters, and artwork. Either toss, or download an app to archive what you can't do without.

6. Let go of old coffee mugs.

Discard chipped ones, and throw out those you never use (most people only use a fraction of them). If you can't part with any for sentimental reasons, put them in storage.

And remember to properly discard financial papers you no longer need, and check your budget to make sure you're on track for the holiday season.

If needed, increase contributions to your Credit Union savings club accounts, and make sure you have one of our free, low-rate Credit Cards with rates half or less those of most banks and retailers, for all those upcoming holiday gifts and New Year's sales. ■

Loan Rates

AUTO Fixed Rates	
Term	Fixed Rate (APR ¹ as low as)
48 mo.	1.99%
60 mo.	2.49%
72 mo.	2.99%

¹APR=Annual Percentage Rate. Rates listed are current as of 8/1/2018 and are subject to change without notice. Rates shown are our preferred rates based on credit worthiness and a 1.00% discount based on \$1,000 monthly recurring Direct Deposit/Folio Direct Deposit into a single Farmers Insurance Federal Credit Union checking account AND Automatic Repayment, if applicable an additional 0.25% discount when you purchase through the Farmers Insurance Car Buying Service. ²Home Equity loans are available in all states except Alabama, Alaska, Florida, Hawaii and Louisiana. Lines of Credit are available in all states except Alabama, Alaska, Florida, Hawaii, Texas and Louisiana. ³Maximum Loan-to-Value of 100%.

HOME EQUITY LINE OF CREDIT ²	
% Financed	Variable Rate (APR ¹ as low as)
Up to 100% ³ (owner occupied)	4.49%

HOME EQUITY ² Terms up to 240 months	
% Financed	FIXED Rate (APR ¹ as low as)
Up to 100% ³ (owner occupied)	4.99%

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Calendar

NOV 22	Credit Union Closed in
NOV 23	Observance of Thanksgiving.
DEC 24	Credit Union Closed in
DEC 25	Observance of Christmas.
2019	
JAN 1	New Year's Day Credit Union Closed
JAN 21	MLK Jr. Day Credit Union Closed

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