



b the  
buzzzz

Spring 2020

accomplish more with  
everyday equity!

Whether it's tuition, a new project around the house, a long-awaited vacation or you're simply looking to save more by consolidating high interest debt, our **Everyday Equity** line of credit will provide you with budget friendly options, so you can accomplish more.

Everyday Equity is a home equity line of credit designed specifically with your budget in mind. It offers added flexibility, enabling you to "lock in" our already great, low fixed rates on up to two (2) segments of your line.\*\* And, as you pay down these segments, the funds become available on your master line again. **Plus, for a limited time, receive \$100 Cash Back at closing!†**

Now through June 30, 2020

Lock in fixed rates  
as low as **1.99%** APR\*

for terms up to 30 months on up to two (2) segments  
of an Everyday Equity Line of Credit!\*\*

### everyday equity features:

- Minimal closing costs!\*
- Low monthly payments!
- Access to funds when you need them!
- Great low variable rates on your master line!
- And, the flexibility to lock in our low fixed rates on up to two segments of your line.\*\*

### apply today!

Our experienced team of lenders will guide you through the process! Call **800.562.6049** or visit us online at [www.service1.org](http://www.service1.org) for more information.

\* APR = Annual percentage rate. The rate on the Everyday Equity Line of Credit (EELOC) segment is as of publication (3/15/2020). 1.99% APR available on A+ Credit for 30 month fixed-rate segment, first lien position EELOC. Minimum loan amount is \$7,500.00. Sample payment on \$7,500.00 borrowed for 30 months at 1.99% APR would require a monthly payment of \$256.61. Your rate may vary and will be determined by your individual credit profile and your home's available value (determined by appraisal less any outstanding mortgages). Once approved, the rate will not change for the initial term of the loan. Owner-occupied residences only. The fees to be waived are the Property Search, Flood Search and Recording Fee. If the loan is paid off within a 36-month period, fees may be reassessed and included in final payoff. The Satisfaction Fee will not be waived and will be collected at the end of the term of the loan. Any additional fees, including appraisal fees, will be the responsibility of the member. Automatic payment preferred from a Service 1st deposit account. Other conditions/restrictions may apply. Programs, rates, terms and conditions are subject to change without notice. Membership eligibility required. Offer valid through June 30, 2020. \*\* Segments have a fixed rate (the rate will not increase at any time while the plan is open), term and payment. Combined total of segments cannot exceed maximum amount of master line of credit. As balance of segment is reduced, it will proportionately increase available amount of master line of credit. The rate on the master line of credit portion is variable, Prime Rate + 0% for up to 80% LTV (loan to value), Prime Rate + 1% between 80.01% and 90% LTV and is subject to change monthly. This rate varies with the market based on the Prime Rate published in the Wall Street Journal. The annual percentage rate (APR) may increase after consummation; minimum floor APR is 3.50%, maximum ceiling APR is 18%. Programs, rates, terms and conditions are subject to change without notice. Membership eligibility required. Maximum of two (2) termed out segments within master line of credit at any one time.† Limited time offer. Restrictions apply. Member may earn up to \$100 cash incentive which will be deposited into member's share account within 10 business days after closing a qualified loan. Offer valid on EELOC with an immediate draw of over \$7,500 or a Home Equity Loan with a balance over \$7,500 between March 15, 2020 and June 30, 2020. Existing Service 1st loans are not eligible. Cash incentive requires a minimum of \$7,500 financed. Cash incentive must be reported as taxable income. See tax specialist for details. Terms and conditions subject to change without notice.

[www.service1.org](http://www.service1.org)  
800.562.6049

 **service1st**<sup>®</sup>

Friends you can bank on.



# Keeping Cool: Investment Strategy vs. Reaction

After losing ground in 2018, U.S. stocks had a banner year in 2019, with the S&P 500 gaining almost 29% – the highest annual increase since 2013.<sup>1</sup> It's too early to know how 2020 will turn out, but it's been rocky so far, and you can count on market swings to challenge your patience as an investor.

The trend was steadily upward last year, but there were downturns along the way, including a single-day drop of almost 3% on August 14. That plunge began with bad economic news from Germany and China that triggered a flight to the relative safety of U.S. Treasury securities, driving the yield on the 10-year Treasury note below the 2-year note for the first time since 2007. A yield curve inversion has been a reliable predictor of past recessions and spooked the stock market.<sup>2</sup> By the following day, however, the market was back on the rise.<sup>3</sup>

It's possible that a yield curve inversion may no longer be a precursor to a recession. Still, larger concerns about the economy are ongoing, and this incident illustrates the pitfalls of overreacting to economic news. If you were also spooked on August 14, 2019, and sold some or all of your stock positions, you might have missed out on more than 13% equity market growth over the rest of the year.<sup>4</sup>

## Tune Out the Noise

The media generates news 24 hours a day, seven days a week. You can check the market and access the news anywhere

you carry a mobile device. This barrage of information might make you feel that you should buy or sell investments in response to the latest news, whether it's a market drop or an unexpected geopolitical event. This is a natural response, but it's not wise to react emotionally to market swings or to news that you think might affect the market.



## Stay the Course

Consider this advice from John Bogle, famed investor and mutual fund industry pioneer: "Stay the course. Regardless of what happens to the markets, stick to your investment program. Changing your strategy at the wrong time can be the single most devastating mistake you can make as an investor."<sup>5</sup>

This doesn't mean you should never buy or sell investments. However, the investments you buy and sell should be based on a sound strategy appropriate for your risk tolerance, financial goals, and time frame.

And a sound investment strategy should carry you through market ups and downs.

It can be tough to keep cool when you see the market dropping or to control your exuberance when you see it shooting upward. But overreacting to market movements or trying to "time the market" by guessing at future direction may create additional risk that could negatively affect your long term portfolio performance.

All investments are subject to market fluctuation, risk, and loss of principal. When sold, investments may be worth more or less than their original cost. U.S. Treasury securities are guaranteed by the federal government as to the timely payment of principal and interest. If not held to maturity, they could be worth more or less than the original amount paid.

For more information, please contact **Gary Surak**, Vice President, Wealth Management and Service 1st Retirement and Investment Center Representative\* at **570.271.7596**



**Gary Surak,**  
Vice President  
Wealth Management

1) S&P Dow Jones Indices, 2020 2) The Wall Street Journal, August 14, 2019 3-4) Yahoo! Finance (S&P 500 index for the period 8/14/2019 to 12/31/2019) 5) MarketWatch, June 6, 2017. \*This advisor is also an insurance agent and some of the products sold are annuities and insurance contracts. Securities sold, advisory services offered through CUNA Brokerage Services, Inc. (CBSI), member FINRA/SIPC, a registered broker/dealer and investment advisor. CBSI is under contract with the financial institution to make securities available to members. Not NCUA/NCUSIF/FDIC insured, May Lose Value, No Financial Institution Guarantee. Not a deposit of any financial institution.

## stay alert! | stay up-to-date about the latest scams

Evil doers are opportunists and they never seem to give up. To stay up-to-date on the latest scams visit the Federal Trade Commission's page at <https://www.consumer.ftc.gov/features/scam-alerts>. If you feel you are a victim of a scam, call our Contact Center at 800.562.6049.

# we've got you covered!

## member information and resources related to COVID-19

At Service 1st, we enjoy helping you achieve your financial goals and we aren't about to let Coronavirus, COVID-19 stand in your way. We are continuing to monitor information from federal, state, and local officials regarding Coronavirus, COVID-19 and will continue to provide you with updates regarding credit union services. To help you navigate this uncharted time, stay up-to-date on operations at your credit union and connect you, your family and your business with some additional opportunities, tools and resources, we've developed a member information and resources page. Simply visit [service1.org](https://service1.org) or type the following link into your browser.

<https://service1.org/promo-landing-pages/member-information-and-resources>

## have you been directly impacted by COVID-19?

If you have been directly affected by Coronavirus, COVID-19 and are in need of assistance in making a Service 1st loan payment or have other account concerns, call our Contact Center at 800.562.6049, to discuss the options we have available to assist you at this difficult time. Our focus remains on the safety, well-being, and overall health of our entire credit union family. We're in this together and we've got you covered.



## do you use the service 1st mobile app? if not, check out what you're missing!

We love when our members stop by; however, recent circumstances related to COVID-19, have caused us all to change our routines a bit. Whether you're at home or things start to get back to normal and you're heading off to school, work, practice or wherever life may take you, our app is ready to tag along.

Our mobile app features a number of convenient ways you can manage your Service 1st accounts.

- **Check balances!** You can also view any pending items.
- **Express View!** By using the app you can set up Express View, so with one click, you can get a snapshot of current balances without having to even login. It's great for standing in line at the grocery store.
- **Transfer funds** to your other Service 1st accounts, other members and even other institutions!
- **Control your cards!** If you think you've lost your check card, you can set a temporary block to protect your accounts while you look around. Find it and simply visit the app again to remove the block.
- **Deposit checks!** Simply endorse your paper checks with your signature and "S1 Mobile Deposit Only," click on the Mobile Deposit Service button in the app and follow the prompts. The app will confirm the deposit and keep a history of your mobile deposits.
- **Send money via PayPal!**
- **Pay bills!**
- **Apply for loans!** Credit cards, home equity loans, personal loans, vehicle loans are all just a click away. You can use the app to check your loan's status too!



- **Check your statements!** The first time you log in you'll be asked to read and accept a disclosure and then you'll have access to view your statements right from your mobile device.
- **Find a branch or ATM and view branch hours.**
- **Chat** with members of our team!

To download our mobile app, simply visit the app store on your mobile device and search for "Service 1st".

For more information, or questions about the app, call our Contact Center at 800.562.6049.



Friends you can bank on.



## 11 convenient locations

Corporate Center  
1985 Montour Boulevard  
PO Box 159  
Danville, PA 17821

Bloomsburg Office  
327 Columbia Boulevard  
Bloomsburg, PA 17815

Danville Office  
861 Bloom Road  
Danville, PA 17821

Elysburg Office  
196 West Valley Avenue  
Elysburg, PA 17824

Lewisburg Office  
101 Walter Drive  
Lewisburg, PA 17837

Loyalsock Office  
814 Westminster Drive  
Williamsport, PA 17701

Mifflinburg Office  
52 East Chestnut Street  
Mifflinburg, PA 17844

Montandon Office  
2613 PA-45  
Milton, PA 17847

Shamokin Dam Office  
3054 N. Susquehanna Trail  
PO Box 157  
Shamokin Dam, PA 17876

Sunbury Office  
1185 North 4th Street  
Sunbury, PA 17801

Wilkes-Barre Office  
620 Baltimore Drive  
East Mountain  
Corporate Center  
Wilkes-Barre, PA 18711



Make it official! "Like" us on Facebook. "Follow" us on Twitter, Pinterest & Instagram.



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## holiday closings

**Saturday before Memorial Day**  
**Saturday, May 23**

**Memorial Day**  
**Monday, May 25**

**Independence Day observed**  
**Friday, July 3**

**Independence Day**  
**Saturday, July 4**

Federally Insured by NCUA. Equal Housing Lender.



Spring 2020

## wondering how to finance next semester? let us help.

Ask about our **Smart Option Student Loans<sup>®</sup>\*** by Sallie Mae<sup>®</sup> and let us take the worry out of planning for next semester.

For more information regarding eligibility guidelines, visit <https://service1.org/personal/loans/student>.

\*Service 1st is not the creditor for these loans and is compensated for the referral of Smart Option Student Loan customers. This information is for borrowers attending degree-granting institutions only. Applications are subject to a requested minimum loan amount of \$1,000. Current credit and other eligibility criteria apply.

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