

Volunteer of the Quarter



Maya Martin
Member Services Manager
Arcata Giuntoli

Maya is a consistent volunteer, logging numerous hours every quarter. In fact, we had a hard time finding a quarter in the last 18 months she hasn't volunteered! In 2nd quarter, she contributed a total of 28 hours to 3 organizations, including Zero Waste Humboldt, Friends for Life, and picking up trash in the evenings and on weekends. Congrats and thank you, Maya, for your awesome Commitment to Community!

COAST CENTRAL CREDIT UNION

WE ARE HIRING

JOIN OUR TEAM

Career Opportunities at Coast Central Credit Union
coastccu.org/community/careers

We have multiple positions available now, with entry-level salaries ranging from \$15-\$20 per hour, depending on experience.

HOLIDAY CLOSURES

- Monday, October 11 - Federal Holiday**
Bayshore Mall location open
- Thursday, November 11 - Veterans Day**
Bayshore Mall location open
- Thursday, November 25 - Thanksgiving Day**
All Member Services Branches closed
- Friday, November 26 - Day after Thanksgiving**
Bayshore Mall location open
- Friday, December 24 - Christmas Eve**
All locations close at 4 pm
- Saturday, December 25 - Christmas Day**
All locations closed
- Friday, December 31 - New Year's Eve**
Bayshore Mall location closes at 6 pm
- Saturday, January 1 - New Year's Day**
All locations closed

Celebrating Diversity

The Eureka Chinatown Project is an awareness initiative by Humboldt Asians & Pacific Islanders in Solidarity (HAPI) to honor the history and culture of Chinese people in Humboldt County. Our Eureka Downtown location happens to be at the center of the Chinatown neighborhood, so we are honored to be a part of the project. Components include:



- "Chinatown Alley," between E and F and 3rd and 4th Streets, is now home to a mural by Dave Kim featuring Ben Chin, the first Chinese immigrant to return to Eureka in 1955, and a mandarin duck, which represents love and happiness.

- A commemorative monument will be created by artist John King and placed at the corner of 4th and E Streets featuring a quote from a Chinese immigrant.

- A printed and digital tour will be created of the major points of Chinatown and the life of the Chinese. The tour will circle the block of Old Chinatown and end at the waterfront boardwalk.

Learn more at hapihumboldt.org/Eureka-Chinatown-Project.

Upcoming Shred Days, 10 am - 1 pm

- Friday, 10/22, Harrison
- Friday, 11/5, Crescent City

Face coverings and social distancing required.

CREDIT UNION QUIZ

Answer the question below and send it to marketinginfo@coastccu.org by Sunday, 10/31, and you could win a \$25 CCCU gift card!

Question: **What's the name of the program on our web site that provides financial education?**

Check back in the next Coastline Quarterly for the answer. Congrats to Scott who won last quarter's quiz, "250," for the number of youth account holders who made a deposit during Youth Week.



Is Your Financial Temperature Normal?

- COVID vaccine?
- Mask on?
- 6 feet distancing?
- Financially healthy?

Hmmm...

The pandemic has disrupted the lives of millions. Unemployment skyrocketed, businesses were forced to close, and hospitals are at capacity. Stimulus payments and unemployment insurance were temporary fixes, but many of us may not be able to sustain our finances in the future.

A survey in August 2020 by Financial Health Network (finhealthnetwork.org) showed that 33% of people in the U.S. are "financially healthy." Of the 67% struggling, over a quarter can't afford their rent or mortgage.

- ▶ 50% are "financially coping," struggling with some of their finances.
- ▶ 33% are "financially healthy," spending, savings, borrowing, and planning are in check.
- ▶ 17% are "financially vulnerable," struggling with all, or nearly all, of their finances.

Since the health crisis started, we know a lot more about how to take care of our physical health, but how do you take care of your financial health?

Check out these eight indicators. Do you:

SPEND	1. Spend less than income	2. Pay bills on time	SAVE	3. Have sufficient liquid savings	4. Have sufficient long-term savings
	BORROW	5. Have manageable debt		6. Have a prime credit score	PLAN

- If you answered "no" to any of these, our web-based Practical Money Skills offers tips to help you make adjustments to stay afloat.
- ✓ **Rework your budget.** If your finances changed, update your current monthly income and fixed expenses. Then determine what's left for savings and flexible expenses.
- ✓ **Maintain an emergency fund.** Are you currently saving for the unexpected? We can assist with automatic transfers to a savings account.
- ✓ **Build a retirement.** Even in a crisis, it's important to plan ahead, whether you just started working or are closer to the end of your career.
- ✓ **Avoid debt overload.** Consider consolidating debt at a lower rate, getting free credit counseling, and asking creditors to lower minimum payments. Though debt can have a bad reputation, building credit history is necessary for large purchases.
- ✓ **Improve your credit score.** The most effective way to strengthen your credit reliability is to make payments on time.

Make sure the decisions you're making now will positively impact your financial health in the future. We're here to support you through the difficult times and help you manage your money wisely for the long haul. For more information: coastccu.org/financial-education/for-adults

BUILDING FINANCIAL HEALTH FOR A BRIGHTER TOMORROW™

International Credit Union Day®

Thursday, October 21, 2021

COMMUNITY CORNER



Happy Pups
The Weaverville team selected Trinity Animal Shelter Auxiliary (TASA) as the benefactor of Shred Day. Member Services Rep Kristine Pilcher and Manager Rebecca Rouse had the pleasure of presenting a \$600 donation to TASA President Christine Edwards and a few shelter "assistants."



Cancer Fighters
Thanks to a collective effort by Team CCCU, VP Member Digital Services John Gracyalny and Member Support Manager Dona Latham presented a \$5,000 donation to Humboldt County Relay for Life Coordinator Colleen Leydecker. John is a 12-year cancer survivor, and Dona is our longtime Relay Coordinator.



Clean-up Crew
The ladies from our Bayshore location have formed a new habit: grabbing their trash bags and cleaning up the trail behind the Mall. Arcata Uniontown's team has also been beautifying their neighborhood with trash pick-up twice a month.



Rodeo Roundup
Fortuna Rodeo's parade made its return this year, the 100th anniversary. In Fortuna team style, Laura Morris, Bailey Goodner and crew used creativity and hard work to create an award-winning float, earning them the "Judges' Choice" trophy. The sun came out and so did the community as the team, families, and other volunteers distributed 3,500 pieces of candy.

From the President

I had hoped by this message the worst of the pandemic was over, kids had returned to school mask-free, businesses thriving, and good health celebrated. Unfortunately, that is not yet the case. At the time of this writing, COVID-19's Delta variant is raising havoc on our lives. Our hearts go out to all who have lost loved ones or have experienced the disease themselves. We continue to encourage you to stay safe by using our digital options and following mask and distancing mandates. We will get through this together, and Coast Central is here for you in any way we can help.

Speaking of good health, this year's theme of International Credit Union Day on October 21 is "Building financial health for a brighter tomorrow." At a time when our physical health has been tested, it is fitting to also reflect on our financial health and ensure it is strong. This reflects the way credit unions have worked for 100 years to improve the financial well-being of members and communities. At Coast Central, it is the heart of our mission and the essence of our commitment: to provide high quality financial services at favorable rates, seeking your input and responding to your needs. Be sure to check out our feature article on the cover to learn steps you can take to ensure the strength of your financial health now and in the future.



Wanna Chat?

Virtual assistants are a hot topic, especially during COVID, when many are minimizing face-to-face contact, and organizations are facing staffing shortages. Virtual assistants are computer programs designed to facilitate member service by interpreting your question and matching it to a library of answers. Voice-activated devices like Alexa and Siri are common examples of these.

Virtual assistants are also known as Artificial Intelligence (AI), machine learning, and chatbots. Coast Central is a firm believer in the advantages of direct person-to-person communications, yet there may be times when a virtual assistant can provide

answers to less complex questions more quickly than calling a phone queue. They could also provide answers when our Member Support Center is closed.

We are currently investigating different channels for widening our capabilities, including online chat with a rep, a virtual assistant, and voice calls to a virtual assistant. We understand that the broader the capabilities of a new system, the greater the assistance we can provide without requiring face-to-face contact, or asking members to wait in a phone queue. As we review the options that will allow us to expand our member service offerings, rest assured that the quality of that service is our number one priority.

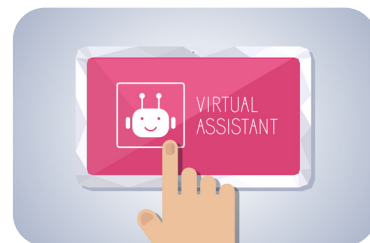


Jim Sessa
President/CEO

A new year is just around the corner and time again for our annual calendar, available later this month. We value the opportunity to both showcase a local artist who has enjoyed widespread success locally and beyond, and to extend our appreciation for your continued loyalty.

On the subject of loyalty, the North Coast Journal's Best of Humboldt poll shared its results recently. CCCU earned recognition as "Best Bank/Credit Union" for the 8th consecutive year, as well as "Best Customer Service," and "Best Financial Planning." Thank you for your vote of confidence in our dedicated employees. I continue to be very proud of their relentless commitment to the highest quality service, especially in persisting through the ever-changing mandates and challenges related to COVID-19.

I invite you to peruse the important content in this issue, including the exciting US Capitol Christmas Tree voyage, celebrating culture in Eureka, and looking ahead to "conversational banking," as we continue to look for efficient, convenient ways to serve you digitally. Please continue to do all you can in keeping yourselves and your loved ones healthy.



Inflation & the Real Rate of Return

Is your money gaining or losing purchasing power?

The real rate of return is an important personal finance concept to understand.



It's the rate of return on your investments after inflation. The real rate of return indicates whether you are gaining or losing purchasing power with your money.

So with inflation checking in at a 5% annual rate, does that mean any investment with less than a 5% rate of return is losing purchasing power?¹

That's where it gets a little complicated.

In theory, any investment with less than a 5% rate of return may lose purchasing power. But the financial markets are giving mixed signals about how long they expect inflation will stay at its current level. Fed Chair Jerome Powell has indicated that the inflation numbers we are seeing won't be long lasting and can be attributed to improving economic conditions.²

In the end, the real rate of return is only one factor to consider when building a portfolio. Your time horizon, risk tolerance, and goals are the primary drivers.

We work with financial professionals who monitor inflation to determine whether it's here to stay or whether it may start to trend lower.

Please call (707) 445-8801, ext. 1614 or 1615 to set up a no-cost, no-obligation consultation.



Mark Gorge
Financial Advisor



Reed Nichols
Financial Advisor



Heather Ponsano
Associate Financial Advisor

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Investing involves risks, and investment decisions should be based on your own goals, time horizon, and risk tolerance. The return and principle value of investments will fluctuate as market conditions change. When sold, investments may be worth more or less than their original cost.

Citations
1. CNBC.com, June 10, 2021
2. CNBC.com, May 3, 2021



Cyber Security: Don't be an Easy Target

Online and Mobile Banking have become even more valuable and convenient to use. That means that it's more important than ever to protect your computer, networks, and phones from information disclosure, theft or damage, and disruption of service.

Check out these simple Do's & Don'ts for banking digitally:

DO:

- Only use computers you trust, not public ones such as at hotels.
- Keep software fully up to date; let Microsoft or Apple automatically install updates.
- Keep mobile devices fully updated; always download the latest Apple iOS and Android versions.
- Set up Online and Mobile Banking Security Alerts and Account Alerts from the Main Menu.
- Always log off when finished.

DONT:

- Use public Wi-Fi sites like airports, hotels, restaurants, etc.
- Use Windows XP, 7, Vista, or Mac OS earlier than 11.5.
- Connect to web sites from a link in an email. Always type in the web site name or use a bookmark or favorite you created.
- Open email attachments you weren't expecting.
- Use your computer or device if it's acting weird, e.g. pop-up message, antivirus alerts.
- Use your Online or Mobile Banking password for any other websites.

Happy Holidays!

Since 1964, a national forest is selected each year to provide the tree for the Capitol in Washington D.C. for the holiday season. For the first time in history, this year's tree hails from our own Six Rivers National Forest, and Coast Central is a sponsor of its cross-country travel.



Using drone coverage, narration, and measurements, an 84-foot white fir located in the Mad River Ranger District was selected and affectionately named, "Sugar Bear." Ornaments are all handcrafted by residents of Northern California, including some CCCU employees.

Organizers will establish a "tree tracker" on social media that the public can access in real time. Expected timetable of the travel:

- 10/25: Tree is harvested
- 10/29: Leaves Trinity County and heads south
- 11/1: Crosses the Golden Gate Bridge
- 11/3: Sacramento
- 11/19: Washington D.C.
- 11/29: Weeklong celebration starts
- 12/1: Tree lighting at 2 pm Pacific Time

Humboldt Craft Spirits, also a sponsor, was selected to make a limited edition of its Little River Gin. The "US Christmas Tree" version will be donated for the lighting ceremony. To learn more, visit uscapitolchristmastree.com.