



**TAKING MEMBERS NEEDS TO HEART**  
(Article on page 2)

## Straight from the Heart

Spring 2016

A publication of Heart of Louisiana Credit Union

### FREE FINANCIAL CHECK-UPS IN FULL SWING

Heart of Louisiana Credit Union is currently providing FREE financial check-up's. We all hear about the importance of an annual visit to your family doctor. It's also important to check your credit report at least once per year.

A check of your credit report is important, not only for your interest rates on your loans, but also for utility deposits, insurance protections, and how your cell phone payments are structured. And if you rent, even a landlord can use your credit score to determine your security deposit. How does your credit score help you in your everyday life? Is it saving you money or costing you extra from your monthly budget?

It can be difficult to understand all the parts that make up your credit report. That is why Heart of Louisiana Credit Union offers this free service every year - to educate our members and our community how finances can be effected by your credit report.

Stop by one of our branches and visit anytime between April 1 and May 15 for your free financial check-up. A Family Financial Officer will take time to sit down and review each part of your credit report with you.



# TAKING MEMBERS NEEDS TO HEART

## (COVER PHOTO)

Our members, and their needs, are what matter most! What's important to you is important to us. Heart of Louisiana Credit Union is talking with you and finding out what is important to you. In the cover photo, David shows us what's important to him - his patients. David takes his duties and responsibilities of being a nurse to heart.

Throughout the year, we will introduce you to more Credit Union members and what matters most to them.

If you would like to participate, please email [heart@heartcu.org](mailto:heart@heartcu.org) to start telling us what's important to you.

## FREE SHRED EVENT SCHEDULED



Identity theft is quickly becoming one of the most organized and costly crimes of our time. Reduce the chance of your personal ID theft by joining Heart of Louisiana Credit Union at our FREE Shred Event where you can destroy all personal documents and files.

Our shred day is scheduled for Tuesday, May 17th from 11:00 am - 1:00 pm at our Pineville branch. This service is FREE for members and community residents.

Please note, there is a limit of 5 boxes per vehicle.

Protect yourself from identity theft! Take advantage of Heart of Louisiana Credit Union's FREE Shred Event.

## MEMBER APPRECIATION WEEK WINNERS

Our third Annual Member Appreciation Week was the most successful yet, thanks to YOU!

Staff enjoyed celebrating the Credit Union everyday with giveaways for members visiting the branch lobbies. Daily giveaways included lunch bags, chip clips, water bottles, air fresheners, and ink pens.

While visiting the branches, members were able to register for branch prizes. Dennis won a beautiful pair of wooden rocking chairs at the Edgewood branch while Sean claimed his new 40" Smart TV in the Commerce branch. Ashley picked up the lightest load - the Galaxy Tab that was given away on Facebook.

We hope you enjoyed all the giveaways and prizes during this Member Appreciation Week. We look forward to celebrating next year!

Thank you for being part of the Heart!



## 2014 ANNUAL MEMBERSHIP MEETING

Our annual meeting was held on Monday, March 28, 2016 at Country Inn & Suites in Pineville. After due process, Wayne Staton, Nellanne Davis, and Kevin Boone were re-elected to the Board of Directors for another three year term. Mike Taylor, Board representative, presented the attendees with the Chairman's report; and Cynthia Beauregard, CEO, presented the President's Address. Steven Griffin, CPA for Griffin & Company, LLC presented the independent audit report.

Thank you for your attendance and support! We hope to see you all again next year at our Annual Membership Meeting that will cover the 2016 year.

## 2015 EMPLOYEE OF THE YEAR

Congratulations to Kimberly Hoffpauir for being voted Employee of the Year! Kim serves Heart of Louisiana Credit Union and its members as the Branch Manager at our Coliseum branch.

Kim's career with the credit union began just over a year ago. One of Kim's best qualities include her ability to listen and fully understand a situation before offering a helpful resolution.

Her quick wit and outgoing personality make her a pleasure to work with, whether it's a member in her office or if she's working on a team project.

So the next time you're visiting the Coliseum branch, take a few extra minutes to meet Kim. You will find out first-hand why she was selected as Employee of the Year.

Thank you, Kim, for all you do!



## HOLIDAY CLOSINGS

All Credit Union branches will be closed in observance of the following holidays:

**Memorial Day**  
Monday, May 30th

**Independence Day**  
Monday, July 4th

## MOVERS & SHAKERS

Heart of Louisiana Credit Union wants to welcome the newest members of our team and congratulate a couple with new roles:

Jennifer Coody - Teller  
Kendra McElwain - Member Care Specialist II  
Deborah Clifton - Member Care Specialist II  
Rhonda Crooks - Moved to Member Care Specialist I

## COLISEUM REMODEL FINISHES / COMMERCE REMODEL BEGINS

The Coliseum branch has finalized its long-awaited remodel. While the inconvenience of closing the Coliseum branch was not a part we looked forward to, the upgrade was much needed. With the new Coliseum branch in place, members now have access to more tellers and private meeting spaces when sitting down with FFO's. The new facility is twice the size of the original office and duplicates many upgrades that the Pineville office received two years ago.

Please stop by and see your new Coliseum branch to see the new building in the same great location!

As the Coliseum remodel ends, the Commerce branch update begins! One of the brighter sides for the Commerce remodel is that, like the Edgewood remodel, it will remain open for the duration of the upgrade. This final remodel will also provide private offices to anyone needing help from our Family Financial Officers and will also redefine the teller line. One of the first things that anyone visiting the remodeled Commerce branch will see is the redesigned front entrance. The entrance will imitate the entrance at our Edgewood office and will allow more seating for members, and future members, waiting for an FFO.

While the time extent for the Commerce remodel has not been finalized, please stay up to date by visiting our website.

## REPORT CARD WINNERS ANNOUNCED

Our young members are scoring BIG with their Honor Roll report cards! All members in grade school have the opportunity to enter the drawings – with the grand prize drawings for an Apple iPad Mini with a \$100 gift card or an Apple iTouch with a \$50 gift card lined up for the end of May.

The young members below each received a \$20 gift card to The Grand Theatre.

Benjamin from Woodworth  
Krista from Pineville  
Madison from Pineville

Cameron from Alexandria  
Lainey from Colfax  
Morgan from Pineville

Bring in your report cards with all A's or A's and B's to register for our final set of drawings. All previous entries will be included in the year-end drawings as well.



## 'CALL CENTER' OPENS

Heart of Louisiana Credit Union is proud to have its very first Call Center in use. Plans for a designated department of employees to help members by telephone began last year.

Employees worked together to name this new department the 'Member Care Center'. Logistics had to be coordinated before Member Care Specialists could be trained. The Member Care Center is located in Alexandria, on Independence Drive. This location once housed St. Rita's Credit Union before they became a part of the Heart.

The Member Care Center currently has four employees who help our members by telephone. Several employees that are helping establish the Member Care Center have helped members for years. Rhonda has served in both the Edgewood and Commerce offices. The role of Member Care Center Manager was filled by Lynn Haymon, formerly an FFO based in the Edgewood branch.

The Member Care Center starts answering and returning phone calls at 8:30AM, Monday - Saturday. While the Care Center currently closes with current office hours, plans are being made for more extended morning and afternoon hours as well.

*"I'm honored and proud to be part of this new department. I feel it's important that our members know it's still US on the other end of the phone."*



-Lynn Haymon,  
MEMBER CARE  
CENTER MANAGER

## LET HEART OF LOUISIANA CREDIT UNION SIMPLIFY YOUR LIFE

Heart of Louisiana Credit Union wants you to be able to take us wherever you go! We make mobile banking easy with our free mobile app. You can check your account balance, transfer funds, and more – right from your smartphone!

Don't have a smartphone yet or are looking to upgrade? Sign up for the Sprint Credit Union Member Discount and you'll get a 10% discount on select regularly priced Sprint monthly data service.

Heart of Louisiana's mobile banking and the latest smartphone at a great price from Sprint – two ways we can simplify your life!

Visit [HeartCU.org](http://HeartCU.org) to see our mobile banking options and begin simplifying your life today. Visit [LoveMyCreditUnion.org/Sprint](http://LoveMyCreditUnion.org/Sprint) to find out how you can get the Sprint Credit Union Member Discount.



**PINEVILLE**  
303 Edgewood Dr

**PHONE**  
318.473.4562  
318.619.1900

**ALEXANDRIA**  
4407 Coliseum Blvd  
3616 Commerce St

**FAX**  
318.449.5519

**OFFICE HOURS**  
M-Th: 9 am - 4 pm  
Fri: 9 am - 5:30 pm  
Sat: 9 am - 1 pm

**WEBSITE**  
[heartcu.org](http://heartcu.org)



Federally Insured by the NCUA