



# Lusitania Savings Bank, fsb

## Fall Newsletter 2011

### NEW BANK HOURS

**EFFECTIVE  
NOVEMBER 1, 2011**



**MONDAYS - 9 AM TO 5 PM**

Drive Thru (Main Office)  
8:30am to 5:30pm  
(Hillside Office)  
9:00am to 5:00pm

**THURSDAYS - 9 AM TO 6 PM**

Drive Thru (Main Office)  
8:30am to 6pm  
(Hillside Office)  
9:00am to 6:00pm

### HALLOWEEN FUN



### Message from the President



American scholar William Arthur Ward once wrote: "The pessimist complains about the wind, the optimist expects it to change and the realist adjusts the sails." Mr. Ward's words offer a valuable insight that we can put to good use in the current financial climate. Although it is true that the current economic crisis is largely beyond our control, it is also true that we still have control over something that goes a long way towards determining how we fare in this economy – our reactions to it.

First, the bad news: there is no question that we are living in economically turbulent times. Unemployment continues to remain at levels this country has not seen in decades. A significant percentage of homes nationally and regionally are already worth less than their owners still owe on them, a rate will continue to rise for some time before it starts to slowly come back down to pre-2008 levels. Moreover, the Federal Reserve continues to keep interest rates artificially low, so individuals can't even count on any interest from their savings to supplement income.

Now, the "not exactly good, but definitely better" news: we do have control over how we react to the economic climate and our choice is critical to determining how well we weather the current storm. We can certainly be pessimists and spend our time complaining about how bad things have gotten. The pessimist perspective does offer some emotional catharsis, but little in the way of practical improvement of our situations. On the other hand, we can also

continued on the next page...

#### Main Office:

107 Pulaski Street  
Newark, NJ 07105  
(973)344-5125

#### Branches:

210 Ferry Street  
Newark, NJ 07105  
(973)589-1555

302 Frank E. Rodgers Blvd.  
Harrison, NJ 07029  
(973)268-7801

1135 Liberty Avenue  
Hillside, NJ 07205  
(908)527-7994

#### Express Banking

(973)344-5683

#### Internet Banking

[www.Lusitaniabank.com](http://www.Lusitaniabank.com)

#### Business Hours:

Mon-Wed	9:00 am-5:00 pm
Thursday	9:00 am-6:00 pm
Friday	9:00 am-7:00 pm
Saturday	9:00 am-2:00 pm

#### Drive Thru Schedule:

##### Pulaski Office

Mon-Wed	8:30 am - 5:30 pm
Thursday	8:30 am - 6:00 pm
Friday	8:30 am - 7:00 pm
Saturday	8:30 am - 2:00 pm

##### Hillside Office

Mon-Wed	9:00 am - 5:00 pm
Thursday	9:00 am - 6:00 pm
Friday	9:00 am - 7:00 pm
Saturday	8:30 am - 2:00 pm



EQUAL OPPORTUNITY LENDER



## Message from the President continued...

take the approach of the optimist who expects the wind to change. While probably a more healthy perspective than that of the pessimist, it seems to me that the optimist's faith that things will get better ends up blinding him to the need to prepare in case they don't. Instead, we should look, as the quotation suggests, to adopt the perspective of the realist, one who acknowledges the current conditions but also seeks to take advantage of it.

While our communities are struggling with the bad news I mentioned before, the savvy realists among us are adjusting their sails to capitalize on the unique opportunities the current economy presents. While interest rates on deposits are at historic lows, interest rates on loans are also at nearly unprecedented lows. For those with good liquidity and credit ratings, now is an opportunity to borrow money for investments more cheaply than ever before. Likewise, while many homes are under water and heading for foreclosure, the realists among us know the time has never been better to snap up real estate, with short sales and foreclosure auctions offering tremendous discounts below long-term property values.

When you decide that the realist's approach is the one for you, Lusitania Savings Bank is here to meet your financing needs. Drop by or give us a call before you commit to another lender – we'll be happy to answer your questions and provide as much information as we can without charging you a dime. Whichever way the wind blows, Lusitania will always be there to help you adjust your sails.

Augusto A. Gomes  
President & CEO

## 5 Tips for Shopping for a Mortgage

1. Know what you can afford
2. Shop around—compare loans from different lenders
3. Understand loan prices and fees
4. Know the risks and benefits of loan options
5. Never sign under pressure, get advice from trusted sources.

Shopping around for a home loan or mortgage will help you to get the best financing deal. Whether it's a home purchase, a refinancing, or a home equity loan, a mortgage is product, just like a car, so the price and terms may be negotiable. You'll want to compare all the costs involved in obtaining a mortgage. Shopping and comparing may save you thousands of dollars.

## FDIC INSURANCE

Please be aware that the Federal Deposit Insurance Corporation (FDIC) permanently raised the current standard maximum deposit insurance amount to \$250,000. The FDIC insurance coverage limit applies per depositor, per insured depository institution for each account ownership category. Feel free to visit the FDIC web page for more information: [www.fdic.gov](http://www.fdic.gov)

## YOUR FINANCIAL INDEPENDENCE

Financial Independence is an exciting feeling!

It is never too early to start planning for the future. As a matter of fact, according to statistics, the sooner you start, the better off you'll be in the long run.

Where should you start? At Lusitania Bank, of course. We can guide you step by step and set up the accounts you need today, tomorrow, and in the future.



Here are some ideas to help you get started.

- ✓ Decide on your goals. Write them down.
- ✓ Work out a basic budget, including all your income and all your expenses.
- ✓ Set a savings goal, and open a separate account to keep track of your savings.
- ✓ Open a checking account to pay your monthly bills.
- ✓ Get a debit card for your daily spending needs. You may use your debit card at over 40,000 ATM's nationwide at no charge.
- ✓ Lastly, it is always prudent to carry a student Visa credit card for those unexpected emergencies, like college spending money. Some of the features include 0% introductory rate, special \$25 bonus, unlimited cash back and no annual fee.

## LOAN PROGRAMS FOR ALL YOUR REAL ESTATE NEEDS

### FINANCING FOR ALL TYPES OF PROPERTIES .

Residential & Commercial



REFINANCES, HOME  
EQUITY LOANS AND LINES OF CREDIT  
CLOSINGS AT OUR OFFICE AT NO COST  
TO YOU. . .

Very competitive Fixed and Adjustable Rates

Start saving money today.  
Contact one of our offices for more information



# The Scam Update

Helping to keep  
you scam-free!

*It's your money, so keep it that way— stay informed!*

In this issue: **HOLIDAY SEASON ONLINE SCAMS**

Scammers know that consumers spend more time shopping online during the holiday season than any other. They also know that makes it the perfect time to target you with an online scam. Read on to learn about some of the most dangerous online scams you might come across this season – keep your money safe by being prepared.

**Mobile Malware** – Android phones are most at risk, according to McAfee Labs, with a 76% increase in malware targeted at Android phones from the 1<sup>st</sup> quarter to the 2<sup>nd</sup> quarter of 2011.

**Phony Facebook promos** – cyber scammers have sprinkled Facebook with phony promotions and contests designed to get your personal information (one recent scam promised two free airline tickets, but required you to fill out multiple surveys).

**Scareware** – scareware is fake antivirus software that tricks someone into believing their computer is at risk or is already infected, so they pay for and download the phony software; this is one of the most common threats on the internet today – an estimated 1 million victims fall for this scam each day.

**Holiday Screensavers** – everyone loves screensavers designed for special times of the year, like Christmas; but beware – some of the free ones install malicious software on your computer (some holiday ringtones and e-cards are also known to be malicious).

**Holiday phishing scams** – cyber scammers tailor their emails with holiday themes in hopes of tricking recipients; one common phishing scam is a phony notice from UPS, saying you have a package and need to fill out an attached form to have it delivered – the form will ask for personal information and end up right in the scammers hands if you return it.

**Online coupon scams** – cyber scammers know they can get some consumers to reveal personal information if they offer irresistible deals; a popular one offers consumers a free iPad.

**Mystery shopper** – cyber scammers send text messages to victims offering to pay them \$50 an hour to be a mystery shopper; once a victim calls the reply number, they are asked for personal information, including credit card numbers.

**"I'm away from home"** – posting information about your vacation plans on social networking sites like Facebook can be dangerous; a quick online search for your address coupled with your travel plans is all that's needed to rob your home.

## SAFE DEPOSIT BOXES



Available at our  
**Pulaski Street  
Main Office**

**Ferry Street Branch**

### SAFE DEPOSIT BOX SIZES:

**Pulaski Street Main Office:** Small 2.5" x 4.5"    Large 4.5" x 4.5"  
**Ferry Street Branch:**                      Small 5" x 1.5"                      Large 5" x 4.5"

The rental of safe deposit boxes is a bank service extended to customers for their convenience in securing personal possessions. It should be understood that there is no bank provided insurance for safe deposit boxes.

## MANAGEMENT TEAM

### Officers:

**Augusto A. Gomes:** President/CEO  
**Jorge S. Gomes:** Executive VP/GC  
**Sandra M. Teixeira:** VP of Finance  
**Maria C. Pequeto-Duarte:** VP of Lending  
**Florbela De Almeida:** VP of Operations

### Branch Managers:

**Sandra Fernandes:**  
Branch Coordinator  
**Sandra Martins:** Ferry  
**Michelle Queiruga:** Harrison  
**Filipe Fernandes:** Hillside

## Lusitania VISA Credit Cards

Apply Today - Buying power you need,  
from the bank you trust.



- 0% Introductory Rate
- Special \$25 Bonus
- Unlimited Cash Back
- Unrestricted Travel
- Merchandise & Gift Cards
- No Annual Fee

## AUTO LOANS NEW OR USED

### Simple & Affordable

New or used, if you're buying  
a car we have the loan for  
you!

We are ready to give you the  
quick answers you need.



### QUICK APPROVAL PROCESS COMPETITIVE RATES

Give us call or pass by our main office today!

## Surcharge-Free ATM Network

Lusitania Savings Bank has teamed up with Allpoint, an ATM network that gives you access to over 40,000 ATM's nationwide at **no charge** to you.



You can find the nearest Allpoint ATM by simply visiting their website at [www.AllpointNetwork.com](http://www.AllpointNetwork.com) or calling 1-800-809-0308.

PLEASE NOTE: Some Allpoint ATMs may still display a surcharge screen during your Allpoint transaction. If that happens, simply enter "Yes" to accept the surcharge and proceed with your withdrawal. **YOU WILL NOT BE CHARGED THE SURCHARGE.**

## Direct Deposit & You

GO  
direct



**Direct Deposit – the safest, easiest way to get your Social Security or SSI payment**

### Safer

- You are protected against fraud and identity theft.

### Easier

- Your money is in your account on your payment day – on time, every time.

### More control

- Your check doesn't rule your schedule – your money is there when you need it.

## We would like to welcome our New Employee



**Cristiana De Oliveira**  
Murtosa - Portugal

## EXPRESS BANKING



LUSITANIA'S PHONE  
BANKING SYSTEM

(973) 344-5683

NOW 24 HOURS/ 7 DAYS A WEEK

## SMALL BUSINESS CHECKING

**Ideal for start up or existing small businesses:**

Features:

- Minimum opening balance requirement \$100
- Free transactions\*
- Free MasterMoney business debit card
- Free ATM transactions at over 40,000 ATM machines
- Free account maintenance\*\*
- Free Internet Banking
- Free Telephone Banking
- Merchant Services available
- Overdraft Protection available
- Business Credit Card available

\*First six months FREE of charge. After that, 100 transactions free per month, .20 each additional transaction (transaction includes deposits, withdrawals, checks paid, electronic transactions).

\*\*Account maintenance fee waived when an average collected balance of \$500 is maintained.

For more information call or stop by today. One of our knowledgeable Customer Service Reps will be able to answer your questions.

## ONLINE BANKING

Visit our web page at [www.Lusitaniabank.com](http://www.Lusitaniabank.com) and sign up!

## Online Bill Pay

Some key features:

- **Account Summary**
- **Account Statements**
- **Account Alerts:**
  - Checking Balance Alert
  - Checking Deposit Notice
  - Check Cleared Notice
  - Savings Balanced Notice
  - Savings Deposit Notice
  - CD Balance Alert
  - Consumer Loan Balance Alert
- **Funds Transfer**
- **Check Images**
- **Transactions Export:**
  - Comma Separated File (CSV)
  - Single Column CSV
  - Intuit Quicken
  - Microsoft Money



## LET US HEAR FROM YOU

### How can we serve you even better?

We strive to provide excellent service to you every day, in everything we do. This means constantly improving upon the way we your input on how we can further improve. Please share your suggestions on ways we can serve you even better.

***Our team will review all suggestions submitted, and if we decide to use yours, we'll pay you \$50.00 for it!***

Please mail this form to: **Lusitania Savings Bank, fsb**  
**Attn: Augusto Gomes, CEO**  
**107 Pulaski Street, Newark, NJ 07105**  
**[aagomes@lusitaniabank.com](mailto:aagomes@lusitaniabank.com)**

***That's how serious we are about excellent customer service!***

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Email: \_\_\_\_\_

Your Suggestion: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

This newsletter is intended to provide accurate and authoritative information in regards to the subject matter covered. The information in this newsletter is not intended to provide specific advice or recommendations. For legal or other expert advice, we recommend consulting your attorney, accountant, tax or financial advisor.

If you are unhappy with our services please let us know.