



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

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

Saturday Summer

Hours:

Lobby:	8:30 am-12:00 pm
Drive Thru:	8:00 am-12:00 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

Lusitania Savings Bank

Spring Newsletter

2014

Customer Appreciation Day Picnic

Date: Sunday, June 15, 2014
Customer Appreciation Day

Time: 10 AM to 7 PM

Location: FOREST LODGE
11 Reinman Road
Warren, NJ 07059

Facilities: Swimming Pool, Dance Area, Soccer Field, Volleyball Courts, Tennis Courts, Basketball Courts, Bocci Area, Baseball Field



**No tickets, No entrance
No exceptions**



Events: Soccer Game
International Variety Show
Music: Duo Rotacao
Variety of popular games for all ages
Prizes for winners

Food: Food & beverages (sodas) served continuously from 10 AM to 6 PM
Beer & Wine will be served from 1 PM to 6 PM

Customer discount prices only for those with a minimum balance of \$2,500 on May 12

Tickets go on sale May 12, 2014
Limited availability

A Message from the Chairman



Some of you who have been our customers since our earliest days may remember that Lusitania started out in 1980 as a small credit union with a single office located on Lafayette Street in Newark, NJ. That earliest version of Lusitania came about because of an idea, shared by myself and a small group of committed individuals: that the communities we lived in could have a financial organization they could truly call their own, an institution that understood the people and businesses in those communities far better than any large bank ever could. Lusitania has remained committed to that principle ever since, through many years that have seen significant changes not only for those communities, but for the institution itself. Some of you may remember when, in 1989, Lusitania expanded to a second branch office on Van Buren Street in Newark. In 1995, Lusitania became the first credit union ever to successfully convert to a mutual savings bank charter, contributing a page to U.S. banking history in the process. Over its 34 years, Lusitania has been regulated by five different government agencies, both federal and state. It has grown into a financial institution with four branches in three different counties and seen its asset size increase to more than a quarter of a billion dollars. This past year, Lusitania ranked among the top 10 most efficient and profitable banks in New Jersey. If R.W. Emerson was right when he wrote that "life is a journey, not a destination," then the life of Lusitania Savings Bank has been a remarkable one so far, a journey filled with memorable milestones along the way.

Continued on next page....



EQUAL OPPORTUNITY LENDER



Lusitania Savings Bank Scholarship Award

We would like to congratulate,
Ms. Michaela Patoilo, winner of the
2014 COPAE Scholarship.

Ms. Patoilo will be graduating from Roxbury High School, located in Succasunna, NJ, with a G.P.A. of 4.56. She has applied to the University of South Carolina, Ramapo College of New Jersey and the University of Rhode Island to begin undergraduate studies in the field of Neuropsychology.



Photo courtesy of Luso-Americano

Message from the Chairman continued....

In many ways, Lusitania's journey has been my own over the years and I am proud of everything it has accomplished. Every journey must come to an end, however, even if we couldn't have imagined an ending when we took the first few steps. After 34 years as the head of Lusitania's management team, the time has come for me to step aside and let the next generation of executives guide the institution forward. In March 2014, the Board of Directors accepted my retirement as President and CEO of Lusitania Savings Bank. I will continue to serve Lusitania in several capacities. I will remain the Chairman of the bank's mutual holding company and will now serve as the Chairman of the bank's Board of Directors. In addition, I will have my hands full in my new role as the bank's head of Public Relations. I had no idea that I would be busier in retirement than I was before it, but as I have been fond of telling my staff over the years, "you can't change the direction of the wind – all you can do is adjust your sails." I look forward to seeing where life's journey takes me next.

As for Lusitania Savings Bank, its future going forward will be in very capable hands. The Board of Directors has appointed Jorge S. Gomes, Esq., the bank's Executive Vice President/General Counsel, as the new President and CEO. The rest of the bank's strong management team will continue unchanged. I am confident that together they will continue to carry out Lusitania's long-standing commitment to the type of personalized service that only a community bank can provide.

It has been my honor and privilege to have served as President and CEO of Lusitania Savings Bank. It is with the deepest sincerity that I thank you for allowing me to be a part of your communities over these past 34 years and I look forward to continuing to be a part of them in the years to come.

Augusto A. Gomes

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 a call or pass by our main office today!
Subject to Credit Approval

The Scam Update

**Helping to
keep you
scam-free**

Scammers are always looking
for new ways to separate you
from your money. There's only
one way to fight back - stay
informed!

I.R.S. Telephone Scam – Victims are told they owe money to the IRS and it must be paid promptly through a pre-loaded debit card or wire transfer. If the victim refuses to cooperate, they are then threatened with arrest, deportation or suspension of a business or driver's license. In many cases, the caller becomes hostile and insulting.

Characteristics of This Scam

- Scammers use fake names and IRS badge numbers. They generally use common names and surnames to identify themselves.
- Scammers may be able to recite the last four digits of a victim's Social Security Number.
- Scammers spoof the IRS toll-free number on caller ID to make it appear that it's the IRS calling.
- Scammers sometimes send bogus IRS emails to some victims to support their bogus calls.
- Victims hear background noise of other calls being conducted to mimic a call site.
- After threatening victims with jail time or driver's license revocation, scammers hang up and others soon call back pretending to be from the local police or DMV, and the caller ID supports their claim.

What To Do If You Think You've Been Victimized

- Contact the FTC at www.ftc.gov or by calling 1-877-FTC-HELP.
- If you receive a phishing email that appears to come from the I.R.S., you can forward it directly to: phishing@irs.gov
- File a complaint with the New Jersey Department of Consumer Affairs at <http://www.state.nj.us/lps/ca/home.htm>
- Let us know – we can help direct you further!

Business Lines of Credit

The Solution for managing your cash flow!

Secure your Line of Credit with a lien on real estate property you own or a certificate of deposit.



- Flexible revolving credit lines up to \$100,000.00
- Pay no interest until you draw funds
- Fast, easy access to funds whenever you need them
- Pay in full or over time

Give us a call or stop by.

Subject to Credit Approval

THEIR 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 Savings 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 up a savings goal, and open a separate account for money you want to save.
- ✓ Open a checking account to pay for monthly bills.
- ✓ Get a debit card for your daily spending needs. You may use your debit card at over 43,000 ATM's nationwide at no charge.
- ✓ Lastly, it is always prudent to carry a Visa credit card for those unexpected emergencies.*

We have the products to get you started.
Come talk to us today!

*Subject to Credit Approval

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

WE HAVE MONEY TO LEND

Now is the time to Refinance

Reduce your interest rate,
lower your payment!
Pay off high-interest debt with a
low-interest, tax-deductible loan!*

Remodeling, college tuition...
Use your home's equity for new investment!
Shorten your term and pay off
your home sooner!



The time to invest in Real Estate has never been better!

We offer financing for all types of
Residential & Commercial properties!

Buying a Foreclosure property? Ask about our special loan programs!

Give us a call or stop by for a personalized visit.
973-344-5125 Ext. 29

*Consult a tax advisor the deductibility of interest
Subject to Credit Approval

EXPRESS BANKING



LUSITANIA'S PHONE
BANKING SYSTEM
(973) 344-5683
24 HOURS/ 7 DAYS A WEEK

TARGET® Breach

We would like to take this opportunity to thank all customers that were potentially impacted by the data breach reported by TARGET®, for your patience and understanding during this recent event. With over 40,000 cards affected the impact was tremendous on the manufacturing of new cards. Production was delayed significantly. At Lusitania we worked closely with our debit card processor to arrive at the best possible solution to identify, contact and re-issue cards to all the customers that were impacted. Again, we thank you for your understanding as we recover from these serious security compromises.



NEW EMPLOYEE



**Nadir Andrade - Quiaios,
Figueira da Foz, Portugal**

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.

Surcharge-Free ATM Network

Lusitania Savings Bank has teamed up with Allpoint, an ATM network that gives you access to over 43,000 ATM's nationwide at **no charge** to you.



You can find the nearest Allpoint ATM by simply visiting their website at www.AllpointNetwork.com 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.**

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 - but we are always looking for ways to improve!
Please share your suggestions on ways we can serve you even better.

Please mail this form to:

Lusitania Savings Bank, fsb
Attn: Jorge S. Gomes, Esq., President/CEO
107 Pulaski Street, Newark, NJ 07105
jgomes@lusitaniabank.com

COMING EVENTS

- May 12 - Picnic tickets go on sale, limited to first 3,000
- May 24 to Aug 30 - Saturday Summer Hours:
Lobby: 8:30 am to 12:00 pm
Drive Thru: 8:00 am to 12:00 pm
- May 26 - Memorial Day - Closed for business
- June 15 - Customer Appreciation Day Picnic
- July 4 - Independence Day - Closed for business

Lusitania VISA® Bonus Rewards Card

Buying **POWER** you need,
from the bank you **TRUST**.



CONSUMER Credit Cards
• Visa® Bonus Rewards Card
• Visa® Rewards PLUS Card
• Visa® Platinum Card

COLLEGE Credit Card
• Visa® College Rewards



APPLY TODAY!
See a Representative.

BUSINESS Credit Cards
• Visa® Business Bonus Rewards Card
• Visa® Business Bonus Rewards PLUS Card
• Visa® Business Platinum Card

Subject to Credit Approval

MANAGEMENT TEAM

Officers:

Jorge S. Gomes, Esq.: President / CEO
Sandra M. Teixeira: VP of Finance
Maria C. Pequito-Duarte: VP of Lending
Florbela De Almeida: VP of Operations

Branch Managers:

Sandra Martins: Ferry
Michelle Queiruga: Harrison
Andreia Cunha: Hillside