

FEATURES



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P.B. LIFE

PRIVATE
BANKING
LIFE

ISSUE 6 Fall/Winter 2006

My Two Cents



The results are in!

By Kim Vu, AVP of Private Banking

What's on everyone's minds here in Private Banking? **Your satisfaction.** And not just your basic satisfaction—we're looking to ensure that you're "extremely satisfied" and willing to indicate as such on our Annual Survey! The good news is that the results from our most recent survey are in and we're thrilled with the response. Our overall "Satisfaction" rating was 95% and the coveted "Very Satisfied" rating was a record-breaking 74%.

We were especially pleased that many members took the time to write comments about their own experiences with their Private Banking managers. One member wrote: "I've been very impressed

with [my Private Banking manager's] customer service skills. She always responds quickly, asks the right questions, and gives great information." Another member added: "Private Banking has come through for us any time we needed help and simplified every project we've had. It's the reason we've stayed with Tech CU." And yet another wrote: "I moved part of my resources to Tech CU because of your advertised interest rates. To my surprise you have far surpassed the service I have received for the last 30 years from my previous bank."

We truly appreciate these wonderful responses and hope to even further exceed your expectations in the coming year. Being the overachievers that we are in Private Banking, we want to know what it will take to raise our "Very Satisfied" rating up to 80% or higher!

You may have recently received a check-in call from your personal Private Banking manager, as we're



trying to raise the bar even higher for ourselves to ensure the highest level of member service for each and every Private Banking member. If at all possible, I encourage you to return their calls—it's our way of starting the conversation to discover how we can better serve you and how we can ensure that you're "Very Satisfied" on the next Annual Survey, coming out in February!

Your thoughts are very important to me and I encourage you to contact me if you ever have any

concerns. I always welcome your comments, insights, and suggestions at any time of the year, not just on our Annual Survey. **I'm just a phone call or an email away, so please do not hesitate to let me know how we can make your experience with us even better!** ☺

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NEWS AND EVENTS

Check back at www.techcu.com/pb/events for more information on the events planned for 2006–2007.

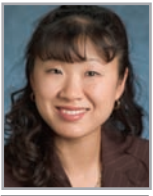


Tax Mitigation Strategies Seminar

Ideal for small business owners who are looking for more information regarding upcoming tax laws that may affect small businesses, this Business Services seminar will cover strategies to help mitigate tax liabilities and address related market trends. For more information, please contact Sarah Samuel in Business Services at ssamuel@techcu.com or contact your Private Banking manager. ☺

Wednesday, December 6, 2006
6:00 p.m.–7:30 p.m.

Tech CU Learning Center
2010 N. First Street
Fourth Floor
San Jose, CA 95131
at Brokaw Road



Taking Care of Business

By Sarah Samuel, AVP of Business Services

When I decided to take on the lead role in developing a new Business Services division at Tech CU last year, the biggest challenge was leaving Private Banking. Letting go of the relationships I had developed with my wonderful Private Banking members was really tough, but I was thrilled to discover how many of you I would continue to work with on the Business Services side. Really, that's the whole reason that Tech CU decided to launch a full suite of Business products and services—members were asking for them.

We designed the program with the small business owner in mind—those with home-based businesses to those with up to five employees—so we've focused on the products and services that are most useful to that target market. Since our launch in July 2006, the most popular products among our Business Services members are the Business Checking accounts and Business Auto Loans. Because the suite of products is completely scalable, Tech CU Business Services is able to grow with their needs, offering more options to small business owners as they need them.

In developing this new division of products and services, the best part of my job is building new relationships! Service is key, and we take pride in ensuring that each and every member gets the individual care and consideration that they deserve. There are a lot of financial institutions out there that offer Business accounts, but what differentiates Tech CU from the rest is the personal attention.

With so many competing financial institutions, how does a small business or start-up choose one that's right for them? If it were my small business, I know that I would select the financial institution with the products, services, and personal attention that my business needs to thrive. That's the Tech CU difference—**our commitment to service!**

If you're interested in finding out more about Business Services, please feel free to visit www.techcu.com/business or give me a call directly at (408) 437-3714. And of course, you can always contact your Private Banking manager for assistance with your personal financial needs. ☺

Sharing the Wealth

We like to think of membership in Private Banking as the “gift that keeps on giving.” Now we're putting our money where our mouth is with our Private Banking Referral Program! If you know someone who fits the criteria to join Private Banking (\$100,000 or more in combined balances at Tech CU) and he or she qualifies and signs up, we'll give you

a \$200 Visa gift card. We value your business with Tech CU and hope that you value your Private Banking relationship enough to recommend it to your friends and family. If you're interested in participating in our Referral Program, please contact your Private Banking manager to learn more and potentially arrange for an introduction. ☺

Take advantage of our Private Banking Referral Program to receive your \$200 Visa Gift Card.



Smart Rollover Strategies

How do you want to spend your retirement? The first step toward a long, comfortable retirement is a solid pre-retirement plan—starting with your savings strategy. The best place to begin is with your 401(k). If you have one from a previous employer (or multiple previous employers) and it's just sitting around, you're probably not maximizing its potential. When it comes to your 401(k) retirement funds, you basically have four options:

1. **Roll it into an IRA.** The good news is that direct rollovers have lots of advantages without any of the tax consequences*. There is often a wider array of investment choices and your funds will continue to grow tax-deferred.
2. **Leave it where it is.** If you keep your funds in a former employer's 401(k) program, your tax-deferred status continues, but you may have very limited investment choices. Access to your savings will be determined by your company plan and you may not even be able to access the funds at all if your account balance has less than \$5,000.
3. **Roll it into a new plan.** If you simply roll your existing 401(k) into a new employer's plan, you're still in the same boat. While the funds will continue to grow tax-deferred, you're still at the mercy of the company's plan provisions.
4. **Take it in cash.** Here's where you could see some substantial tax* penalties. Depending on your age, the funds may be subject to a 10 percent federal tax penalty (and possibly some state tax penalties as well) and the funds lose their tax-deferred status. Ultimately, your savings could be reduced by up to 50 percent and your retirement nest egg will be significantly diminished.

Many people simply ignore their 401(k), thinking that it'll just take care of itself. But 401(k) funds are just like any other investment—they need to be managed to help maximize your returns. If you're interested in finding out what you can do to boost your retirement income and aren't already working with a Financial Advisor, please contact Kevin Barrett, the designated CFS** Financial Advisor with Tech CU Private Banking: (408) 487-7569 (office) or (408) 250-9109 (cell).

And don't wait!—Be sure to get in touch with your Private Banking manager or Financial Advisor to contribute to your 2006 IRA well before the April 2007 deadline! ☺

*For specific tax advice, consult a qualified tax professional. **Investments offered through CUSO Financial Services, L.P. (CFS) are not NCUA/NCUSIF insured, not credit union guaranteed, and may lose value. Financial Advisors are employees of Tech CU and registered through CFS. Technology Credit Union is in partnership with CFS. Member NASD/SIPC.



Portable Private Banking

In response to a request from a Private Banking member, we've put together this handy card to keep in your wallet to reach us anywhere, anytime. ☺

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