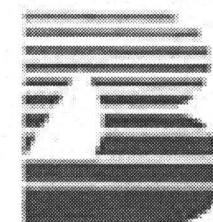


Bay Federal Credit Union, celebrates 50 years of service to members

Largest, locally owned financial institution on the Central Coast credits growth to employee and service-focused culture



Aptos Times 12-1-07

Capitola, CA – Bay Federal Credit Union has grown dramatically in the past fifty years. From its humble beginnings as a Teacher's Credit Union, Bay Federal now serves its 60,000 members at nine branches through the tri-county area.

With 200 employees and over \$600 million assets, it is the largest locally-

owned financial institution in Santa Cruz County. Constant over its 50 years is a dedication to treating its employees well, and inspiring them to provide extraordinary service.

The not-for-profit financial institution was founded in 1957 on the principal of "people helping people" when twelve local teachers got together to make savings accounts and small loans available to teachers, especially during the summer months when teachers were not paid.

First provided in Ethel Young's Santa Cruz living room, this cooperative approach to banking led to the Credit Union's first branch opening in Santa Cruz in 1963. Banking competition has steadily increased over the decades, but Bay Federal continued to thrive due to its own style of "fun and friendly" service.

"Our mission is to make a significant contribution to the financial lives of our members," said Carrie Birkhofer, President and Chief Executive Officer. "We know that employees who are excited about coming to work everyday, who have the necessary training and tools they need, provide outstanding service to members. ...we focus first on our employees' needs and create a positive work environment."

Birkhofer believes this "service-profit chain" business model, used by successful organizations such as Southwest Airlines and Disney, is a driving force behind Bay Federal's profitable growth. This enables Bay Federal to attract and keep good employees by providing medical and dental insurance, a 401K program, ongoing training, advancement opportunities, and employee recognition awards.

Over the last 10 years, a full suite of mortgage loan offerings and additional deposit products have been added, or enhanced, at the request of members. In

2007, Bay Federal also began offering Business deposit products. Each new offering was added to enhance the Credit Union's options for members for both their personal and business needs.

Celebrating Community Involvement

Bay Federal's commitment to "people helping people" extends into the community. To date this year, it has contributed to over 50 local causes and 100% of its employees have volunteered in the community for the last four years in a row. Bay Federal continues to provide special support for teachers. Its free and award-win-

ning Youth Financial Education program served over 4,000 students in Santa Cruz and Monterey Counties in 2006, and expects to surpass this in 2007.

50th Anniversary Celebration Activities

To celebrate its 50-year anniversary, Bay Federal will be gathering donations of cash and non-perishable foods for the Second Harvest Food Bank and the Food Bank of Monterey County. Members are invited to participate in a Cake Walk by purchasing a paper cake for \$5.

Other activities during the month of November include birthday cupcakes served to members on November 8, Member Appreciation Days and prize drawings for retro toasters and other giveaways. In addition, the Credit Union is offering a special mortgage program to provide 50 mortgages for 50 local teachers. These affordable first mortgages will allow teachers to take the first step into purchasing a home of their own.

About Bay Federal Credit Union

Bay Federal Credit Union serves over 60,000 members throughout Santa Cruz, San Benito and Monterey Counties. With over \$600 million in assets and 200 employees, Bay Federal Credit Union is among the largest member-owned financial institutions on the Central Coast. Established in 1957, Bay Federal Credit Union has been serving its members and the community for 50 years. www.bayfed.com. ■



HOME & GARDEN



We're Here
through Sunday
Dec. 23 at 5pm



Come in and find
Something Special
for the Holidays!



(831) 685-1626

Open Wednesday - Sunday 10-5
5752 Freedom Boulevard
Aptos, CA 95003

American Honda Foundation Provides \$75,000 for Youth Ocean Opportunities

The Torrance, California-based American Honda Foundation awarded a \$75,000 grant for "Ocean Opportunities", to engage youth with O'Neill Sea Odyssey's free, ocean-going science and ecology education program for 30 4th, 5th and 6th grade school classes. The grant will serve 900 low-income youth.

The grant was announced as O'Neill Sea Odyssey (OSO) embarks on an effort to demonstrate that ocean-going education can create future ocean stewards, and advance their academic achievement. "The classes funded by the American Honda Foundation will provide an opportunity for low-income youth to engage in hands-on

education on the ocean, an opportunity they otherwise would not have," said Dan Haifley, OSO Executive Director. "The American Honda Foundation is one of a handful of corporate-based foundations that has generously devoted itself to innovation in education, and we are grateful for their support."

Alexandra Warnier, American Honda Foundation Manager, said: "The American Honda Foundation works to build bridges to the future with a focus on youth and scientific education. We are very pleased to support Ocean Opportunities which offers an effective way to educate youth to be tomorrow's ocean, watershed and community stewards."

The American Honda Foundation, a

non-profit philanthropic organization, was established in 1984 in conjunction with American Honda's 25th anniversary in the United States. It was established to say "thank you" to the American people for their support through the years. Through a program of responsible investment in organizations meeting the needs of American society in the areas of youth and scientific education, the American Honda Foundation strives to assist in creating lasting benefits for society. O'Neill Sea Odyssey was founded in 1996 and has served over 42,000 youth. In 2004 the program received awards from Governor Arnold Schwarzenegger and US Senator Barbara Boxer. ■