



the storefront

Summer 2020 | Volume 28, No. 1



Get to know our new CEO: *Javier Rosado joins the team following Phyllis Adkins' retirement*



Javier Rosado

We're pleased to announce the appointment of Javier Rosado as the new President and Chief Executive Officer of TruGrocer Federal Credit Union. Rosado assumed his new role on June 1, replacing longtime President and CEO Phyllis Adkins.

The right person for the job

To find the ideal candidate, TruGrocer conducted a nationwide search. Rosado became the top choice based on his extensive and impressive experience.

Rosado joins our team from the J. R. Simplot Corporation where he spent 10 years in various roles, most recently as the Director of Global Credit. Rosado also spent 11 years in the financial services industry, including time at the Idaho Department of Finance as a credit union regulator. Additionally, he served on the Board of Directors of the Simplot Employees Credit Union and proudly served for six years in the Idaho National Guard.

"I am thrilled and grateful for the opportunity to lead such a tremendously successful credit union and excited to continue the legacy of excellence that Phyllis and her team have created," Rosado said.

Big shoes to fill

Although she is retiring from her role as President and CEO, Adkins will continue to share her wealth of experience and support. She will maintain an advisory role helping ensure TruGrocer's continued success. Under Adkins' leadership, TruGrocer assets grew from \$65 million in 1994 to a remarkable \$293 million today. She was instrumental in changing TruGrocer's charter from a single employer group to a single Trade-Industry-Profession (TIP) serving the U.S. grocery industry.

"I am extraordinarily proud of the success of TruGrocer," Adkins said. "It has been an honor to lead this organization."

A bright future

Most importantly, TruGrocer will continue its commitment to providing superior financial products and services to you — our valued members — and your families. Even as we face challenging times, we are confident that our success will continue due to our winning combination of strong leadership and membership.



Phyllis Adkins

Essential and extraordinary: *A heartfelt thank-you for your continued dedication*

As our country continues to adjust from the COVID-19 pandemic, it's important to remember and recognize our members, the grocery industry workers serving at both the retail store and distribution center levels. These brave individuals not only face exposure to the virus, but they also experience long hours, little rest and an abundance of stress as they work tirelessly to support their communities.

Now let us help you. If you're still facing financial difficulties caused by COVID-19, TruGrocer has options available to help, including:

- Loan payment skips
- Waiving of loan late fees
- Waiving penalties for the early withdrawal of a Share Certificate
- A special 15-month personal loan program with postponed first payment due at 90 days

Please contact your branch for more details on any of these services. We want to help reduce any worries you may have. Check out the back page of this newsletter to see more ways we're helping relieve financial stress and assisting our valued members.

From all of us at TruGrocer, thank you for your hard work and devotion. We couldn't be prouder of you.

Enjoy the convenience of TruGrocer's online services and other exclusive resources

When a personal visit isn't possible, you can handle virtually all your financial transactions online. After all, you have enough on your plate without worrying about when you can schedule a visit to your TruGrocer branch.

Instant access day or night

These free online solutions give you secure access to our services 24-hours-a-day through your phone, computer or laptop — from the safety and comfort of your own home:

- **CU OnLine:** Go online to view your account and loan activity. Plus, you can transfer money between accounts, view eStatements and much more. Simply visit www.trugrocer.com and click on the information button for CU OnLine to get started.
- **Mobile Banking & Deposit:** Use our smart phone app to check available balances, view transaction history, pay bills and even deposit checks using the camera on your device. The app is available for Android, iPhone and iPad. Get it on Google Play or download it at the Apple App Store.
- **Money Management:** CU OnLine and our Mobile App both offer this handy tool to help you gain a better understanding of your spending, prepare a budget, prioritize your debts, track your savings and take control of your finances. You can find "Money Management" on the Main Menu.
- **Bill Pay:** Never worry about accidentally missing a payment again. Go to CU OnLine or the TruGrocer Mobile App and start using free Bill Pay. Set up automatic payments and rid yourself of the hassle of writing checks.
- **Electronic Teller (E.T.):** Access your accounts by calling **(208) 343-1035** or **1-800-392-3328**. With E.T., you can phone from anywhere and find out your balances, complete transfers between shares and make loan payments.

Additional services to assist you

TruGrocer gives you other resources to easily — and securely — complete all your financial transactions during these changing times.

- **Debit and Credit Card:** TruGrocer gives you buying power and convenience at your fingertips. Use your ATM/POS/Debit Card or VISA® Credit Card to make purchases or withdraw cash at ATMs around the world. Plus, the VISA card offers an annual 1 percent rebate on your net purchases (excluding cash advances).
- **CO-OP Shared Branch Network:** Access your accounts nationwide at any of the participating credit union locations with the CO-OP Shared Branch network. Visit www.trugrocer.com to find one of the 5,000-plus participating locations.

At TruGrocer, we are focused on relieving stress by offering a variety of financial products and services. We hope these resources give you peace of mind knowing you can manage your money matters — wherever and whenever.



BRANCHES

Call Center Toll Free: 1-855-320-6460
Electronic Teller 24HR Phone Banking:
1-800-392-3328

P.O. Box 8145 Boise, ID 83707 (208) 385-5200 Fax: (208) 385-5290	341 E. Imperial Highway Fullerton, CA 92835 (714) 738-4681 Fax: (714) 870-6408
---	---

3305 Lake Breeze Orlando, FL 32808 (407) 292-2006 Fax: (407) 292-2520	205 Spencer Drive Wells, ME 04090 (207) 646-4989 Fax: (207) 646-5673
--	---

1327 Brown Trail Bedford, TX 76022 (817) 285-8292 Fax: (817) 285-7053	3335 E. Overland Road Meridian, ID 83646 (208) 385-5200 Fax: (208) 888-3756
--	--

4961 W. Bell Road, Ste. B6
Glendale, AZ 85308
(602) 978-9408
FAX: (602) 978-9014

BOARD OF DIRECTORS

Bob Baker, Chair
Bill Carter, 1st Vice Chair
Peggy Jones, 2nd Vice Chair
Michele Koci, Treasurer
Doug Gibson, Secretary
Cynthia Forsch, Member
Mark Lavin, Member
Matt McKinlay, Member
John McMurdie, Member

MANAGEMENT STAFF

Javier Rosado, President & CEO
Phyllis Adkins, President & CEO Emerita
Michael S. Vickery, Executive Vice President & COO
Kenneth J. Smith, Sr. Vice President
Chris Demaray, Vice President
Karen Dawson, Chief Financial Officer
Bryan Foreman, Loan Manager
Leo Francis, Regulatory Compliance Officer
Denise Bardwell, Orlando Branch Manager
Chalyce Ward, Dallas/Fort Worth Branch Manager
Laura Sotelo, Los Angeles Branch Manager
Vacancy, Meridian Branch Manager
Claire Urquhart, Wells Branch Manager
Heston Charlton, Phoenix Branch Manager

Financial Highlights

(as of April 30, 2020)

Members	26,398
Assets	\$293,214,044
Loans	\$99,752,135
Shares	\$240,254,598

The articles and opinions in this publication are for general information only and are not intended to provide specific advice or recommendations for any individual. We suggest that you consult your attorney, accountant, or financial or tax advisor with regard to your individual situation. Entire publication © TruGrocer Federal Credit Union 2020. All rights reserved.



www.trugrocer.com