



# SIERRA CENTRAL NEWS

● Winter 2010



*Your Community Banking Institution*

**Sierra Central**  
Members Only

## Are you in the right Clubs?

**Holiday Club**



**Back to School Club**



**Tax Club**



**Vacation Club**

See page 2 for more details

## ANNUAL MEETING Notice to Members

The Annual meeting of the Members is scheduled for Wednesday, May 26, 2010. The meeting will begin at 6:30pm, the location will be at the Peach Tree Golf and Country Club, 2043 Simpson-Dantoni Road, Marysville.

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Effective January 16, 2010, our current check printing company will have completed a partnership merger and you will begin seeing the company name, **Harland Clarke**, appear on your statement when you are billed for printed checks.



## Sierra Central Hours & Locations

- **Auburn**  
2558-A Bell Road  
M-Th: 9am-5:30pm / Fri: 9am-6pm
- **Beale**  
17602 25th Street  
M-Th: 9am-5pm / Fri: 9am-6pm
- **Chico**  
352 E. 1st Street  
M-Th: 9am-5:30pm / Fri: 9am-6pm
- **Grass Valley**  
559 Sutton Way  
M-Th: 9am-5:30pm / Fri: 9am-6pm
- **Herlong**  
2067 Yuba Street, Bldg T-2067  
M-Wed: 10am-3pm / Th: 11am-6pm  
Fri: 10am-3pm
- **Marysville**  
422 4th Street  
M-Th: 9am-5:30pm / Fri: 9am-6pm
- **Oroville**  
1036 Oro Dam Blvd.  
M-Th: 9am-5:30pm / Fri: 9am-6pm
- **Paradise**  
5175 Skyway  
M-Th: 9am-5:30pm / Fri: 9am-6pm
- **Placerville**  
3964-B Missouri Flat Road  
M-Th: 9am-5:30pm / Fri: 9am-6pm
- **Red Bluff**  
501 Adobe Road  
M-Th: 9am-5:30pm / Fri: 9am-6pm
- **Redding**  
2867 Bechelli Lane  
M-Th: 9am-5:30pm / Fri: 9am-6pm
- **Redding West**  
1255 Yuba Street  
M-Th: 9am-5:30pm / Fri: 9am-6pm
- **Roseville**  
306 N. Sunrise Blvd  
M-Th: 9am-5:30pm / Fri: 9am-6pm
- **South Yuba City**  
520 Bogue Road  
M-Th: 9am-5:30pm / Fri: 9am-6pm
- **Willows**  
1030 W. Wood Street  
M-Th: 9am-5:30pm / Fri: 9am-6pm
- **Yuba City**  
820 Plaza Way  
M-Th: 9am-5:30pm / Fri: 9am-6pm

# Sierra Central Volunteer Elections

A nomination committee comprised of Doug Sloan as Chairman, Diane Myers and Jim Kennedy have placed the following individuals into nomination for election to serve a 3-year term on the Sierra Central Board of Directors, incumbent David Mackowiak and incumbent Tib Belza.

To serve a 3-year term on the Supervisory Committee, Dan Mierzwa and incumbent Dale Hall.

Members wishing to be considered for available positions on the Board of Directors or Supervisory Committee may petition to be on the ballot by obtaining 100 signatures from members in good standing. Petitions must be accompanied by a statement of willingness to serve if elected as a credit union volunteer.



Doug Sloan



Diane Myers



Jim Kennedy

Volunteers donate over 40 hours per month in reviewing documents, committee meetings, monthly Board meetings and quarterly Supervisory Committee meetings.

Members wishing to petition for nomination must submit a petition with the required signatures along with the statement of willingness to serve to the Board of Directors on Monday, February 22, 2010, between 4:00 pm and 4:30 pm. The location for accepting petitions will be in the Board room at 820 Plaza Way, Yuba City, CA 95991. At 4:30 pm on Monday, February 22, 2010 the Board of Directors will officially close the nomination process and after such time no other petitions will be accepted for nominations.

For questions in regard to the process of submitting a petition you can call 530.751.3425.

## Club Accounts



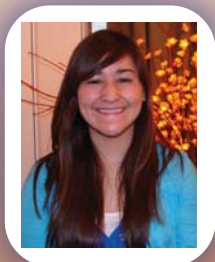
Saving for annual expenses has never been more crucial than in today's economic conditions! That is why Sierra Central would like to offer Club Accounts to our members! Our Club Accounts are high yielding savings accounts that will transfer into your checking account at just the right time. Putting away a few dollars every month can really add up and help take the sting out of those annual financial pinches.

**Come into one of our 16 branch locations  
to join the Clubs today!**

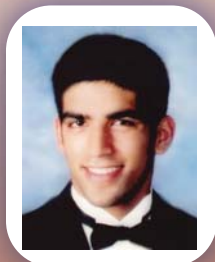
# 2009 SCHOLARSHIP WINNERS



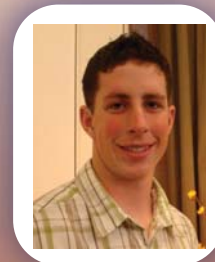
Kalah Horton - 2005, 2006, 2007, 2008 & 2009 Scholarship recipient; attends CSU, Chico



Jessica Yount - 2008 & 2009 Scholarship recipient; attends Yuba College



Mundeep Purewal - will attend University of California -Davis



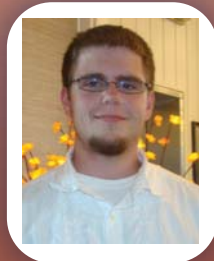
Seth McFadden - will attend Oregon State University



Hannah Baker - will attend Cal Poly



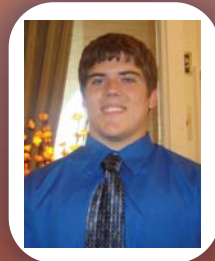
Justin Horton - will attend University of California-Davis



Jaymisan Haeussler - will attend Berkeley City College



Amanda Tinajero - will attend Point Loma University



Wes Prater - will attend Willamette University



Melanah Poole - will attend Alabama State University

Last year's judges were: Phil Krebs - Yuba College District's Executive Director of Foundation & Grants, PHD in Educational Leadership/Civil Rights history; Martha Wilson - Attorney and graduate of Cal Northern School of Law, Personnel Director of Human Resources & Risk Management of Yuba County; Sharon Stone-Stover - also attorney and graduate of Cal Northern School of Law, the Director of the Butte County Department of Child Support Services.

## 29 Years! - 2010 Scholarship Program

*Scholarships awarded to deserving high school seniors, current college students and prior winners still attending college.*

To request an application package, go online to **[www.sierracentral.com](http://www.sierracentral.com)** or visit one of our 16 branch locations for an application request form.

Application packages must be fully completed with transcripts, biography questionnaire, essay and references and returned to Sierra Central by regular postal mail.

Please indicate on your biography questionnaire if you are a high school senior, college student or applying for a renewal. Also, include what your major is or will be. Incomplete applications will be disqualified. The deadline for returning completed packages is April 1, 2010.

Recipients are determined by a panel of judges based on the completion of a biography questionnaire, grade point average, demonstrated leadership skills, active participation in a variety of school and community activities. The judges will also base their decisions on the quality of an essay and any reference(s) received.

Applicants must plan to or are currently working toward a degree in business, technology or business related field. Applicants ages 18 or older must be a Member in good standing with Sierra Central. Applicants under the age of 18 must have a parent or legal guardian that is a current Member in good standing with Sierra Central.

# BANKing LOCAL at Sierra Central

## Q & A with CEO/President John Cassidy



A new year is upon us and we are looking forward to 2010 as being a year of a stabilizing economy, with growth and prosperity for our communities. Although the future of our economy is still unclear at this point, we are optimistic. At this time, I would like answer a few questions that seemed to be asked of me everywhere I went in 2009.

### **Q. How is Sierra Central doing financially during these tough economic times?**

A. We certainly have seen the affects of the jobless rates in our geographic footprint as being some of the highest in the country. Our members have done their best to stay above water but it has been difficult for many people and their families. We were fortunate to have a strong team in place who had the foresight in late 2007 and throughout 2008 to take measures which helped us to manage through the tough economic times throughout 2009. We minimized our risk and losses doing the things necessary that were within our control, and we were strong enough to withstand the effects of the things that were not within our control. We have built strong levels of capital and efficiencies over the past ten years which combined with a quality long term Board of Directors and Management team gives us tremendous opportunities in the months and years ahead.

### **Q. Sierra Central has always made a strong effort to financially support its communities. How has that been affected?**

A. As most successful and prudent businesses have, we too have cut back our financial support quite a bit, but our people made up for it by offering their time and expertise to the communities we serve. We coordinated and organized events that helped raise a great deal of money for worthy causes. Our people dedicated their time serving on boards and clubs in their communities. Some even spent many hours coaching youth programs. Plus, the Sierra Central Scholarship program still provides financial support to deserving graduating high school students as well as current college students.

### **Q. Have the tough times affected the morale at Sierra Central?**

A. I have to say morale at Sierra Central has never been better! We have the best team of professional employees around. Everyone has taken a personal interest in the success of Sierra Central. From our frontline tellers to our Board Members, everyone is doing his or her part for the betterment of the credit union and for providing the best financial services options for all of our members and their families.

### **Q. How are your Products and Services?**

A. While others were drastically raising or lowering their rates, Sierra Central maintained very competitive rates, often being the best in the sixteen markets we serve. Plus, we felt it was important to assist our members by offering them financial savings solutions like our new club accounts. We have been providing financial services to our members in Northern California for 54 years and our goal is to continue doing so for many years to come.



**Providing Northern California with banking products and services for over 54 years!**

Federally Insured by  
**NCUA**



1-800-222-SCCU(7228)

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