

# The Customer Connection

Summer 2016

## Community Connection

### Spencer Joins Elmwood Park's 100-Year Anniversary Celebration

Spencer Savings Bank was a proud sponsor of the Elmwood Park Centennial Celebration June 11-12.

Thousands of residents attended the two-day festival honoring the borough's 100-year mark, including 40 Spencer employees and their families, many of whom also marched in the Centennial Parade with the Spencer float alongside an array of local heroes, community figures and interesting characters.

The celebration also saw a "Hometown Fair" bring music, food trucks, carnival rides, entertainers, street vendors and more to Boro Field on Market Street. Spencer employees invited festival goers to the Spencer booth for free prizes in the bank's well-known "Spin-to-Win" game.

"Elmwood Park is a tight-knit community with family values and a proud history," said José B. Guerrero, Spencer Savings Bank Chairman, President and Chief Executive Officer. "Having our headquarters and main branch here, we are privileged to serve and support the wonderful people of Elmwood Park as their community bank."



## INTRODUCING THE NEW SPENCERSAVINGS.COM

Did you notice that we've rolled out a redesigned website? In the digital age, we are continuously seeking new ways to refine our online presence and processes. The new website design upholds the same Spencer brand that you have grown to recognize and love, while simplifying your ability to access, understand and utilize our offerings with:

- Responsive design for mobile-optimized viewing
- Intuitive navigation
- Quick printing or emailing of any web page
- Online banking login from any web page
- Detailed maps and directions to branch offices
- Community news and bank updates
- + More

We hope you enjoy your new spencersavings.com experience!





Dear Spencer Family,

Summer is heating up! I hope you are enjoying some time in the sun with loved ones, whether down the shore, in one of Northern NJ's many beautiful parks, or at a backyard cookout.

Just like the season has a lot to offer, so does the summer edition of our newsletter. We're extremely excited to unveil our newly redesigned website, which offers an enhanced user experience and many great features that you will see listed in our lead story for this issue.

As always, we've been very active in the community, from inviting local high schoolers to explore careers and shadow our employees to running in several charitable 5K races, plus much more. You can also learn about a great new service called Popmoney that makes money transferring simple and seamless, and meet Lodi branch manager Amy Kaminski in our branch spotlight.

As a local lender, Spencer is committed to helping you achieve your financial goals. I encourage you to speak to one of our representatives about investing in property, as now is a great time to take advantage of low rates and low property values paired with high appreciation and high rental demand.

Most importantly, I want to thank you for choosing Spencer Savings Bank. We are truly grateful for the opportunity to serve you, and hope you have a wonderful summer.

Sincerely,  
José B. Guerrero  
Chairman, President and CEO

## Making A Difference

### Career Exploration in Clifton and Garfield

Spencer Savings Bank's Clifton and Garfield branches hosted Career Exploration events this April, instilling inspiration in promising young students. The day's activities gave insight into a variety of banking job functions including customer service, operations, sales, marketing and business development.

Clifton High School Juniors Nidal Haq and Chrystal Nahui were selected based on their strong academic performance and interest in business. The Outwater Lane branch hosted Garfield High School Junior and YMCA member Michael Kramer, also selected for his academic excellence and bright future.

### Morris Habitat for Humanity

For the second year, Spencer partnered with the Morris Habitat for Humanity to participate in a Build Day. A team of 7 Spencer employees took part in the day's work on May 27, which included foundation work on four single-family homes in Dover. The team stripped the footing forms and then marked out the corners for the next team of workers to know where to place the foundation blocks. Spencer Savings Bank also made a donation of \$1,500 to the organization.

### 5K Charity Runs

Spencer kicked off its 5K run season April 23 by sponsoring the Saddle Brook Educational Foundation 5K Run/Walk. A team of 12 Spencer employees and family members ran the race through Saddle River County Park in Saddle Brook. Proceeds from the run benefited the Saddle Brook Educational Foundation.

Teams also participated in the annual Nutley Chamber of Commerce 5K Run benefiting the Nutley Family Service Bureau's Food Pantry, and the Community Hope Flag Day 5K for homeless veterans.

### Movies Under the Stars

Hundreds of people came out for Spencer's free family movie nights in Cranford, Garfield, Wallington and Wayne. Our 2016 Movies Under the Stars series will continue through September. We hope to see you there!

### EverFi Certificates for Garfield Fifth Graders

More than 300 Garfield fifth graders earned EverFi, Inc. financial literacy certificates from Spencer as part of an ongoing initiative to teach local students the basics of banking and money management. Spencer visited six schools on May 9 and 10 to present a certificate to each student who completed the program. Prior, the students enjoyed showcasing their knowledge and enthusiasm in a game of Jeopardy.



## Consumer Alerts

### Safeguard Your Money on Vacation

Summer vacation is about relaxation. Unfortunately, identity theft and other financial crimes are on the rise. To help you stay safe, here are some tips for before & during your trip.

- **Give your bank a heads up:** Contact financial institutions in advance to share your travel plans.
- **Bring what you need:** Only bring the debit & credit cards you'll use.
- **Choose ATMs carefully:** Visa & MasterCard list their ATM locations online, to help you avoid bogus machines.
- **Use the hotel safe:** Keep the cards you don't need in the hotel safe while you're out.
- **Protect your PIN:** It's a direct line to your bank account.

With fraudulent activity all too common, card issuers are more vigilant than ever, but it's wise to do your part. Watch your statements for anything suspicious, and at the first sign of a problem, contact your bank. The sooner you catch a problem, the less likely it is to escalate. By being proactive, you can ensure that your vacation leaves lasting memories of the positive kind, and keeps your cash out of the hands of criminals.



# Service Update



## Money Transferring Made Easy

Send, request, and receive money the easy way with Popmoney. Spencer offers this convenient service as part of our commitment to making your personal banking as seamless as possible. Avoid having to go through the hassle of writing a check—Popmoney allows you to send money with only the recipient's email address or mobile phone number. Use Popmoney to pay friends for helping out with errands while you're out of town, to collect everyone's share for group outings, and even for recurring payments like splitting rent with roommates. Popmoney eliminates the need to exchange account numbers, keeping your information 100% private and secure. Best of all, anyone can use it!



### Sending Money

- Send to the recipient's email address or mobile phone number.
- They receive a notification to deposit their money.
- Transaction complete! The money is deposited directly into their account.

### Requesting Money

- Request money from a person or group.
- They receive a notification to pay your request.

### External Transfers

Easily move money between your accounts with Spencer and other financial institutions.

- No need to visit branches or write checks.
- Schedule automatic, recurring transfers for a simple savings plan.
- Control your money from one dashboard—fast and easy.

## Branch Spotlight Amy Kaminski • Lodi Branch Manager

### WORKING FOR SPENCER

#### *How long have you been working in banking?*

I have been in banking for 29 years, starting my career as a part time teller for NCB.

#### *Why do you feel the bank is so successful in creating long-term relationships with its customers?*

Spencer Savings employees really take an interest in their customers. Our office opened in 1955 so we have multi-generations of families banking with us. I was a customer of the bank long before I became an employee. When the opportunity came for me to join the bank I knew it was a great place to work.

#### *What is the business climate like in your region, and how does Spencer help local businesses find and leverage opportunity?*

Lodi has a mix of small businesses, professionals and a few large corporations. The local business owners are happy to bank with us because they are treated as individuals with products tailored to their needs. We take the time to get to know the owners and their employees by name. We often hear that the larger banks treat them like a number. At Spencer they can call me or my staff and get personal service with a smile.

### YOUR TEAM

#### *What's the best thing about being a branch manager?*

I have a terrific group of people that I get to interact with every day. I enjoy mentoring them and watching them advance in their careers. Nothing makes me happier than seeing someone get a well deserved promotion.

#### *What makes for a great branch team?*

Team work and truly caring about each other and the community we serve makes the Lodi office work. The staff in Lodi "pitch in" and get the job done. They are hard working, dedicated and dependable.

#### *What do customers have to say about what it's like to work with your team?*

The staff has received numerous letters complementing their customer service skills. I frequently hear how much they love my team because they are patient with an elderly loved one, have assisted them with balancing their checkbook, solved a problem that was difficult for the customer to deal with alone, assisted with expediting a mortgage or just brightened their day with a warm greeting and a smile. It is so nice to hear that they recommend Spencer to friends and relatives because of the great service and caring attitude.

### THE COMMUNITY

#### *What do you love most about living and working in your area?*

Since I've lived in nearby towns for many years I have watched the area become a true "melting pot" of various cultures. The borough of Lodi was settled by Italian families who migrated from Sicily. So although there are still many customers of Italian descent we now have a greater mix of ethnicities. I enjoy hearing their stories, learning about their families and making them a part of Spencer.

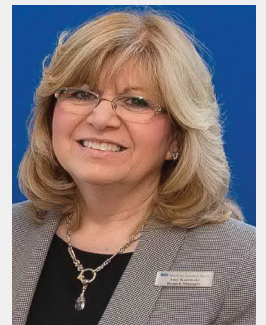
As a manager I spend a lot of time out in the community visiting businesses and constantly meeting new people. Making those connections, listening to their struggles or successes and showing them the value added by becoming a customer of Spencer Savings is most rewarding.

#### *Are there any events planned with the community this Spring or Summer?*

We have several events that we will be sponsoring. For the month of July we will be a sponsor of the borough's free summer concert series. Every Wednesday evening there is a new group of musicians that rock out at Memorial Park. There are refreshments, giveaways and dancing for all!

In the fall the Lodi Moose Lodge #1971 hosts a beefsteak dinner. This is an annual fundraising event for scholarships to deserving youth in the community. Spencer is a proud participant each year.

We are happy to be a part of this great community.



# Business Connection

## Commercial Lending \$1 Billion in Loans and Growing

Spencer is an active lender offering flexible financing solutions for property-owners and business operators. We are your full-service local bank, with commercial lending specialists who will help you secure the loan that's right for you.

- Financing for Properties in NJ, NYC and PA
- Loan Amounts Up to \$10 Million
- Experienced Team
- Efficient Closing
- Local Approvals

### *Commercial & Industrial Lending*

- Term Loans
- Lines of Credit
- Owner-Occupied Mortgages
- Revolver-To-Term Loans

Contact us today  
or *Visit Us* online  
to learn more!



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