



moneywise  
SIMPLY BETTER ADVICE

## Simply Better Banking Starts with Member Engagement

We are proud of our democratic principles and the opportunity to engage with our members at our recent Annual General Meeting, which was held virtually on February 27<sup>th</sup>.

Board Chair Richard Colwell and CEO David Williamson updated the membership on the 2023 business year. Director Kevin Moore, Chair of the Risk Audit and Finance Committee presented an overview of the financial results and Mowbrey Gil LLP provided their Independent Audit Report for the year ending October 31, 2023.

Director Brent Trombley, Chair of the Governance, Ethics and Human Resource Committee provided an update on the governance work done in the past year and also announced that 3 Director applications were received for Board positions and therefore all were acclaimed. Congratulations to Roy Eckert, Sandi Giesler and Leo Tang.

We also celebrated and acknowledged staff service milestones:

**1 year** – Magda, Dominic, Judian

**15+ years** – Kuldeep, Vosh, Rachelle

**20+ years** – Bernie, Krista, Karen, Chau

**Thanks to staff, Board of Directors and of course, our members for supporting our credit union and trusting us to provide you with simply better banking.**

# Simply Better Digital

ABCU implemented 2-Step Verification (2SV) to login to online and mobile banking as an additional layer of security for your banking experience.

After 2SV is set-up on your account, if we detect unusual activity during login, you will be sent a one-time verification code to either your email address or mobile phone you registered during your 2SV enrollment. This will replace the previous static security questions used during banking login.

We encourage all members to voluntarily sign up for this service as soon as possible and before April 14, 2024, otherwise, you will not be able to access your online banking accounts until you enroll.

You can now reset your own Personal Account Code (PAC) online!

Self-Serve PAC Reset is a digital banking feature that allows members to reset their Personal Access Codes whenever they need to, at the time they need to. Without Self-Serve PAC Reset, members must contact ABCU Credit Union to request a password reset during the business hours.

Self-Serve PAC Reset functionality relies on 2-Step Verification to authenticate members before they can reset a PAC. Click [here](#) for more info on 2-Step Verification.

## Simply Better Trusted Advisors



**Shey Pfeiffer**  
Director,  
Member Experience

Shey Pfeiffer's 28 years of financial industry expertise includes, starting as a teller and evolving into leadership roles across wealth management, business analysis, and project management. With certifications in project management and business analysis, she has made significant contributions to various financial institutions.

Transitioning to ABCU over a year ago, Shey currently serves as the Director of Member Experience, her first venture into the credit union realm. Rooted in Edmonton since attending the University of Alberta, she leads the member-facing teams, dedicated to enhancing personalized financial advice and services. Shey's approach emphasizes understanding each member's unique needs and actively seeking feedback for continuous improvement.

Beyond her professional endeavors, Shey finds joy in family activities, including cheering for her daughter at horse shows and enjoying time on the golf course with her husband and son.

# Simply Better Community Support

## Providing Life Changing Support

ABCU Charitable Foundation was established to provide support to the communities in which we serve.

In 2023, one of our recipients was the Aspen Service Dogs program through a charitable donation to the South Alberta Service Dog Foundation.



**Meet Tiffany.** She is a two-year-old black lab that has been training for an important job since she was a puppy to provide critical support to six-year-old Gabbie and her family.

While Tiffany has just recently moved in, Gabbie's family has been waiting for the dog's arrival for two years through the Aspen Service Dogs Program; a highly coveted, wait-listed program that the ABCU Charitable Foundation supported the last two years.

Today the sweet girl and her dog are bonding and getting to know each other in a slow and measured manner like cuddling on the couch. Among other health challenges, Gabbie suffers with atonic drop seizures and can hurt herself if she suddenly falls. A few weeks ago, after Gabbie attended a procedure at the Stollery Children's hospital, Tiffany jumped up on her bed and decided to sleep with her. Prior to this, the dog had been sleeping in her dog bed but has since decided to join Gabbie and provides her comfort all night. Tiffany providing deep pressure therapy helps keep Gabbie regulated in her sleep. Improved sleep without seizures will increase Gabbie's potential for her brain to learn and grow.

Gabbie is a beautiful and determined young girl and with Tiffany's help and unwavering protection, she will be able to be more independent in her movements without adults and her parents will be alerted if they are needed.

The training that Tiffany has undergone at the Aspen Service Dog Program allows Gabbie's family, her parents and two brothers, to participate with Gabbie's journey in a loving, joyful way that only a dog can bring to a family.

To learn more about the program, visit <https://www.sasdf.ca/home> or <https://aspenservicedogs.com/>

ABCU Charitable Foundation is accepting new applications for 2024 and if you are a charitable organization, we encourage you to submit your [application for consideration to general@abcu.ca](mailto:general@abcu.ca)

# 5 tips to spring clean your finances!

## 1. Hit 'unsubscribe'

Scanning your bank account or statements can be an effective way to see your subscription payments in one place. The cost of your subscription services can be much higher than you estimate. A survey done by market research firm C+R in 2022 of 1,000 consumers found that consumers, on average, estimated their subscription spending to be \$86 per month. Their actual average monthly spending on subscription services was \$219. So, it's a good idea to audit your subscription charges.

## 2. Take a holistic view

As you review your subscriptions, take time to look at all your transactions and expenses, including ones from your credit cards. Consider whether they all align with your money goals.

## 3. Go paperless

If you receive paper bank statements, consider switching to electronic statements. Some financial institutions charge a fee for paper statements, so it could be an opportunity to save a few dollars each month. If you're not already receiving and paying bills online rather than by mail, you can set this up for yourself as part of your spring cleaning.

## 4. Automate your accounts to meet your goals

There's a lot you can automate to make it easy to manage money in your bank accounts. You can set up automatic bill payments from your bank account for recurring expenses such as utilities, and set up direct deposit for your paychecks. You can even split your direct deposits so that a certain amount goes straight to your savings, for example; or you can set up recurring auto transfers from a checking account into savings.

## 5. Streamline your bank accounts

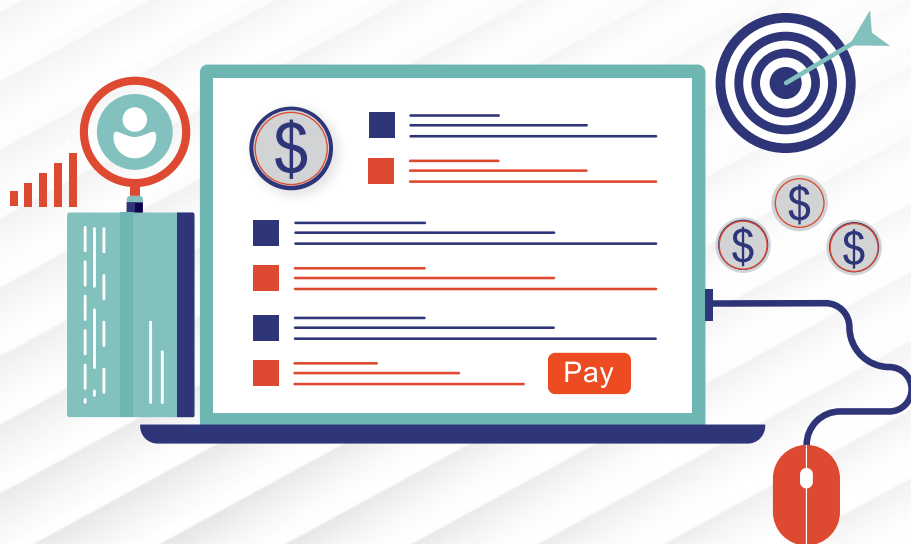
Review the bank accounts you have open. For each, ask yourself, "Does this serve me? Is this aligned with my lifestyle and the goals that I want to accomplish?"

Comb through to see if there are any accounts that you aren't really using. Consider consolidating or closing accounts and moving funds where they can earn more interest.

**For a fresh start this spring,  
consider resetting your debt!**

**Ask us how:**

**1-888-929-7511**



# Simply Better Security

## Email is still the most common delivery for malicious files

Email continues to be one of the primary vectors for delivering malicious files, with cybercriminals using various techniques to exploit vulnerabilities and trick users into compromising their systems. Among these methods, phishing stands out as a particularly prevalent threat. In a phishing attack, attackers masquerade as legitimate entities, sending deceptive emails that often contain malicious links or attachments. Clicking on these links or downloading the attachments can lead to the installation of malware, ransomware, or other harmful software on the recipient's device.

To defend against such threats, it's essential to implement robust cyber security best practices:



**Be Skeptical:** Exercise caution with all emails, especially those from unfamiliar or unexpected sources. Look for telltale signs of phishing, such as misspelled words, generic greetings, or requests for sensitive information.



**Verify Sources:** Before clicking on any links or downloading attachments, verify the sender's identity and the legitimacy of the email. If in doubt, contact the sender through a separate communication channel to confirm the authenticity of the message.



**Hover Before You Click:** Hover your mouse cursor over links in emails to preview the URL destination. This can help you identify suspicious or misleading links that don't match the stated sender or subject matter.



**Keep Software Updated:** Regularly update your operating system, anti-virus software, and other applications to patch known vulnerabilities. Cybercriminals often exploit outdated software to gain unauthorized access to systems.



**Use Strong Passwords:** Create unique, complex passwords for each online account and change them regularly. Consider using a reputable password manager to securely store and manage your passwords.



**Enable Two Step Verification (2SV):** Enable 2SV wherever possible to add an extra layer of security to your accounts. This typically involves requiring a second form of verification, such as a code sent to your phone, in addition to your password.



**Educate Yourself and Others:** Stay informed about the latest cybersecurity threats and trends. Educate yourself and your colleagues or family members about common tactics used by cybercriminals and how to recognize and avoid them.

By following these cyber security best practices, you can significantly reduce the risk of falling victim to email-based attacks and protect yourself and your business from the damaging consequences of malicious file delivery.

# Simply Better Service – Here, for You!

Did you know that while our transactional / cash services are available to you in person from 10 am – 4 pm each day, we are available to advise members by appointment Monday – Friday: 8:30 am - 5 pm and Saturday: 9 am – 4 pm.

Visit us in Beaumont: [5007 50 Ave, Beaumont](#)

Visit us in City Centre: [11715A 108 Ave NW, Edmonton](#)

Want to chat? [Contact Centre: 1-888-929-7511](#)

Prefer to Email? [general@abcu.ca](mailto:general@abcu.ca)

Look for the answer on your own? [FAQs: abc.u.ca/FAQ](#)

Follow us on our social channels for important updates, career postings and community events!



[abcu.ca](https://www.abcu.ca)

