

Hawaii Pacific Federal

CREDIT UNION

Comments on Overdraft Privilege with John M. Floyd & Associates
January 12, 2005

I've been asked if we're satisfied with the Overdraft Privilege program offered by John M. Floyd & Associates. The people who have the answer are really our members. Members have been enthusiastic about overdraft privilege causing our NSF revenue to practically double from the start. We've received a number of favorable comments since starting the program this past September and only a very few complaints. But, the way you really know how members feel is by listening to the stories they tell about using overdraft privilege.

A member told us that she became so busy during the holidays that she didn't find the time to balance her check book. When she received our overdraft notice she realized that it was for the check she had written to her son's pre-school. She was so thankful that we had gone ahead and paid the check. It saved her the late fee and the embarrassment of being viewed as a mother who doesn't pay her child's pre-school tuition. She told us that the overdraft privilege was great and that the fee was worth it.

We had another member call us about the overdraft notice he had received. He called not to complain, but to thank us for having overdraft privilege. His daughter had visited him unexpectedly during the holidays. His surprise and joy were soon replaced by concern. He was short of money due to a seasonal reduction in his work hours and he didn't want his daughter to feel that she was being a burden. However, he remembered overdraft privilege and used it to help him through the holidays to enjoy the time he had with his daughter. He was so appreciative he just had to call and thank someone.

So are we satisfied with Overdraft Privilege from John M. Floyd & Associates? Well, it's increased our fee revenue significantly. And, the professional and courteous employees of John M. Floyd & Associates were great in preparing us to offer this fine service. But, when all is said and done, it's our members who say if we've done the right thing. Yes, we're more than satisfied with Overdraft Privilege because a mother sent her child to school and a father enjoyed the holidays with his daughter.



Mark Yamane
President