



First Federal of Lakewood

familytree

First Federal of Lakewood

Your Community Bank

We've been hard at work this year, focused on bringing you the products you want, and service you deserve, all in more customer-friendly locations.

As a result, we were pleased to introduce Free Checking and Small Business products, lower the Student Checking age limit from 18 to 16, add two outside loan originators and launch an enhanced Web site at www.FFL.net.

We unveiled a remodeled Westlake/Detroit branch in January, held a public grand opening of our renovated downtown Lakewood headquarters in April, opened our first Medina location in July – a consumer and business loan office – and in August, we celebrated the move of our Rocky River branch into a dramatically improved location.

While other banks and financial institutions continue to change names and faces, we're still here, concentrating on what matters most – customers and community.

As we approach the New Year, have confidence in knowing that we will continue to provide you a unique brand of community banking, with a vigilant focus on the needs of our customers, and our communities.

Thank you for making us "Your Community Bank."



Seasons Greetings,

Gary R. Fix
Executive Vice President
& COO

Rocky River Grand Opening



Dignitaries celebrate the grand opening of First Federal of Lakewood's new Rocky River branch.

First Federal of Lakewood celebrated the grand opening of its new Rocky River branch, 20425 Center Ridge Rd., with a VIP reception and public open house. Hundreds of customers joined us for prize drawings, entertainment, free food and refreshments, and special product promotions.

"We're excited to provide a more secure, friendly and comfortable environment for our customers," said **Katherine Murphy**, First Federal Rocky River branch manager. "We're confident the new branch will make for a better banking experience every visit."

Beware of E-mail Scam!

It has come to our attention that First Federal of Lakewood customers have received e-mails directing them to change their account information to protect them from fraudulent activities. These e-mails, that request both a social security number and account numbers, may appear legitimate with actual company logos and a Web site link.

Do not click on any links or respond to these e-mails. Delete them immediately!

First Federal does not ask for confidential bank information via phone, e-mail or fax. If you receive an e-mail of this nature from First Federal, contact Customer Service & More at 216-529-2700 or 800-966-7300 outside of Cuyahoga County.

The Great Holiday Giveaway



Our gift to you this season! Enter The Great Holiday Giveaway, Nov. 15 to Dec. 9, for the chance to win one of four Westfield Shoppingtown Gift Cards.

- Grand prize: \$200 gift card**
- First prize: \$100 gift card**
- Second prize: \$50 gift card**
- Third prize: \$25 gift card**

Two simple ways to win

1. Enter online at www.FFL.net/holidays. Or...
2. Visit your local branch and ask your teller for The Great Holiday Giveaway entry form.

We will randomly select the winners on Friday, Dec. 10. See www.FFL.net/holidays for complete contest details.



Looking for the perfect gift? The Westfield Shoppingtown Gift

Card by American Express is the ideal gift for the holidays. This card can be used at all stores accepting the American Express Card, in any Westfield Shoppingtown nationwide.

Each Gift Card comes beautifully packaged and includes a free greeting card. Gift Cards are available at Westfield Shoppingtown customer service booths or shopping concierge centers.

Pick up your Gift Cards today at Westfield Shoppingtown Great Northern, Midway or Southpark.

Appointments



First Federal of Lakewood welcomes **Karen Herrmann, Chuck Hollingsworth** and **Brian Fallon** to the FFL team. Herrmann has been appointed vice president and human resource manager. Hollingsworth and Fallon are new branch managers for the North Olmsted branch and Strongsville branch, respectively.

Consumer Alert

You don't need to sign up for a bi-weekly mortgage program to pay off your mortgage sooner.

Beware of companies urging mortgage customers to sign on for bi-weekly payment plans. The idea is to increase the number of payments per year, adding up to one full payment against the principal. However, there is often an enrollment fee and a bi-weekly transfer fee for processing charges.

The same result can be accomplished by adding a principal amount to your mortgage payment each month. First Federal will do the math, and get you set-up at no cost!

Call Customer Service & More, visit www.FFL.net, stop by any of our 10 area branches, or visit Ron Zambetti at First Federal's Medina Loan Office for more information.

Check 21

The United States has changed the way banks can process checks. Check 21, the Check Clearing for 21st Century Act, came into effect Oct. 28, 2004. Under Check 21, legal substitute checks – digital pictures of the front and back of the checks – are being processed electronically to reduce the time normal checks are processed through the mail. For more information on Check 21, visit www.federalreserve.gov/paymentsystems/truncation/default.htm.

Avon Lake

32812 Walker Rd.
Linda Zelonis, Mgr.
440.930.5161

Fairview Park

22380 Lorain Rd.
Judy Norton, Mgr.
440.716.9708

Lakewood

14806 Detroit Ave.
Debbie Girman, Mgr.
216.221.7300

North Olmsted

26614 Lorain Rd.
Chuck Hollingsworth, Mgr.
440.777.9000

North Ridgeville

34385 Center Ridge Rd.
Eileen Nunney, Mgr.
440.327.1311

Medina Loan Office

4 Public Sq.
Ron Zambetti
330.721.0775

Online Home Mortgage Loans: Smart Shopping

In today's Internet-driven society, you can get just about anything online, even a home mortgage. As convenient as this seems, there are many issues to consider before making a decision.

- Online home mortgage buying eliminates personal interaction and counseling.
- There are several different types of online mortgage sites. Make sure you understand how each site works and what they offer.
- Research the company. Visit the Better Business Bureau, at www.bbb.org, to view customer complaints. Also, check the financial status of the lender at the Federal Deposit Insurance Corporation Web site at www2.fdic.gov/Call_TFR_Rpts/search.asp.



- Consider security issues and be a smart-shopper. Avoid clicking on a link embedded in an e-mail solicitation.
- Leave a Web site immediately if there is no contact number or office location.
- Guard personal information until you've checked out the lender.
- Beware! The same teaser-rate, bait-and-switch and small-print games that occur offline unfortunately also exist on the Web.

MasterMoney™ Debit Card

For stress-free holiday shopping, turn to the First Federal MasterMoney™ Debit Card.

- Use wherever MasterCard™ is accepted, at 15 million stores worldwide
- Use the same card for STARSM ATM access at over 325,000 locations*
- Easier to track spending
- No monthly fees
- Automatically deducted from your checking account

See your First Federal of Lakewood representative to get your MasterMoney™ Debit Card today!

*First Federal of Lakewood does not charge a fee to use any ATM in Ohio. However, other financial institutions may include a surcharge for using their ATMs.

FFL Checking



Get your free MasterMoney™ Debit Card today by opening a First Federal of Lakewood checking account. Choose from a variety of account options including: Student Checking, **FreeChecking**, NOW Checking, Super NOW Checking, Premium Checking and Advantage55™ Checking.

Call Customer Service & More, visit www.FFL.net or stop by any of our 10 area branches, for more information.

Investment Services Department Works For You

FIRST FEDERAL LAKEWOOD
Investment Services
 DEPARTMENT



What is First Federal of Lakewood Investment Services Department?

First Federal of Lakewood Investment Services Department is a separate department of First Federal that assists clients in every aspect of their financial lives to help create financial stability, security and independence. We provide personal service and have earned a reputation for excellence in our industry.

What products and services do you provide?

We assist you in the areas of investments, financial planning, insurance and tax planning. We provide products and services including, but not limited to, investment strategies, long-term care and life insurance programs, college planning, retirement planning and estate planning. We also offer free financial consultation and educational seminars.

How do I get started?

Contact an Investment Advisor Representative today! Visit us online at www.fflinvestments.com for contact information, company facts, products and services offerings, educational resources and research, online services and complete contact details. Our Web site features a client center where you can access your account data, obtain quotes and sign-up to receive a monthly newsletter.

Can I buy and sell stocks online?

Yes! ShareBuilder Investing Programs make online investing simple, affordable and convenient through three ShareBuilder Account options: Basic, Standard and Advantage.

Niederst Earns CFP® Certification

The Certified Financial Planner Board of Standards Inc., has authorized First Federal of Lakewood INVESTMENT ADVISOR REPRESENTATIVE **Michael A. Niederst**, CFP®, MBA, as a CERTIFIED FINANCIAL PLANNER™ professional. Niederst joined First Federal of Lakewood in 1999.

To achieve this certification, Niederst met the experience and ethical requirements, successfully completed financial planning coursework, and passed the rigorous CFP® Certification Exam that covered the financial planning process, risk management, investments, tax planning and management, retirement and employee benefits, and estate planning.

Niederst and the First Federal of Lakewood Investment Advisor Representative team welcome your calls and e-mails, whether you'd like to ask a question, schedule an introductory meeting or begin formal consultation.

David A. Frank

440.342.7698, frankd@financialnetwork.com (Avon Lake/North Ridgeville/Westlake)

Matthew W. Rohde

440.342.7697, rohdem@financialnetwork.com (Fairview Park/North Olmsted/Rocky River)

Michael A. Niederst, CFP®, MBA

440.341.3475, niederstm@financialnetwork.com (Lakewood/Olmsted Township/Strongsville)

NOT FDIC INSURED | NO BANK GUARANTEE | MAY LOSE VALUE
NOT FEDERAL GOVERNMENT AGENCY INSURED | NOT A DEPOSIT

All non-deposit investment products, including securities, and investment advice regarding such products are offered by **Financial Network Investment Corporation** ("Financial Network"), member SIPC, an ING company. **Financial Network** is not an affiliate of First Federal Savings & Loan Association of Lakewood. First Federal of Lakewood Investment Services Department is a department, not a separate affiliate, of First Federal Savings & Loan Association of Lakewood. Neither First Federal of Lakewood nor its Investment Services Department provides non-deposit investment products or investment advice.

In the Community

Congratulations to Westlake/Crocker branch manager **Alysia Wright!** Wright was installed as 2004-2005 Westlake Kiwanis president. She is the second female president since the organization was incorporated in 1950.



Wright works with Sponsored Youth, Ronald McDonald House and the Westlake Center for Community Services.

FFL Sponsors Classic At Mastick



Gary Fix addresses participants at the 2004 Classic At Mastick.

First Federal of Lakewood was the lead sponsor of "The Classic At Mastick," an annual running event held at Mastick Woods, to raise scholarship funds for college-bound student athletes from area high schools.

This year's race, in its 12th year, took place on Aug. 12, 2004, and raised more than \$5,000 for local students.

"The Classic At Mastick celebrates excellence in academics, athletics, teamwork and citizenship," said **Tim Angbrandt**, Assistant Vice President and Marketing Manager. "We are proud to support this outstanding event, and the teams and individuals who participate."

Each college scholarship is in the amount of \$500 and will be awarded in May 2005, based on nominations from area high school cross-country coaches.



Olmsted Township

26908 Cook Rd.
 Edward Turza, Mgr.
 440.235.7154

Rocky River

20425 Center Ridge Rd.
 Katherine Murphy, Mgr.
 440.895.9586

Strongsville

14244 Pearl Rd.
 Brian Fallon, Mgr.
 440.572.6080

Westlake/Crocker

2035 Crocker Rd.
 Alysia Wright, Mgr.
 440.835.4409

Westlake/Detroit

24441 Detroit Rd.
 Rich Morales, Mgr.
 440.871.4667

Branch Hours:

Mon.-Thu. 9-4, Fri. 9-6, Sat. 9-1

TellerPhone:

216.529.5600 • 1.800.966.8400
 (outside Cuyahoga County)

E-Mail Comments & Questions:

info@FFL.net





The Great Holiday Giveaway

Enter The Great Holiday Giveaway @ www.ffl.net/holidays and win one of four Westfield Shoppingtown Gift Cards. Details inside!

There is a Westfield Shoppingtown near you!

- Westfield Shoppingtown Great Northern in North Olmsted
- Westfield Shoppingtown Midway in Elyria
- Westfield Shoppingtown Southpark in Strongsville



Grand prize: \$200 gift card

First prize: \$100 gift card

Second prize: \$50 gift card

Third prize: \$25 gift card

FIRST FEDERAL LAKEWOOD

We've Been Here. We'll Be Here.

14806 Detroit Ave.
Lakewood, Ohio 44107-0032

PRESORTED
STANDARD
US POSTAGE PAID
CLEVELAND, OH
PERMIT NO 1651



Volume 2 / Issue 4

Fall 2004



First Federal of Lakewood familytree



Thank You For Making a Difference!

First Federal of Lakewood and Cleveland Foodbank executives gather to celebrate the partnership that raised \$4,000 and will provide 16,000 nutritious meals to the hungry in Northeast Ohio.

First Federal donated \$5 for each new checking account opened at any of its 10 branch locations, May 1 to July 31.

inside this issue

Your Community Bank

Thank you for a great year!



The Great Holiday Giveaway

Our gift to you this holiday season!



Rocky River Grand Opening

FFL celebrates the new Rocky River branch.



Investment Services

Learn more about FFL Investment Services Department.



and more!