



First Federal of Lakewood

familytree

CELEBRATING
70
YEARS
1935-2005

A New Beginning

After the 1929 stock market crash nearly 10,000 U.S. banks failed. In response, Congress passed the Federal Home Loan Bank Act in 1932, creating federally-chartered savings and loans.

In 1934, Carl W. Schaefer of Lakewood-based Midwest Savings & Loan Company applied for a charter. Early the next year Midwest converted to a new federally-backed mutual institution. It was named First Federal of Lakewood and became officially established on Feb. 16, 1935.

Mutual Benefits

As a mutual savings and loan, First Federal is a privately-held company, free from the pressures of financial analysts and Wall Street, and the concerns of being sold, merged or acquired.

What this means to you, the customer, is that First Federal is a financially strong and stable partner.

Today, with 11 locations in Cuyahoga, Lorain and Medina counties, First Federal remains focused on what truly matters – our customers and our communities.

www.FFL.net

First Federal Hosts Russian Delegation

During Soviet times, there was no private ownership of property or land, with many families sharing low-quality government apartments. Today, close to 70 percent of Russian citizens now own homes, but the real estate industry and the economy continue to struggle.

In an effort to strengthen their industry and their country, 11 real estate professionals from throughout Russia traveled to Northeast Ohio in April as part of the Productivity Enhancement Program (PEP).

First Federal teamed with local Rotary Clubs to host "Bank Day" at its Lakewood headquarters. Bank executives conducted training on a number of real estate topics, including: Overview of the American Real Estate Industry, Sales and



Gary Fix, First Federal CEO and Managing Officer, addresses Russian delegates during "Bank Day."

Marketing, Financing Real Estate Purchases and the Mortgage Loan Process.

"The PEP is a remarkable program that builds bridges between Russian and American businesses," said **Gary Fix**, CEO and Managing Officer. "It was exciting to showcase our institution and share our experience and expertise in the real estate industry."

Financial Scams and Identity Theft

FFL Works to Keep You Protected

First Federal of Lakewood is working hard to keep you informed and protected from the latest financial and identity-theft scams, including "phishing" attacks.

Here are some general tips from First Federal security consultant, and former Lakewood Chief of Police,

Matt Biscotti:

- Never disclose personal information over the phone or the Internet if you did not initiate the contact.
- Don't click on e-mail links that ask you to confirm personal or account information. These "phishing" scams could contain viruses.
- Remove your Social Security number on your driver's license the next time it's renewed.
- Shred credit card statements and unwanted applications.
- Closely monitor your credit files and account statements.

Visit www.FFL.net/scams for more information on how to protect yourself from financial scams and identity theft.

What is Phishing?

Phishing is a form of online identity theft that uses spoof e-mails and fraudulent Web sites to lure people into providing personal financial information, such as credit card numbers, account usernames, passwords and social security numbers.



Mortgage Loan Specialists

How Can We Help?

Your schedule is busy enough! Whether you're looking to buy or refinance, let a First Federal Mortgage Loan Specialist save you time and eliminate frustration.

Our Mortgage Loan Specialists are available seven days a week to meet customers at any First Federal branch or other convenient location, such as your home, office or local coffee house.

Contact a Mortgage Loan Specialist by calling Customer Service & More at 216.529.2700 or toll-free outside of Cuyahoga County at 1.800.966.7300.

First Federal welcomes the newest members of our Mortgage Loan Specialist team: **Rich Morales**, **Timothy O'Brien** and **James Rennecker**.

Checking That Matters



Open a checking account before July 30 at any of our 10 convenient branch locations and First Federal will donate \$5 to the Cleveland Foodbank.

Come in today to find out which account is right for you. And help us fight hunger in Northeast Ohio.

- ✔ Student Checking
- ✔ **Free Checking**
- ✔ NOW Checking
- ✔ Super NOW Checking
- ✔ Premium Checking
- ✔ **advantage55™** Checking

Plus, you'll have the chance to win a share of **\$1,000 in FREE groceries** from Giant Eagle!

See your neighborhood branch for complete program details.

Avon Lake • 32812 Walker Rd. • 440.930.5161
Fairview Park • 22380 Lorain Rd. • 440.716.9708
Lakewood • 14806 Detroit Ave. • 216.221.7300
Medina Loan Office • 4 Public Sq. • 330.721.0775
North Olmsted • 26614 Lorain Rd. • 440.777.9000
North Ridgeville • 34385 Center Ridge Rd. • 440.327.1311

The Spring Into Home Improvement Giveaway

There's no better time than spring for home improvements! And this year First Federal wants to help you spruce up your home with a **\$250 Home Depot gift card!**

There are two easy ways to win!

1. Online:

Submit your entry online at www.FFL.net/HomeImprovement.



2. In Branch:

Visit any First Federal branch and ask your teller for a *Spring Into Home Improvement Giveaway* entry form.

We will randomly select the winner on Aug. 3, 2005.

Visit www.FFL.net/HomeImprovement for complete contest rules. And see below to learn how you can improve your home with a First Federal HELOC!

Home Buying Made Easy



The home-buying process can be simple, convenient and stress free. All it takes is one call to First Federal and you'll be on your way.

- Mortgage Loan Specialists can meet at your home, your office or any of our branches
- \$0 Down loans
- Interest-Only loans
- First Time Home Buyers programs
- 270-Day Rate Lock on new construction loans
- Home Buyer's Helper:
A FREE guide to financing

Contact a Mortgage Loan Specialist to start the home-buying process today! Call Customer Service & More at 216.529.2700 or toll-free outside of Cuyahoga County at 1.800.966.7300.

Be sure to ask about our fixed- and adjustable-rate loan programs.

Choose HELOC For Home Improvements

Choosing what to improve can be difficult — deck, roof, windows, driveway, kitchen, bathroom, garden, siding — but First Federal makes financing your home improvements a breeze!



A First Federal home equity line of credit (HELOC) offers a **LOW INTRODUCTORY RATE** and allows you to borrow up to 85% of the appraised value of your home, less any other loans on the property.

HELOC features:

- No application fee or closing costs*
- Interest may be tax deductible**
- Flexibility to borrow what you want, when you want

So what are you waiting for? Stop by the First Federal location nearest you today, and ask about our **LOW INTRODUCTORY RATE!**

*For certain loans, an appraisal fee up to \$275 may be required.
**Consult your tax advisor regarding the deductibility of interest.

Olmsted Township • 26908 Cook Rd. • 440.235.7154
Rocky River • 20425 Center Ridge Rd. • 440.895.9586
Strongsville • 14244 Pearl Rd. • 440.572.6080
Westlake/Crocker • 2035 Crocker Rd. • 440.835.4409
Westlake/Detroit • 24441 Detroit Rd. • 440.871.4667

Appointments



First Federal of Lakewood has appointed **Marie Marrali** (left) and **Ronald R. Webb** (center) to vice president, and **Judy Platek** (right) to assistant vice president. Marrali, Webb and Platek are based at the corporate headquarters in Lakewood.

Also, you may notice some new names and faces at your local First Federal branch. As part of our ongoing commitment to customer service and community involvement, we plan to install an operations manager and a sales manager at each branch.

The operations managers oversee the day-to-day operations of the branches, while the sales managers are often out in the community, building relationships, identifying opportunities for growth and getting involved with local programs, events and causes.

Sales Managers Branch

Bonny Carroll	Avon Lake
Brian Fallon	Strongsville
Debbie Girman	Lakewood
Chuck Hollingsworth	North Olmsted, Olmsted Township
Lin Schaefer	North Ridgeville
Ed Turza	Fairview Park, Rocky River
Alysia Wright	Westlake/Crocker, Westlake/Detroit

Operations Managers Branch

Meena Mangla	North Olmsted
Kathy Murphy	Rocky River
Eileen Nunney	Westlake/Detroit
Judy Norton	Fairview Park
Judy O'Brien	North Ridgeville
Sandra Schaldach	Strongsville
Ted Yorkievitz	Lakewood
Linda Zelonis	Avon Lake

And congratulations to **Ed Turza**, Fairview Park/Rocky River branch Sales Manager, who was elected Vice President of the Fedor Manor Board of Trustees.

In The Community

First Federal of Lakewood is pleased to welcome the Rockport Retirement Community of Rocky River to our growing Community Branch network.

Community Branch simplifies banking for area retirement home residents by providing complete, onsite banking services. Residents can open accounts, make withdrawals and deposits, cash checks, pay utility bills and purchase money orders — all without leaving the facility.

The Rockport joins the Barton Center, The Normandy, The Knickerbocker, Kirby Manor and the Westerly Apartments as First Federal Community Branch locations.



The Rockport, established in 1995, is a family-owned and operated retirement community that assists older adults who want or need a more carefree lifestyle. The facility is located next to First Federal's Rocky River branch on Center Ridge Road.

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
Customer Service & More: 216.529.2700 • 1.800.966.7300 (outside Cuyahoga County)
Customer Service Hours: Mon.-Thu. 8-5, Fri. 8-6, Sat. 9-1
Auto Teller Drive-Up: Opens at 8 a.m. (except Strongsville and Westlake/Crocker branches)

Protect Your Future

FIRST FEDERAL LAKEWOOD
Investment Services
 DEPARTMENT



When planning for the future, we all want security and peace of mind.

You can trust First Federal of Lakewood Investment Services Department to provide the consultation and products that will protect your wealth, and your future.



- Life insurance
- Disability insurance
- Long-term care
- Business continuation
- And more!

Take the first step to protect your future today! Contact an Investment Advisor Representative for a FREE consultation.

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

Michael A. Niederst, CFP®, MBA
 440.341.3475, niederstm@financialnetwork.com
 (Lakewood/Olmsted Township/Strongsville)

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

Lechko Earns CFP Certification

The Certified Financial Planner Board of Standards Inc., has authorized First Federal of Lakewood Assistant Vice President and Investment Services Manager **James D. Lechko, CFP®**, as a CERTIFIED FINANCIAL PLANNER™ professional.

Lechko has more than 30 years experience in the financial services industry. He joined First Federal in 1997, and was appointed Investment Services Department Manager in 2001.

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.

www.FFL.net
 with Online Banking



Checking That Makes
A Difference



**Feed Your Neighbor –
And You Could Feed Yourself**

First Federal will donate the cost of 20 meals to the Cleveland Foodbank for every new checking account opened from May 2 – July 30.

Plus, all new checking customers are entered for a chance to win a share of **\$1,000 in FREE groceries** from Giant Eagle!

See your neighborhood branch for complete program details.



14806 Detroit Ave.
Lakewood, Ohio 44107-0032

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Improvement Giveaway**

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Details inside.

inside this issue

Russian Delegation

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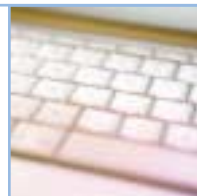
Celebrating 70!

Your neighborhood bank since 1935.



Identity Theft

Beware of "phishing" scams!



Investment Services

Protect your future!



and more!