

## FREQUENTLY ASKED QUESTIONS

**Q1: Why has FAA Eastern Region Federal Credit Union changed its name?**

**A1:** The Credit Union has grown beyond its original sponsorship; the Federal Aviation Administration. We now serve the employees of more than 200 employer groups, including large companies such as Verizon Business and Whole Foods and small businesses such as a Laundromat Owner. Our current name suggests to these potential members that they must be employed with the Federal Aviation Administration to join the Credit Union. We're changing our name to better represent all of the members we can and do serve. By embracing change, your Credit Union will grow and prosper, developing into an even stronger financial institution for you and future generations of members.

**Q2: Is FAA ER FCU being sold or merged?**

**A2:** Absolutely not. We've changed our name by choice, not by merger or buy-out. We are still the same people, the same products and services, and most importantly, you will continue to receive the same great, personalized service.

**Q3: Will my checks, ATM card, Debit card, etc. still work?**

**A3:** Yes, everything will still work the same. Upon reissue of your expired cards, the new cards will arrive with our new name and logo. New check orders will also reflect our new name and logo.

**Q4: Why did you choose the name "Aspire FCU"?**

**A4:** We chose Aspire as the new name of the Credit Union because its meaning and brand connotation is distinct in the marketplace. The name Aspire signifies that we will be helping members achieve their financial dreams. We will do so by getting to know them. When members do business with Aspire Federal Credit Union they will feel like they have a friend who knows them and is committed to making good recommendations and/or referrals while serving as their financial advocate. The Aspire Federal Credit Union brand will allow consumers to confidently rely on their financial services provider to truly get to know them and then do what is best to help them achieve their financial aspirations.

The Aspire Federal Credit Union brand offers the following brand value proposition to members and potential members:

***"We're a place that gets to know you, your hopes, your dreams, your aspirations, so that you can achieve your financial goals. You're serious about your financial future. We're serious about helping you get there."***

**Q5: When does the new name go into effect?**

**A5:** In April 2009, we will begin to phase in the new name. New signage will begin to go up in early April with a goal of having all signs up by the end of that month. We will also begin the process of introducing materials with our new name at that time.

**Q6: How does the Credit Union's growth benefit me?**

**A6:** The Credit Union must continue to grow and thrive. In order to do so, our new name was carefully selected to reflect our mission. As the membership grows, loans and deposits increase, allowing us to provide you with new and better products and services to meet all of your financial needs.

**Q7: Beyond the name, what else will change about FAA ER FCU?**

**A7:** Nothing - and we want to emphasize this:

- There are no changes in management or your Board of Directors.
- All employees will remain in place at our current locations.
- Day-to-day operations will be conducted exactly as they are now – for example, there will be no change in your account or loan numbers.
- You still own the Credit Union and retain full membership rights.
- We will have a new name, but our values and operations will be the same, if not better, making the name change completely seamless and all but unnoticeable to you.

**Q8: Is there going to be a new website address?**

**A8:** Yes. It is [www.aspirefcu.org](http://www.aspirefcu.org).

**Q9: How did you select the new name?**

**A9:** Our Executive Management Team spent a great deal of time working with an experienced branding and naming firm to create a name that uniquely differentiates us from other financial institutions while positioning us for the future. As a part of our research, we conducted competitor surveys, held focus groups with members, and administered surveys.

**Q10: What do I need to do?**

**A10:** Nothing. You will not need to change anything as a result of the name change and everything that makes us a strong and reliable credit union will remain in place. All of your accounts, benefits and agreements stay exactly the same.

**Q11: Will there be any change in my statement?**

**A11:** Other than our new name and logo being on the header of the statement, there will not be any changes to the format.

**Q12: Will any of my direct deposits or payroll deductions be affected?**

**A12:** No. Your deposits will continue to come through just as they always have. You do not need to notify your employer, payroll company or any other financial institution.

**Q13: Who do I make my loan payments to?**

**A13:** Starting April 1, 2009, you can make your loans payable to Aspire Federal Credit Union. Checks written to FAA Eastern Region FCU will also be honored.

**Q14: Will I need to order new checks?**

**A14:** No. You will continue to use the same checks you have today until it is time to reorder. Starting in January, new checks will display our new name and logo.

**Q15: Will the Credit Union phone numbers change?**

**A15:** All phone numbers will remain the same. 24/7 toll-free line: 888.322.3732

**Q16: Will my online banking or automatic bill payments be affected?**

**A16:** No. You will use the same login and password even after the website is updated with our new logo and look. You will, however, have to save our new online banking link in your Favorites folder, <https://aspiresecure.org>.

**Q17: Has the routing number changed?**

**A17:** No. The routing number will remain the same.

**Q18: Will the employees at my branch change?**

**A18:** Except for normal course of business changes, you will continue to see the same friendly employees and receive the same great personal care and service you've always enjoyed.

**Q19: I have bookmarked FAA site in my computer, will my bookmarked link redirect me to the new Aspire Site?**

**A19:** Yes, our old website, [www.faaerfcu.org](http://www.faaerfcu.org) will be automatically redirected to our new website, [www.aspirefcu.org](http://www.aspirefcu.org). Our online banking website, however, will not redirect. You must access the link at our new site or update the link in your Favorites folder to <https://aspiresecure.org>.