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Public Service Credit Union Awards \$10,000 in Scholarships



Public Service Credit Union once again awarded 10 deserving individuals during their 2014 Scholarship Awards ceremony on June 18th, 2014 at our main branch. Recipients were chosen from existing members who show academic promise, community involvement and the PSCU mantra of “people helping people”. Three of the ten \$1,000 checks awarded to the worthy students were in honor of long standing Board Members, John E. Breen, Carol M. Palazzolo and Jonathan D. Gallimore.

Students and their families braved the weather to attend the ceremony and receive their gifts and checks. This year's recipients are: **Jacqueline Barber from Howard University and a resident of Taylor, MI**, will be attending Oakland University to obtain her Masters in Business Administration; **Jasmine Coleman, a resident of**

Southfield Michigan, continuing education at Loyola University in New Orleans pursuing Business Management & Psychology; **Alwin David from Livonia**, pursuing further education at Michigan State University majoring in Biology; **Corey Ferrier of Livonia Franklin High School in Livonia**, attending Lawrence Technological University pursuing Mechanical Engineering; **Taryn Garrison from Romulus High School in Romulus**, attending the University of Detroit-Mercy to become a Dental Hygienist; **Rachel Gonzalez from Cabrini High School in Allen Park**, attending Michigan State University majoring in Psychology; **Olivionne McMillian-Green from Advanced Technology Academy in Detroit**, attending Wayne State University majoring in Medicine; **Brianna Hatchett from Westland, continuing education at Eastern Michigan University** pursuing her career in Clinical Mental Health; **Joshua Moore from Renaissance High School in Detroit**, attending Bowling Green State University pursuing Mathematics and Education; and **Kamari Morse from Harrison High School in Farmington Hills**, attending Xavier University obtaining a degree in Communications. Corey Ferrier received the Jonathan D. Gallimore scholarship, Brianna Hatchett received the Carol M. Palazzolo scholarship and Olivionne McMillian-Green received the John E. Breen scholarship.

Among the gifts given out was a custom flash drive with a document filled with ATMs and service centers near the student's specific school locations. Each of the winners will use their scholarships towards college, university or technical school classes. Photos from the awards ceremony can be viewed at [Facebook.com/PSCUnow](https://www.facebook.com/PSCUnow).

Your Financial Future

MARKET INSIGHT

A Candid Look into the Current State of the Markets

July 2014

Our roads to success may have twists and turns and ups and downs; together we can navigate a course and enjoy the scenery along the way.

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Mid-Year Outlook 2014 | Investor's Almanac Field Notes

Dear Valued Investor,

At this year's halfway point, we are pleased to offer the LPL Financial Research 2014 Mid-Year Outlook: Investor's Almanac Field Notes containing key observations and updates to our outlook for 2014. Similar to a farming almanac, our Investor's Almanac is a publication containing a guide to patterns, tendencies, and seasonal observations important to growing. The goal of farming is not merely to grow crops, but to sustain living things-investing shares the same goal.

As we expected, markets in 2014 have been less influenced by politics and policymakers than in 2013 and more dependent upon growth. Growth is an essential characteristic of all living things, and in 2014, growth is vital to our outlook for the economy and markets. Our notes from the field contain these key observations and reaffirm our forecasts for the second half:

- After an extreme winter weather-induced slowdown in the first quarter, the U.S. economy began to thaw with the warmer temperatures in the spring. We continue to believe U.S. economic growth is on track to accelerate by about 1% over last year, owing to the return of business spending and the elimination of the drag from fiscal policy. As a result, the Federal

Reserve (Fed) is likely to continue to taper its bond purchases and end its bond-buying program in the fall, leaving rate hikes on the calendar for some time next year.

- Stocks spent the winter months dormant, but emerged in the spring rising to new highs and producing a gain of about 6% by early June-halfway to our target range of 10-15% for the full-year of 2014.* Historically, double-digit gains are typical for years in the middle stage of the economic cycle. The current mid-cycle environment has even produced double-digit gains in 4 of the past 10 quarters. Critical to our outlook, earnings for S&P 500 Index companies are on track for 5-10% growth-with 6% achieved in the relatively weak first quarter. Confidence in the durability of growth may contribute to a slight rise in valuations and, along with earnings growth, generate a low double-digit gain for stocks in 2014.
- Opportunities in the bond market have become scarce. Yields are unattractive and gains are not likely in the second half. We find fewer sectors attractive than at the beginning of the year. We expect yields to rise in the second half of 2014 as global growth strengthens and inflation picks up from the low point in the first half.

The primary risk to our outlook, the possibility that better growth in the economy and profits do not develop, has gained even sharper focus as we move from the threshold of the new year into the midst of 2014. That risk is likely to be more significant in the second half of the year than the distractions posed by the end of the Fed's bond-buying program and the mid-term elections.

Farmers' almanacs have been a source of wisdom, rooted in the core values of independence and simple living, for American growers for over 200 years. In our Investor's Almanac Field Notes, we seek to provide a trusted guide to the second half of the year filled with a wealth of wisdom for investors. We forecast a healthy investment environment in which to cultivate a growing portfolio.

Please enjoy the enclosed Mid-Year Outlook 2014,

that provide a comprehensive perspective on the markets and economy, and the many factors that will influence them in the remainder of the year ahead.

**As noted in our 2014 Outlook: The Investor's Almanac, the stock market may produce a total return in the low double digits (10-15%). This gain is derived from earnings per share (EPS) for S&P 500 companies growing 5-10% and a rise in the price-to-earnings ratio (PE) of about half a point from just under 16 to 16.5, leaving more room to grow. The PE gain is due to increased confidence in improved growth allowing the ratio to slowly move toward the higher levels that marked the end of every bull market since World War II (WWII).*

IMPORTANT DISCLOSURES

The opinions voiced in this material are for general information only and are not intended to provide specific advice or recommendations for any individual.

No strategy assures success or protects against loss.

Economic forecasts set forth may not develop as predicted, and there can be no guarantee that strategies promoted will be successful.

The Standard & Poor's 500 Index is a capitalization-weighted index of 500 stocks designed to measure performance of the broad domestic economy through changes in the aggregate market value of 500 stock representing all major industries.

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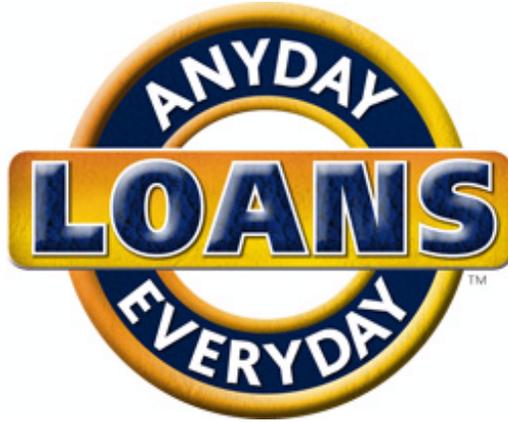
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Time to Celebrate!



As the great 70's philosopher's Kool & The Gang once vocalized... "There's a party Going on right here, a celebration to last throughout the years..." Surely they were ahead of their time when singing about Anyday Everyday loans. But PSCU will have you know, it's never too early to take advantage of our incredible rates and easy application process. Now you, your family and friends can . . . go on and celebrate and have a good time...Anyday Everyday.

- » **A fixed rate, generally much lower than credit card rates**
- » **No collateral or equity needed**
- » **A simple application process**

PSCU is helping the Community



Throughout the month of June, Public Service Credit Union helped support Forgiven Harvest, by selling candy in all of our branch offices. Forgiven Harvest is an organization that collects and distributes perishable and leftover food for our local communities. Forgiven Harvest was formed in 1990 to fight two problems: hunger and waste. They count on the support of many organizations and individuals to volunteer their time to repackage perishable items, that are then able to be distributed to thousands of people in need in the Wayne, Oakland & Macomb counties.

The Metro West Chapters of Credit Unions have partnered with 7 credit unions: Public Service CU; Communicating Arts CU; Village Community CU; Co-op Services CU; Community Financial CU; Affinity Group CU and Parkside CU to help support this amazing cause. Each credit union brought volunteers to the Forgiven Harvest warehouse on Saturday, June 23rd to donate their time to repackage meals and essentials for those in need, and present Forgiven Harvest with a combined check of \$7,800. to help the many local families fight hunger.



Focus: HOPE Garden Sweep



On Saturday, June 14th, employees of PSCU (Linda, Bettye, Marianne and Kajuan, including both friends and family) participated in the "Focus: HOPE Garden" initiative. Volunteers met at 1400 Oakman Boulevard at Focus: HOPE in Detroit for orientation. We were dispersed into two groups and cultivated separate gardens located in the area surrounding Focus: HOPE. We were able to clear two areas that will be used for gardening and will hopefully serve as a viable food source to the community. We hope these gardens will serve as a reminder to those that live in the community that people care about their community.

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Protecting Your Money and Your Peace of Mind

At Public Service Credit Union, safeguarding your account is an important part of our business. We are proud to provide unparalleled card security as part of your credit union membership.

No matter how careful you are with your financial records, criminals still find ways to access your card information to make unauthorized purchases. To combat this threat, we use the leading fraud protection service to monitor your accounts and detect suspicious activity.

How it works

- The service has information about fraud that has occurred for other cardholders
- The service learns your normal spending patterns
- Based on a combination of this information, the service evaluates your transaction
If the transaction is considered risky, a fraud specialist will contact you to verify if you authorized the transaction
- If you confirm the transaction is legitimate, there is no impact
- If you confirm that you did not authorize the transaction, that card is immediately blocked to stop more fraud from occurring
- If the fraud specialist cannot reach you, a message will be left and your card may be temporarily blocked until you return the call

How you can help

- Protect your card and card information
- Regularly monitor your statements for any activity that is not yours
- If you are contacted by a fraud specialist, please return the call as soon as possible
 - If the fraud specialist calls you, you will not be asked for any personal information
 - If you call the fraud call center back, you will be asked to verify your identity
- Make certain that the phone number you have on file with the credit union is current, so you can be easily contacted if any questionable activity is detected on your account



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Top Three New Car Values

How much you pay is as important as what you buy

Buying a car is always an important and tedious decision. When you do your research to find out which cars have the features you really want, it's just as important to find out which cars are really good values in their segment, too.

If you're looking for a midsize sedan, and a large percentage of the population is, there are a huge amount of great options. Out of the numerous options available, the Hyundai Sonata seems to frequently rise to the top. At a starting MSRP of \$21,450, the Sonata checks in less than competitors including the Toyota Camry, Honda Accord, Chevrolet Malibu, Nissan Altima and Ford Fusion. And with multiple versions, including a Hybrid, you're sure to find the right model for you.

Kelley Blue Book summed up the Sonata as the family sedan that began the styling revolution.

"The 2014 Hyundai Sonata remains one of the most attractive, efficient and affordable four-door cars in the midsize market, and no one has yet to match its impressive 10-year/100,000-mile warranty, let alone its price-per-feature ratio," according to *Kelley Blue Book*.

If you're looking for a smaller car, the Honda Fit is hard to beat. The 2013 Fit, with its starting MSRP of \$15,425, has been a perennial favorite of both consumers and journalists alike. The Fit has been named a Car & Driver "10Best" every year since its inception in 2007. A "Best Resale Value" award from KBB.com, "Residual Value Award" from ALG and a "Best Car For the Money" award from *US News* have also been given to the Fit.



"There's something here for a wide swath of people. Whether it is accommodating passengers or carrying odd objects, the Fit conforms to you," says Edmunds. "Nearly all the things that made the old Fit appealing have been made better - it's nimble, sips less fuel and has a more occupant-friendly cabin. And with its more settled freeway demeanor and less annoying steering, the Fit feels more grown-up than ever."

If a small SUV is what you seek, you'll do just fine with the 2015 Mazda CX-5 with a starting MSRP of just \$21,545. With three trim levels to choose from (Sport, Touring and Grand Touring) the CX-5 is both versatile and fuel efficient, a rarity in the segment. There are two engines available, as well as a manual transmission that enthusiasts are sure to enjoy. Best of all, the CX-5 gets excellent fuel economy in all trim levels.

"Now entering its third year of production, the 2015 Mazda CX-5 continues to climb the sales charts, quickly becoming one of the most well-reviewed and desirable compact crossover SUVs around," according to *Auto Trader*. "While the Honda CR-V and Toyota RAV4 still dominate as sales-volume leaders, neither has the sporty handling or clean, uncluttered instrument panel of the CX-5, nor can they match its impressive highway fuel economy of 35 miles per gallon. The CX-5 is also one of the few crossovers that still offers the option of a manual transmission."

Do your homework and see which model is best for your lifestyle today, but remember, your financial institution is the best place to go for excellent rates for your next vehicle.

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Are Low Carb Diets Safe?

The ups and downs of low-carb weight loss

If you're looking to drop a few pounds, you may be considering a low carbohydrate diet. These diets work by reducing the amount of carbohydrates you eat each day, which means cutting down on bakery staples like bread, as well as pasta and sweets.

Researchers say that low carbohydrate diets can help you drop pounds — initially even more pounds than more traditional diet plans, according to the U.S. Department of Agriculture. But the question is, are these diets safe?

Benefits

While experts say more long-term research is needed, these diets have demonstrated health benefits, such as reducing risk factors for cardiovascular disease by lowering triglycerides and boosting your good cholesterol. They may also make a dent in risk factors for diabetes, metabolic syndrome, high blood pressure and even some types of cancer, according to the Mayo Clinic. As is the case with any diet — losing weight alone can help improve your health.



Risks

But some cautions are also warranted, particularly if you're diabetic, pregnant or have other chronic health conditions or risk factors, according to the Mayo Clinic. For this reason, it's always important to have a chat with the doctor before you start any new eating plan.

How low carbohydrate diets work

Typically when you're on a low carbohydrate diet you'll cut your daily intake of carbs from an average of 225 to 325 grams a day to between 50 and 150, according to the Mayo Clinic. Different diets recommend different amounts of carbs, and some diets will have you start out at a very low level of carbohydrates and then let you eat more as time goes on.

The idea behind the low carb diet is to cut off your body's access to an easy-to-use sugar supply, which it uses for energy. Once the flow of sugar is gone your body is forced to start using up its own fat stores to keep you moving, according to the Mayo Clinic.

Choices count

Which foods you choose to cut out on a low carb diet may potentially affect how healthful the diet is for your body. After all, not all carbohydrates come in the form of toaster cakes and heaping bowls of ice cream.

Vegetables have carbohydrates, as do whole grains and fruits, according to <http://familydoctor.org>. If you decide to subsist on steaks and ribs, and cut out too many of these nutritional gems, you might

wind up missing out on key nutrients.

Low carbohydrate diets may have other side effects as well. Some people may feel tired or sluggish when they eat a reduced amount of carbohydrates. You might also get constipated if you aren't getting enough fiber. Other side effects include headaches, stomach upset and bad breath. These side effects may occur if your body goes into ketosis, which is the state when it begins to live off its own fat stores because there's not enough sugar coming in.

Provided you're aware of the potential risk factors, a low carb diet can help you lose weight and make improvements to your health.

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