



First Federal of Lakewood

familytree



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

First Federal of Lakewood was established on Feb. 16, 1935.

In the 1970s and 1980s, FFL expanded outside Lakewood, opening the North Ridgeville (1972), Westlake/Detroit (1974) and North Olmsted (1985) branches.

The 1990s brought four new branches: Fairview Park (1991), Rocky River (1991), Avon Lake (1996) and Westlake/Crocker (1999).

In the new millennium, FFL opened Olmsted Township (2002), Strongsville (2002) and its first loan office in Medina (2004).

In 2004, FFL unveiled its \$2 million Lakewood headquarters renovations (shown below), complete with a VIP reception and community celebration.



[www.FFL.net](http://www.FFL.net)

**Gary Fix Elected Chief Executive Officer (CEO)**

First Federal of Lakewood is pleased to announce that **Gary R. Fix** has been elected CEO and Managing Officer. Fix, who also serves on FFL's board of directors, will be responsible for the overall management and administration of the company. Fix succeeds president **Terry Tracy**, who will retire in February 2006, and who will continue to serve FFL as a member of the board of directors.

"Gary Fix has been instrumental in building and maintaining the strength and stability of FFL for 20 years. He has proven his commitment to this institution and its employees, as well as our customers and communities," said **Larry Faulhaber**, FFL chairman.

Fix grew up on the near West Side of Cleveland and graduated from St. Edward High School. He attended St. Edward University in Austin, Texas on a basketball scholarship and graduated with a bachelor's of business administration degree and an accounting major. After college, he was a member of the U.S. Army's 101st Airborne Division and completed a 14-month tour of duty in Vietnam

where he was awarded the Bronze Star.

Fix began his career in public accounting and was Chief Financial Officer at two other local financial institutions before joining FFL in 1985 as Vice President and Chief Financial



Officer. He was named Executive Vice President and Chief Operating Officer in June 2003 and joined the board of directors in February 2004. He is a graduate of the Ohio Savings & Loan Academy and has attended a number of executive management schools.

Fix is past president of the Northeastern Ohio Financial Manager's Society, the Northeastern Ohio Institute of Financial Education and the Metro West Kiwanis Club. He continues to be a guest speaker at a number of industry-related organizations and community groups.

**Bill Huffman Appointed to Board**

**Bill Huffman** has been appointed to FFL's board of directors. Huffman has practiced law for more than 20 years and is currently a partner with Huffman, Isaac and Frost, LLC in Westlake.



Huffman's civic involvement includes membership in the Cuyahoga County Bar Association, Lakewood/Rocky River Rotary, Westlake Chamber of Commerce, Citizen's League and he serves as a director of the North Coast Health Ministry.

**FFL Earns HBA Leo Goldberg Award**

First Federal of Lakewood was named a 2004 co-recipient of the Home Builders Association (HBA) of Greater Cleveland Leo Goldberg Award – granted annually to the financial institution that best exhibits an outstanding contribution to the housing and building industry.



In 2004, FFL was the grand sponsor of the HBA Parade of Homes and hosted a breakfast for HBA member builders at its Lakewood headquarters.

"We are very proud to have earned the Leo Goldberg Award, for our organization and for the communities that benefit from the HBA of Greater Cleveland," said **Gary Fix**, FFL CEO and Managing Officer.



## Don't Miss Out On Your 2004 Tax Refund

According to the Internal Revenue Service (IRS), in 2004, 87,485 taxpayers' refund checks, totaling \$73 million, could not be delivered due to change of address or a variety of other reasons.

Here are a few tips to make sure your 2004 refund gets where it needs to go:

- Have refunds directly deposited into a personal checking or savings account.
- If moving or changing address, notify the IRS or U.S. Postal Services.
- Have another person proofread forms to ensure the proper placement of numbers (Social Security, telephone, address, etc.).

If you think you may be missing a refund, log onto [www.irs.gov](http://www.irs.gov) and click on the "Where's My Refund?" link, or call 1.800.829.1040 after checking your records and contacting your tax preparer.

## Simplify Homebuying

First Federal of Lakewood is here each step of the homebuying process to give you the knowledge, confidence and peace of mind you need, and deserve.



First Federal of Lakewood offers great rates on both fixed-rate and adjustable-rate mortgages, including: First Time Homebuyer, Zero Down, No PMI, No Points/No Closing and Interest-Only programs.

But, it's more than just low rates at FFL. Our Mortgage Loan Specialists are available seven days a week to serve you.

To learn more about how FFL can simplify homebuying for you, contact a Mortgage Loan Specialist by calling Customer Service & More at 216.529.2700.

## IRAs – Building Futures for Thirty Years



On Labor Day, 1974, President Gerald Ford signed legislation that created the Individual Retirement Account

(IRA), which would become one of our nation's most important retirement tools.

Today, more than 40 percent of U.S. households own \$3 trillion in IRAs, of which \$1.3 trillion is invested in mutual funds.

If you have earned income for 2004, April 15, 2005 is the deadline to open or contribute to a 2004 IRA account. The earlier that you make your 2005 contributions, the more time your money will have to grow.

For 2004, the maximum annual contribution for traditional and Roth IRAs

is \$3,000 per person or \$6,000 per married couple filing jointly. This contribution level will increase to \$4,000 or \$8,000 in 2005 and to \$5,000 or \$10,000 in 2008.

An additional \$500 per person "catch-up" contribution is accepted if you are 50 years or older. In 2006, the annual "catch-up" contribution will increase to \$1,000.

Source: Investment Company Institute, [www.ici.org](http://www.ici.org).

First Federal of Lakewood provides solid options for traditional and Roth IRAs. To open or contribute to an FFL IRA, stop by any of our 10 area branches today.

### IRA CONTRIBUTION LIMITS 2004-2008

Year	Maximum contribution (individual)	Couple filing jointly	Maximum contribution (age 50+)
2004	\$3,000	\$6,000	\$3,500
2005	\$4,000	\$8,000	\$4,500
2006	\$4,000	\$8,000	\$5,000
2007	\$4,000	\$8,000	\$5,000
2008	\$5,000	\$10,000	\$6,000

## Education IRA

Created under the Taxpayer Relief Act of 1997, Education IRAs are not retirement accounts, but rather special savings accounts designed for paying qualified higher-education expenses.

- \$2,000 annual limit per beneficiary.
- Contributions are non-deductable.
- Qualified distributions are tax-free and can be withdrawn at any time if used for qualified education expenses.
- Contributions must stop at beneficiary's 18<sup>th</sup> birthday, but permitted after age 18 for special needs children.
- Funds must be withdrawn or rolled over by beneficiary's 30<sup>th</sup> birthday.

## Check It Out!



Visit your FFL branch and explore checking account options including: Student Checking, **FreeChecking!**, NOW Checking, Super NOW Checking, Premium Checking and Advantage55<sup>®</sup> Checking.

Call Customer Service & More, visit [www.FFL.net](http://www.FFL.net) or stop by any of our 10 area branches for more information.

**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

**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

## Financial Fitness for the Long Run

**FIRST FEDERAL LAKEWOOD**  
*Investment Services*  
DEPARTMENT



### Set your financial fitness goals

To make it in the long run, start by setting goals with your personal financial trainer – your First Federal of Lakewood Investment Services Representative.

Many life events can affect your financial fitness including:

- Child birth/adoption
- Education
- Long-term care
- Employment change
- Death, long-term illness or disability
- Retirement
- Real estate transactions
- Marriage or divorce
- Giving and receiving sizeable gifts

Schedule a financial fitness review with your personal financial trainer to inform them on changes in your life, review your asset allocation and discuss current market conditions.

### Shape up your portfolio

Work with your personal financial trainer to shape up your current portfolio and learn how to maximize your investing efforts in the areas of:

- Personal finance
- Estate planning
- Insurance
- Investments
- Retirement
- Taxes



### Your personal financial trainers

The First Federal of Lakewood Investment Services Department team cares about your financial fitness and welcomes your calls and e-mails, whether you'd like to ask a question, schedule an introductory meeting or begin formal consultation.



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

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

**Michael A. Niederst, CFP®, MBA, Certified Financial Planner™** (right)  
Investment Advisor Representative  
440.341.3475, niederstm@financialnetwork.com  
(Lakewood/Olmsted Township/Strongsville)

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**NOT FEDERAL GOVERNMENT AGENCY INSURED | NOT A DEPOSIT**

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14806 Detroit Ave.  
Lakewood, Ohio 44107-0032

## Marrali Earns Fifth Term on HBA Board

**Marie Marrali**, FFL Vice President and Retail Sales Manager, has been re-appointed to the Home Builders Association (HBA) of Greater Cleveland's Board of Trustees.



Marrali has been involved with the HBA for 12 years and served on the board for the past five years. Marrali previously served as chair of the Associates Advisory Council and was recognized as the HBA Associate Member of the Year in 2002.

## The Great Holiday Giveaway Winners



The following FFL customers won Westfield Shoppingtown giftcards in Family Tree's "The Great Holiday Giveaway."

\$200.00: **Mikki Kast**, Lakewood

\$100.00: **David Tucker**, Avon Lake

\$50.00: **Maria Andrasak**, Lakewood

\$25.00: **Maureen Leheney**, North Olmsted

Congratulations! Stay tuned for more exciting Family Tree contests in 2005.

## A Seussical Day at Strongsville



First Federal of Lakewood sponsored Seussical the Musical – a musical based on the writings of Dr. Seuss – that played at the Beck Center for the Arts in Lakewood, Dec. 3, 2004 to Jan. 2, 2005. The Cat in the Hat paid a visit to FFL's Strongsville branch where the famous feline entertained customers and gave away prizes.

**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

**www.FFL.net**  
with Online Banking



## Classic At Mastick Scholarship Winners



Back row (left to right): **David Shaw**, VP of Retail Banking; **Gary Fix**, CEO & Managing Officer; **Patrick Sovacool**, St. Ignatius; **Jason MacCollum**, St. Edward; **John Nakel**, Race Director.

Front row (left to right): **Taylor Mohnicky**, Valley Forge; **Eli Wiles**, North Olmsted; **Ian Wiles**, North Olmsted; **Holly Malinkey**, Avon; **Katherine Lenhart**, Magnificat.

As the 2004 lead sponsor of "The Classic At Mastick" running event, FFL presented nearly \$5,000 in scholarships to college-bound student athletes from area high schools, at its Lakewood headquarters, Saturday, Dec. 12, 2004.



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**CELEBRATING**  
**70**  
**YEARS**  
**1935-2005**

## FFL Celebrates its 70<sup>th</sup> Anniversary

Check out each 2005 Family Tree issue for 70<sup>th</sup> anniversary promotions and interesting facts about FFL – Your community bank since 1935.

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#### FFL Earns Top Honors

Receives HBA Leo Goldberg award.



#### IRAs

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#### Financial Fitness

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and more!