

# Memberlink

Winter 2014

Your Quarterly Guide To Connecting You

## Annual Meeting Notice

Tuesday, February 18<sup>th</sup>  
7:00pm at the VFW  
205 N. Main Street  
in Westby



## Agri-Business Seminar –

Brought to you free of charge by WCCU Credit Union

*Mark your calendars.  
Reserve your spot.*

Thursday, January 16<sup>th</sup>  
9:00am – 4:00pm (lunch provided)

Coppertop Theatre located at UW Richland Campus

### WCCU is proud to bring you these exceptional speakers:

**James M. Johannes** Professor, School of Business at UW-Madison; director, Puelicher Center for Banking Education. His expertise is in commercial banking, monetary policy and interest rates

**Bruce L. Jones** Professor, agricultural and applied economics at UW-Madison. He is an expert on agricultural finance, farm management and agricultural capital markets.

**Robert Owens** is the Manager of the Capital Markets Department at Farmer Mac, a stockholder-owned, federally chartered instrumentality of the United States. After receiving his MBA in 2004, he joined Farmer Mac and, in 2005, became a trader on the Capital Markets desk issuing short and long term debt, acquiring and securitizing agricultural mortgages, and entering into derivative transactions.

**Phillip Gudgeon** from Customer First Commodities LLC has been a commodity broker for 19 years. He was a dairy and grain producer for 36 years in the Viroqua area. He will be answering the question, "Where could commodity prices go and what is your plan of action?"

**SPACING LIMITED. RESERVE YOUR SEAT BY CONTACTING ANY OF OUR WCCU OFFICES.**



Thank you to additional Sponsors **FARMERMAC**  
*Financing Rural America*

# Buckets of Money: A Retirement Income Strategy

Some retirees are able to live solely on the earnings that their investment portfolios produce, but most also have to figure out how to draw down their principal over time. Even if you've calculated how much you can withdraw from your savings each year, market volatility can present a special challenge when you know you'll need that nest egg to supply income for many years to come.



**Brandi Walton,**  
*Investment Professional*

When you were saving for retirement, you may have pursued an asset allocation strategy that balanced your needs for growth, income, and safety. You can take a similar multi-pronged approach to turning your nest egg into ongoing income. One way to do this is sometimes called the "bucket" strategy. This involves creating multiple pools of money; each pool, or "bucket," is invested depending on when you'll need the money, and may have its own asset allocation.

## Buckets for your "bucket list"

When you're retired, your top priority is to make sure you have enough money to pay your bills, including a few unexpected expenses. That's money you need to be able to access easily and reliably, without worrying about whether the money will be there when you need it. Estimate your expenses over the next one to five years and set aside that total amount as your first "bucket." Safety is your priority for this money, so it would generally be invested in extremely conservative investments, such as bank certificates of deposit, Treasury bills, a money market fund, or maybe even a short-term bond fund. You won't earn much if any income on this money, but you're unlikely to suffer much loss, either, and earnings aren't the purpose of your first bucket. Your circumstances will determine the investment mix and the number of



years it's designed to supply; for example, some people prefer to set aside only two or three years of living expenses.

This bucket can give you some peace of mind during periods of market volatility, since it might help reduce the need to sell investments at an inopportune time. However,

remember that unlike a bank account or Treasury bill, a money market fund is neither insured nor guaranteed by the Federal Deposit Insurance Corp.; a money market attempts to maintain a stable \$1 per share price, but there is no guarantee it will always do so. And though a short-term bond fund's value is relatively stable compared to many other funds, it may still fluctuate.

## Refilling the bucket

As this first bucket is depleted over time, it must be replenished. This is the purpose of your second bucket, which is designed to produce income that can replace what you take from the first. This bucket has a longer time horizon than your first bucket, which may allow you to take on somewhat more risk in pursuing the potential for higher returns. With interest rates at historic lows, you might need some combination of fixed-income investments, such as intermediate-term bonds or an income annuity, and other instruments that also offer income potential, such as dividend-paying stocks.

With your first bucket, the damage inflation can do is limited, since your time frame is fairly short. However, your second bucket must take inflation into account. It has to be able to replace the money you take out of your first bucket, plus cover any cost increases caused by inflation. To do that, you may need to take on somewhat more risk. The value of this bucket is likely to fluctuate more than that of the first bucket, but since it has a longer time horizon, you may have more flexibility to adjust to any market surprises.

## Going back to the well

The primary function of your third bucket is to provide long-term growth that will enable you to keep refilling the first two. The longer you expect to live, the more you need to think about inflation; without a growth component in your portfolio, you may be shortening your nest egg's life span. To fight the long-term effects of inflation, you'll need investments that may see price swings but that offer the most potential to increase the value of your overall portfolio. You'll want this money to grow enough to not only combat inflation but also to increase your portfolio's chances of lasting as long as you need it to. And if you hope to leave an estate for your heirs, this bucket could help you provide it.

## How many buckets do I need?

This is only one example of a bucket strategy. You might prefer to have only two buckets--one for living expenses, the other to replenish it--or other buckets to address specific goals. Can you accomplish the same results without designating buckets? Probably. But a bucket approach helps clarify the various needs that your retirement portfolio must fill, and how various specific investments can address them.



**Jim Maginnis,**  
*Investment Consultant*

*Note:* Before investing in a mutual fund, carefully consider its investment objectives, risks, fees, and expenses, which can be found in the prospectus available from the fund. Read it carefully before investing.

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For more information or to schedule your complementary appointment, call any of our WCCU offices and ask for Brandi at ext. 1109.



## Trusted Partners, New Opportunities in the New Year

Over the past several months, we have had the opportunity to explore some new service options for our members – Tru Stage and Leg Up Loan Program.



**Kevin Hauser,**  
President

True Stage provides an opportunity to extend accidental Death and Dismemberment and Life Insurance to our members through a long time trusted system partner CUNA Mutual. The ability to offer base levels of these products at no cost provides a chance to benefit all members. Over the next several months you will be receiving more information regarding this program by mail. We look forward to providing this service to our members.

### The Leg Up Loan Program

is a unique opportunity to promote environmental



stewardship, save money and enhance the value of your home. By virtue of a partnership with a group of local individuals, WCCU will be offering loans for certain types of renewable energy products at discounted rates. The emphasis will be on solar, wind and geothermal sources encouraging members to be more energy self-sufficient or in some cases, even energy suppliers. The goal of the loan program is to structure the loan to enable members to take advantage of rebates and tax benefits so the payments reflect a more accurate return on the investment.

In closing, I take this opportunity to thank you for your business and remind you to exercise your right as a credit union member and vote in the upcoming WCCU Board of Director elections. For more information, please see the additional information enclosed.

Sincerely,

Kevin Hauser, President

## Coming Soon to Baraboo!

As our offices in Reedsburg and Lake Delton continue to grow, WCCU currently serves many people living in Baraboo. After extensive market research, we have concluded that Baraboo would be an ideal placement for a new WCCU Branch. This new location will allow us to better serve our existing membership as well as to welcome new members to our credit union. The 5,153 square foot office will be located at the intersection of Hwy 12 and South Blvd. The office will be a full-service branch that will include drive-up access and a no-surcharge ATM. Construction began in November and we are anticipating that the new facility will be completed by June of 2014. As we continue to take advantage of new opportunities for growth, we will continue to strive to meet the needs of our members.



## Westby Office Remodel Project

In the past several years, we have expanded into other markets and we have experienced growth within our existing markets. This growth, along with changes in compliance and regulations has generated the need for additional support staff in our main office. Space in our Westby office has become a significant issue. By restructuring our current facility, we can better utilize our existing space without having to add additional square footage. The remodeling project is scheduled to be completed by May. Thank you for your patience during this project.

local service organization **Spotlight**

Lydia's House is a homeless shelter sponsored by the churches of Richland County that houses homeless people up to fifteen nights. Meals are provided for residents along with mentoring assistance to find permanent housing, work, or other self-sufficiency related issues. Lydia's House utilizes the church buildings of the Richland County area and is funded through donations and fundraisers.

Lydia's House accommodated 151 nights for people to have a warm place to stay and food to eat for the 2012-2013 operating year. The shelter moves to a different church location each month. People are housed in the church building Monday through Friday and put up in motels on the weekends. The 2013-2014 needs for homeless people have dramatically increased from the previous year so the resources to keep Lydia's House operating are being used more quickly than in the first two years of operations.

Lydia's House is organized and run by volunteers who care about the people who do not have a place to stay at night. Lydia's House is a great example of showing love to our neighbors.

For more information or to make donations call 608-475-9479.



## Wubbenhorst Tax Service

Wubbenhorst Tax Services will continue to operate out of our Westby office. To see Judy, you will need to park in the front of the building and use the main entrance and elevator. Judy is available through the tax season by appointment only. Please note that in 2014 all appointments will be at the Westby Office. To schedule your appointment with Judy, please call any of our WCCU offices and ask for extension #1603.

## 2013 Tax Reports

### *Inaccurate Numbers can Create Fines*

If you earned more than \$10 in dividends and/or paid more than \$600 in interest on a mortgage-secured loan, you can expect to receive a year-end tax report from WCCU. These tax reports will be mailed in January.

### *Missing or Incorrect Social Security or Tax Identification Numbers\**

All WCCU accounts that earn dividends or that pay interest on mortgage secured loans are required to have a Social Security/Tax Id number. Please take a moment to see that your number is on the report and also make sure that each digit is correct. **If your number is missing or if it is incorrect you and/or WCCU may now be fined \$100 from the IRS.** To avoid these unnecessary fines, please report corrections to us by January 24th if there are any changes on your tax report. Thank you for your cooperation.

\*Members with business accounts need only to be concerned with the digits. The dashes on these reports may be placed incorrectly: however the report that is sent to the IRS has the dashes in the correct positions. You will need to contact WCCU only if any of the nine digits are incorrect.

## Tax Refunds

ROUTING NUMBER      ACCOUNT NUMBER

### **Caution: Inaccurate account numbers will delay your refund**

**WCCU's Routing # is: 275982539**

When receiving an electronic tax refund it is extremely important that routing number and the account number that you provide is correct. If your refund is deposited into the wrong account, WCCU cannot correct the error. The IRS needs to reclaim the refund and then reissue a new refund. The wrong number could delay a refund up to 6 months.

- ◆ The routing number is located in the lower left hand corner of your checks.
- ◆ Your full checking account number is the set of numbers which follow the routing number. (ex. 1500123459)
- ◆ If you choose to have your refund deposited into your savings account simply give the routing number above and your savings account number with the suffix (ex. Account #12345-00)

**If you have any questions regarding the numbers that you need to provide, please contact any of our WCCU offices and we will be happy to assist you.**

Member Link is published quarterly for our credit union members. To contact us call: 608-634-3118 or write the editor, Kerri Theige - P.O. Box 70, Westby, WI 54667-0070 or [katheige@wccucreditunion.coop](mailto:katheige@wccucreditunion.coop)

### Westby & Viroqua

**Lobby**  
Mon.-Friday 8:30am-5pm  
Saturday 8am-noon

**Drive-up**  
Mon.-Thurs. 7:30am-5:30pm  
Friday 7:30am-6pm  
Saturday 7:30am-noon

### Cashton

**Lobby**  
Mon.-Fri. 8:30am-5pm

**Drive-up**  
Mon.-Thurs. 7:30am-5:30pm  
Friday 7:30am-6pm  
Saturday 7:30am-noon

### Richland Center East

**Lobby**  
Mon.-Friday 8:30am-5pm  
Saturday 8am-noon

**Drive-up**  
Mon.-Thurs. 7:30am-5:30 pm  
Friday 7:30am-6pm  
Saturday 7:30am-noon

### Richland Center West (Mobil Mart)

**Drive-up & Lobby**  
Mon.-Friday 7:30am-5:30pm  
Saturday 7:30am-noon

### Reedsburg and Lake Delton

**Lobby**  
Mon.-Friday 8:30am-5pm  
Saturday 8am-noon

**Drive-up**  
Mon.-Friday 7:30am-5:30pm  
Saturday 7:30am-noon

# SPECIAL NEWSLETTER INSERT



## 2014 Election of Board of Directors

### Eligibility

You are eligible to vote if you are the primary owner listed on the account (the primary owner is defined as the person whose Social Security Number/Tax ID# is on the account), have been a member for 90 days, your account is in good standing and you are over the age of 18.

This year you will have the option of voting with an assigned Personal Identification Number (PIN) or by using your account number. Both methods are secure. PIN numbers will be sent to all eligible voting members. Members with an e-mail address will receive them via e-mail. All others will receive their PIN numbers by standard mail.

We have once again partnered with CU Ballot to conduct our election. CU Ballot has the resources and expertise to conduct large credit union elections. They are able to offer our members confidentiality as WCCU is provided with only the tabulated results - WCCU is not provided with any information regarding individual ballots. With the use of their technology and expertise, the work they are able to conduct an election that is cost effective, compliant and fair. Our WCCU bylaws state that all ballots need to be verified to ensure they are from eligible voting members. Through the use of technology and automation, CU Ballot has the capability to verify all ballots by using either your assigned PIN number or your account number.

### Vote Now - Election Open January 1<sup>st</sup> - February 12<sup>th</sup>, 2014

#### Three Ways to Vote:



#### By Internet

The electronic (internet) voting will be handled by CU Ballot, an independent, secure website. Members will receive easy to understand instructions on how to vote when visiting this site. <http://wccucreditunion.cuballot.com>



#### By phone

Call Toll-Free to vote: **888-730-4935**

Telephone voting allows members to cast votes by dialing the above toll-free number which is specifically assigned for this election. Members may simply follow the prompts of an interactive voice response system.



#### By Mail

Paper Ballots are available in all WCCU Offices. Paper ballots will be mailed directly to CU Ballot for tabulation.

As an owner of WCCU Credit Union, it's not only your credit union right to vote for our volunteer-based Board of Directors, it's your duty. Control of our credit union and its management is in the hands of you...our members. This is one of the fundamental differences between credit unions and banks. **Please take a moment now to vote!** Election results will be announced at WCCU'S Annual Meeting on Tuesday, February 18, 2014 at 7pm at the VFW - 205 North Main Street in Westby.

**FACTS****WHAT DOES Westby Co-op Credit Union (WCCU) DO WITH YOUR PERSONAL INFORMATION?**

<b>Why?</b>	Financial companies choose how they share your personal information. Federal law gives consumers the right to limit some but not all sharing. Federal law also requires us to tell you how we collect, share, and protect your personal information. Please read this notice carefully to understand what we do.
<b>What?</b>	<p>The types of personal information we collect and share depend on the product or service you have with us. This information can include:</p> <ul style="list-style-type: none"> <li>■ Social Security number and income</li> <li>■ Account balances and payment history</li> <li>■ Credit history and overdraft history</li> </ul> <p>When you are <i>no longer</i> our customer, we continue to share your information as described in this notice.</p>
<b>How?</b>	All financial companies need to share member's personal information to run their everyday business. In the section below, we list the reasons financial companies can share their member's personal information; the reasons WCCU chooses to share; and whether you can limit this sharing.

Reasons we can share your personal information	Does WCCU share?	Can you limit this sharing?
<b>For our everyday business purposes—</b> such as to process your transactions, maintain your account(s), respond to court orders and legal investigations, or report to credit bureaus	Yes	No
<b>For our marketing purposes—</b> to offer our products and services to you	Yes	No
<b>For joint marketing with other financial companies</b>	Yes	No
<b>For our affiliates' everyday business purposes—</b> information about your transactions and experiences	No	We don't share
<b>For our affiliates' everyday business purposes—</b> information about your creditworthiness	No	We don't share
<b>For nonaffiliates to market to you</b>	No	We don't share

**Questions?**Call 608-634-3118 or go to [www.wccucreditunion.coop](http://www.wccucreditunion.coop)



Who we are	
Who is providing this notice?	Westby Co-op Credit Union (WCCU)
What we do	
How does WCCU protect my personal information?	To protect your personal information from unauthorized access and use, we use security measures that comply with federal law. These measures include computer safeguards and secured files and buildings.
How does WCCU collect my personal information?	<p>We collect your personal information, for example, when you</p> <ul style="list-style-type: none"> <li>■ Open an account or apply for a loan</li> <li>■ Pay your bills or deposit money</li> <li>■ Provide your mortgage information</li> </ul> <p>We also collect your personal information from others, such as credit bureaus, affiliates, or other companies</p>
Why can't I limit all sharing?	<p>Federal law gives you the right to limit only</p> <ul style="list-style-type: none"> <li>■ sharing for affiliates' everyday business purposes—information about your creditworthiness</li> <li>■ affiliates from using your information to market to you</li> <li>■ sharing for nonaffiliates to market to you</li> </ul> <p>State laws and individual companies may give you additional rights to limit sharing.</p>
Definitions	
<b>Affiliates</b>	<p>Companies related by common ownership or control. They can be financial and nonfinancial companies.</p> <ul style="list-style-type: none"> <li>■ <i>Westby Co-op Credit Union has no affiliates.</i></li> </ul>
<b>Nonaffiliates</b>	<p>Companies not related by common ownership or control. They can be financial and nonfinancial companies.</p> <ul style="list-style-type: none"> <li>■ <i>Westby Co-op Credit Union does not share with nonaffiliates so they can market to you.</i></li> </ul>
<b>Joint marketing</b>	<p>A formal agreement between nonaffiliated financial companies that together market financial products or services to you.</p> <ul style="list-style-type: none"> <li>■ <i>Westby Co-op Credit Union's joint marketing partners include companies such as insurance companies.</i></li> </ul>
Other important information	



## Overdraft Privilege

At times, unanticipated expenses or unforeseen problems can leave you with too little cash in your checking account. Having a check returned due to insufficient funds can be a costly, inconvenient and potentially embarrassing experience.

At WCCU we do not encourage overdrafts. As always, we encourage you to manage your finances responsibly. However, we want to save you from the additional merchant fees and possible damage to your credit history that might result if a check is returned. That is why we provide a discretionary service called "Overdraft Privilege" to eligible accounts in good standing. (For example, we typically do not pay overdrafts if your account has not been positive within the last 35 days, you are not making regular deposits, or you have a past due loan, garnishment, or levy).

With Overdraft Privilege, transactions may be approved, up to the Overdraft Privilege limit when there are insufficient funds in your account. A \$20 fee will be charged for each item presented against insufficient funds and will reduce the amount of Overdraft Privilege that is available to you. Please be aware that Overdraft Privilege is intended for inadvertent or occasional use, such as a balance miscalculation. You are encouraged to use other overdraft protection services WCCU offers such as an automatic transfer from a savings account as your first line of defense against overdrafts.

Overdraft Privilege is automatically provided to eligible accounts and there is no charge unless you use the service. If you do not overdraw your account, you will never be charged an Overdraft or Return Item fee. If you prefer not to have Overdraft Privilege on your account, please contact any of our WCCU offices and we will remove it.

### **VERY IMPORTANT:**

*The above protection will cover only checks that you write and ACH items. If you wish to extend your Overdraft Privilege to cover ATM and everyday debit card transactions, the regulation requires that you give WCCU your consent by "Opting In". To do this, simply contact any of our WCCU Offices and let us know that you want this protection for your ATM and everyday debit card transactions. If you have already given WCCU your consent to opt in there is no need to opt in again. Although you do not ever expect to use it, it will give you peace of mind knowing the Overdraft Privilege is there if you need it. And if you don't, there's never a charge.*

*\*Subject to WCCU discretion. An Overdraft charge of \$20 per item will be imposed for overdrafts created by checks, in person withdrawals, ACH, Point-of-Sale, ATM withdrawals or by other electronic means. There is a cap of \$100 per day on the total fees we can charge you for overdrawing your account. Payment of your overdraft is discretionary and we reserve the right not to pay. For example, we typically do not pay if your account is not in good standing, you are not making regular deposits, or you have too many overdrafts. Overdraft Privilege balances must be paid within 35 days. WCCU has the right to require payment to bring the account current immediately after an overdraft.*