

Memberlink

Fall 2016

Your Quarterly Guide To Connecting You



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At WCCU, we've made auto-shopping as easy as possible. Our online car-buying resource center lets you do all of your research and comparisons from your computer or device. You can even browse thousands of new, used and certified pre-owned vehicles from different dealers.

Powerful research tools

Tailor your search to your needs with our website. Whether you're a young professional or family of four, our auto-shopping site has you covered. Research the car, SUV, RV or motorcycle that's right for you.

Choose from multiple dealers online

Our online car-buying resource makes shopping easier than ever. Browse a large selection of inventory anytime right from your desktop, laptop or mobile device. Whether you're at home or on the go, you can search whenever it's most convenient for you.

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Check the value of your trade-in

One of the best ways to save when buying a new vehicle is to understand the value of your trade-in before you buy. Visit our online resource to check the value of your current vehicle. You'll know what your car is worth before you go to the dealer.

Get pre-approved financing

After you've researched and selected your dream car, make sure you get pre-approved for a car loan from WCCU Credit Union. You'll save on the overall cost of your auto and likely get a low monthly payment. Visit AutoSmart at wccucreditunion.coop today.





Brandi Walton,
Investment Professional

Investors Are Human, Too

In 1981, the Nobel Prize-winning economist Robert Shiller published a groundbreaking study that contradicted a prevailing theory that markets are always efficient. If they were, stock prices would generally mirror the growth in earnings and dividends. Shiller's research showed that stock prices fluctuate more often than changes in companies' intrinsic valuations (such as dividend yield) would suggest.¹

Shiller concluded that asset prices sometimes move erratically in the short term simply because investor behavior can be influenced by emotions such as greed and fear. Many investors would agree that it's sometimes difficult to stay calm and act rationally, especially when unexpected events upset the financial markets.

Researchers in the field of behavioral finance have studied how cognitive biases in human thinking can affect investor behavior. Understanding the influence of human nature might help you overcome these common psychological traps.

Herd mentality

Individuals may be convinced by their peers to follow trends, even if it's not in their own best interests. Shiller proposed that human psychology is the reason that "bubbles" form in asset markets. Investor enthusiasm ("irrational exuberance") and a herd mentality can create excessive demand for "hot" investments. Investors often chase returns and drive up prices until they become very expensive relative to long-term values.

Past performance, however, does not guarantee future results, and bubbles eventually burst. Investors who follow the crowd can harm long-term portfolio returns by fleeing the stock market after it falls and/or waiting too long (until prices have already risen) to reinvest.

Availability bias

This mental shortcut leads people to base judgments on examples that immediately come to mind, rather than examining alternatives. It may cause you to misperceive the likelihood or frequency of events, in the same way that watching a movie about sharks can make it seem more dangerous to swim in the ocean.

Confirmation bias

People also have a tendency to search out and remember information that confirms, rather than challenges, their current beliefs. If you have a good feeling about a certain investment, you may be likely to ignore critical facts and focus on data that supports your opinion.

Overconfidence

Individuals often overestimate their skills, knowledge, and ability to predict probable outcomes. When it comes to investing, overconfidence may cause you to trade excessively and/or downplay potential risks.

Loss aversion

Research shows that investors tend to dislike losses much more than they enjoy gains, so it can actually be painful to deal with financial losses.² Consequently, you might avoid selling an investment that would realize a loss even though the sale may be an appropriate course of action. The intense fear of losing money may even be paralyzing.



It's important to slow down the process and try to consider all relevant factors and possible outcomes when making financial decisions. Having a long-term perspective and sticking with a thoughtfully crafted investing strategy may also help you avoid expensive, emotion-driven mistakes.

Note: *All investments are subject to market fluctuation, risk, and loss of principal. When sold, investments may be worth more or less than their original cost.*

¹ *The Economist*, "What's Wrong with Finance?" May 1, 2015

² *The Wall Street Journal*, "Why an Economist Plays Powerball," January 12, 2016



501 N Main St., Westby, WI 54667; Ph. (608) 634-3118 • 2403 Hwy 14 E, Richland Center, WI 53581; Ph. (608) 647-8835
820 Viking Dr., Reedsburg, WI 53959; Ph. (608) 768-9228; • 70 Commerce, Lake Delton, WI 53940; Ph. (608) 678-4000
1333 South Blvd., Baraboo, WI 53913; Ph. (608) 356-5500

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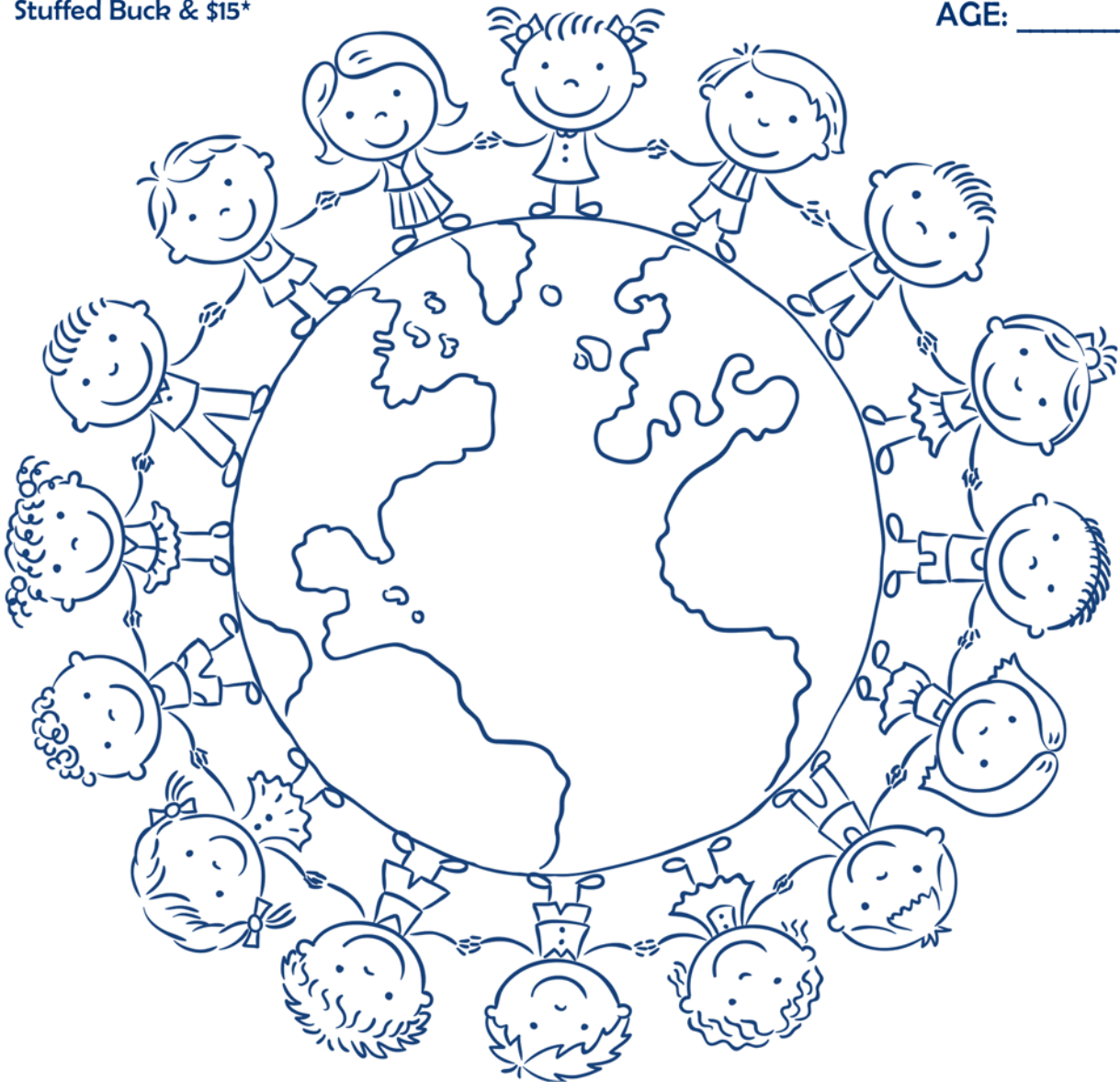


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PEOPLE
HELPING
PEOPLE®

1st Place
Stuffed Buck & \$50*
2nd Place
Stuffed Buck & \$25*
3rd Place
Stuffed Buck & \$15*

NAME: _____

AGE: _____



Kids ages 12 and under return colored page to WCCU by October 31, 2016 to be entered into WCCU's drawing. 3 winners will be drawn at random on November 1st. Please include parent's name and ph. # on back side. *Winners money will be deposited into a Buck's Club Account.



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.*

A Season of Thanks

Soon, we will be entering the season of "Thanks". As I think about that in relation to our credit union, I wonder if you know how much we appreciate your membership. While we may "Thank You" for doing business with WCCU, thanking you for your membership goes far beyond that business relationship. As your local, member-owned financial cooperative, we have many reasons to be thankful that you are a member.

Because of your membership...we are able to offer a large variety of competitive products and services. Sure, most of these are things that you need; but more importantly, we strive to bring you the types of products and services that can bring value to your life. Last year, on average, each WCCU member household saved about \$220 per year compared to doing business with a for-profit competitor.

Because of your membership...we are able to give back to our local communities. At WCCU, support goes far beyond financial contributions. Members of our WCCU team are encouraged to be actively involved in our local communities. Our staff can be seen giving classroom presentations at area schools, flipping pancakes at a county dairy breakfast, marching in the community parade, clerking the meat animal sale at the county fair, working at a high school "Reality Days" booth and much, much more. We take great pride in seeing our staff embrace the spirit of volunteerism as they individually participate in helping service organizations, schools and churches.

Because of your membership...we are able to offer our members the best of both worlds. Not only do we offer personalized services from people you know and trust, but we also offer you the convenience of some of the most technologically advanced financial services. Whether you are walking through doors, picking up the phone, visiting us online or using our mobile app on your smartphone we want you to know that your business is always appreciated.

Because of your membership...we provides careers for 180 dedicated staff members in nine locations. Our people work full-time and part-time. We have many staff that serve you directly on the front lines, in the loan offices and in our call center. We also have many that work behind the scenes. Together, we continue to look for new and better ways to serve our members.

As a cooperative, our mission revolves around you, our members. Our Board of Directors, Management and Staff are all here to serve you. Because of you, together we live, play, shop, learn, worship, save, plan and strive to make lives better in the rural areas and small towns of South Central and Southwest Wisconsin.

This season, as we give thanks, I want to personally take this opportunity to thank you for your membership.

Kevin Hauser - President



Celebrate International Credit Union Day

Thursday, Oct. 20th with cookies, coffee & prize drawings at all WCCU Offices!

Sauk County Shredding Event

Free on-site document shredding in our Reedsburg office parking lot on



**Saturday, November 5th
8:30am - 11:30am**

Limit of 3 large boxes per person.

Types of items that can be shredded:

- All types of paper are fine, staples and paper clips can be shredded.
- Items with butterfly clips need to be removed and items in 3-ring binders need to be emptied.
- Small quantities of discs can be taken but must be placed in a separate bag.
- Bring your tax returns, medical records, pay stubs, cancelled checks, old checkbooks/duplicate checks, junk mail and other documents with personalized information.



Your 2016 Christmas Club Money

For added security and convenience, Christmas Club funds are automatically deposited into your "00" savings account. Your 2016 Christmas Club funds were deposited into your account on October 1st, 2016. Members who have requested a check should have received it during the first week of October. Please contact us if you have not yet received your 2016 Christmas Club funds.



Start your 2017 Christmas Club Today – no application needed!

If you had a 2016 Christmas Club Account and there are no changes that need to be made, your 2017 Christmas Club will automatically renew as is. Be sure to stop in to receive your free gift!

If you had a Christmas Club Account and would like to make a change, contact WCCU. If we receive your deposits through payroll deduction, you may also need to contact your employer.

If you did not have a Christmas Club with WCCU, but would like to start one, simply contact any of our WCCU offices to open your account and receive your free gift!

7 Ways to Protect Your Credit Score

When you swipe your credit card, you might not be thinking about what your creditors are doing to make sure they recover the money they just loaned you. But, as you make your next purchase, make sure to protect your credit score.

Your credit score is a three-digit number that creditors use to assess how likely you are to repay your loans. A high score can help you qualify for the lowest interest rates and gives you the ability to borrow money for purchases.

Here are seven things you can do to make sure your credit score stays healthy:

- 1. Pay back your debts on time.** How you've repaid past debt is the most important factor (35%) in calculating your credit score.
- 2. Apply for new credit only when you need it.** Ten percent of your credit score is determined by how many new credit accounts you've opened and the number of times lenders have checked your credit. Another 15% of your score is determined by the length of your credit history. When you add a new account into the mix, the average age of your credit accounts drops.
- 3. Don't co-sign.** Be cautious about co-signing a loan--even for family members--unless you are willing and able to take on the payments later if necessary. If a payment is missed and you don't pay it, it can negatively affect your credit score.
- 4. Consider keeping starter cards open.** Cards designed for people without a credit history, called starter cards, usually have high interest rates and fees, low limits and few rewards. Even though you've stopped using them, it's a good idea to keep them open. This will help the 15% of your score that comes from the length of your credit history. It also will help the even bigger part (30%) of your score that's based on your utilization ratio: your credit card debt relative to your total available credit.
- 5. Guard your personal information.** Be very careful when giving out your Social Security number, birth date, credit card numbers and other personal information. Use secure websites, and be cautious of phone calls. Make a photocopy or scan the information on your cards. It could take a long time to find contact information for your accounts if you lose your wallet. Keep copies (in a secure place) of the fronts and backs of cards so that you can cancel your accounts quickly when needed.
- 6. Regularly monitor all your accounts.** Even if you don't use them, check each account to make sure there aren't charges, such as annual fees, and that no one is fraudulently using your card. **Order a free credit report from annualcreditreport.com, the only site sanctioned by the Federal Trade Commission, or, call 877-322-8228.** Stagger your reports from the three reporting agencies so that you get one report every four months.
- 7. Stay diligent.** Make sure that the good credit score you've worked so hard to build stays that way.



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

Westby & Viroqua	Coon Valley Cashton	Richland Center East	Richland Center West (Mobil Mart)	Baraboo	Reedsburg and Lake Delton
Lobby Mon.-Friday 8:30am-5pm Saturday 8am-noon	Lobby Mon.-Fri. 8:30am-5pm	Lobby Mon.-Friday 8:30am-5pm Saturday 8am-noon	Lobby Mon.-Friday 7:30am-5:30pm Saturday 7:30am-noon	Lobby Mon.-Friday 8:30am-5pm Saturday 8am-noon	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	Drive-up Mon.-Thurs. 7:30am-5:30pm Friday 7:30am-6pm Saturday 7:30am-noon	Drive-up Mon.-Thurs. 7:30am-5:30pm Friday 7:30am-6pm Saturday 7:30am-noon	Drive-up Mon.-Friday 7:30am-5:30pm Saturday 7:30am-noon	Drive-up Mon.-Friday 7:30am-5:30pm Saturday 7:30am-noon	Drive-up Mon.-Friday 7:30am-5:30pm Saturday 7:30am-noon