

Memberlink

SUMMER 2021

Your Quarterly Guide To Connecting You

Proudly Announcing...



WCCU PORTAGE • COMING SPRING 2022!

The above photo is a rendering of the proposed building. - Provided by La Macchia Group

WCCU is excited to announce our plans for a new branch office in Portage, Wisconsin. In May we purchased land at 138 Northridge Drive in Portage. This will be the credit union's eleventh branch and its first in Columbia County.

We are currently in the process of finalizing our plans and are planning to break ground this fall. The 3,500 square foot building in Portage will include a no-surcharge drive-up ATM and a walk-up window in the front entry. Our goal is to have the new facility open by the Spring of 2022.

With offices in Reedsburg, Lake Delton, Baraboo and Prairie du Sac, a new opportunity has been on our radar. After extensive

market research, we concluded that Portage would be an ideal placement for a new WCCU Branch. This will allow us to better serve our existing membership, as well as to welcome new members to our credit union.

As we continue to take advantage of new opportunities for growth, we remain committed to meeting the needs of our existing members.

Follow the WCCU Facebook page and wccucreditunion.coop for updates on building progress!

EXCITING THINGS ARE HAPPENING AT WCCU!

NEW MEMBERS WELCOME! ; NUEVO MIEMBROS BIENVENIDOS! *Join Us!*



See more photos from WCCU Prairie du Sac Grand Opening on page 4

Sequence Risk: Preparing to Retire in a Down Market



Brandi Walton
Investment Professional

"You can't time the market" is an old maxim, but you also might say, "You can't always time retirement."

Market losses on the front end of retirement could have an outsize effect on the income you receive from your portfolio by reducing the assets available to pursue growth when the market recovers. The risk of experiencing poor investment performance at the wrong time is called sequence risk or sequence-of-returns risk.

DIVIDING YOUR PORTFOLIO

One strategy that may help address sequence risk is to divide your retirement portfolio into three different "baskets" that could provide current income, regardless of market conditions, and growth potential to fund future income. Although this method differs from the well-known "4% rule," an annual income target around 4% of your original portfolio value might be a reasonable starting point, with adjustments based on changing needs, inflation, and market returns.

Basket #1: Short term (1 to 3 years of income). This basket holds stable liquid assets such as cash and cash alternatives that could provide income for one to three years. Having sufficient cash reserves might enable you to avoid selling growth-oriented investments during a down market.

Basket #2: Mid term (5 or more years of income). This basket — equivalent to five or more years of your needed income — holds mostly fixed-income securities, such as intermediate- and longer-term bonds, that have moderate growth potential with low or moderate volatility. It might also include some lower-risk, income-producing equities.

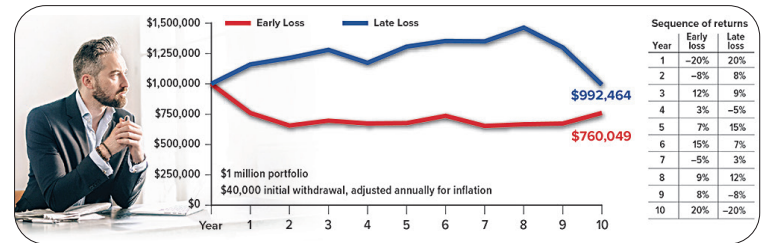
EARLY LOSSES

A significant market downturn during the first two years of retirement could make a big difference in the size of a portfolio after 10 years, compared with having the same downturn at the end of the 10-year period. Both scenarios are based on the same returns, but in reverse order.

Assumes a \$40,000 withdrawal in Year 1, with subsequent annual withdrawals increased by an inflation factor of 2%. This hypothetical example of mathematical principles is used for illustrative purposes only and does not represent the performance of any specific investment. Fees, expenses, and taxes are not considered and would reduce the performance shown if they were included. Actual results will vary.

The income from this basket can flow directly into Basket #1 to keep it replenished as the cash is used for living expenses. If necessary during a down market, some of the securities in this basket could be sold to replenish Basket #1.

Basket #3: Long term (future income). This basket is the growth engine of the portfolio and holds stocks and other investments that are typically more volatile but have higher long-term growth potential. Investment gains from Basket #3 can replenish both of the other baskets. In a typical 60/40 asset allocation, you might put 60% of your portfolio in this basket and 40% spread between the other two baskets. Your actual percentages will depend on your risk tolerance, time frame, and personal situation.



With the basket strategy, it's important to start shifting assets before you retire, at least by establishing a cash cushion in Basket #1. There is no guarantee that putting your nest egg in three baskets will be more successful in the long term than other methods of drawing down your retirement savings. But it may help you to better visualize your portfolio structure and feel more confident about your ability to fund retirement expenses during a volatile market.

All investments are subject to market fluctuation, risk, and loss of principal. Asset allocation does not guarantee a profit or protect against investment loss. The principal value of cash alternatives may be subject to market fluctuations, liquidity issues, and credit risk. Bonds redeemed prior to maturity may be worth more or less than their original cost. Investments seeking to achieve higher yields also involve higher risk.

*Prepared by Broadridge Investor Communication Solutions, Inc.
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Contact WCCU Investment Consultants

Call your local branch and ask to be connected with Brandi Walton or extension 1109. (Phone calls are being forwarded so you may be asked for a name and phone number in the event the phone call gets disconnected.)

Fax us at 1-888-509-4597. This is a direct and secure fax line to WCCU Investment Consultants.

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Learn more at www.wccuinvestmentconsultants.com



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This communication is strictly intended for individuals residing in the states of Arizona, Illinois, South Dakota and Wisconsin. No offers may be made or accepted from any resident outside these states due to various state requirements and registration requirements regarding investment products and services.



Overdraft Privilege

At times, unexpected expenses 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 calendar 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 available funds in your account. A \$20 fee will be charged per presentment against insufficient available 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 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, ACH items, in person withdrawals and any recurring debit card transactions. 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 or use the Overdraft Privilege widget to enroll yourself. If you have already given WCCU your consent, 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.

**Subject to WCCU discretion. An Overdraft fee of \$20 per presentment will be charged for overdrafts. There is a cap of \$100 per day on the total amount of fees we can charge you for overdrawing your account. Payment of your overdraft is discretionary and we reserve the right not to pay. WCCU has the right to require payment to bring the account current immediately after an overdraft.*



DID YOU KNOW?

Below is a summary of items you may find helpful.

“LIVE ONLINE CHAT”

Live Online Chat can be used to talk with us without having to pick up the phone. If you have a question or concern, click on the Live Chat button during normal business hours to “chat” with a live person online. This service is available on our website, in online banking and now on our mobile app.

ONLINE BANKING

Would you like to try online banking, but don't know where to start? We would be happy to help you enroll and teach you how to use it. We can meet with you one-on-one or call us and we can talk you through the process. We can help you learn the basics like how to view your balances, transfer money and much more!

MOBILE DEPOSIT

Did you know that you can take a picture of a check with your cell phone and deposit it into your account? Let us help you learn how. For more details, contact any of our WCCU offices or visit our website at wccucreditunion.coop.

ONLINE BANKING NOW AVAILABLE IN SPANISH

Online banking is now available in Spanish. We also have Spanish translators available at several locations! For more info, visit our Spanish Page at wccucreditunion.coop.

SAVERS SWEEPSTAKES

Savers Sweepstakes is different from our traditional member savings accounts because it earns a higher dividend and gives you opportunities to be entered into monthly drawings to win cash prizes. Unlike lottery tickets, you have chances to win while we give you an incentive to build up your savings account. No risk... only reward! For more details, contact any of our WCCU offices or visit our website at wccucreditunion.coop.

1.5% CASH BACK CREDIT CARD!

We now have a Cash Back Credit Card. It is called the “Emerald Cash Back Card”. It is a VISA Signature card. This is an ideal card for members who qualify for a \$5,000 limit and payoff their card monthly or carry a low balance. It comes with \$250,000 of Travel Accident- and Baggage Delay Insurance. For more details, visit our website or contact any of our WCCU offices.

NEW!! DIGITAL WALLET

Store your WCCU Debit and Credit Cards in your “digital wallet”. With your digital wallet app you can use your WCCU cards to shop online or at participating retailers without having to use physically use your card. For more details, contact any of our WCCU offices or visit our website at wccucreditunion.coop.



¿SABÍAS?

A continuación se muestra un resumen de los elementos que pueden resultarle útil.

“CHAT DIGITAL EN VIVO”

El chat digital en vivo se puede usar para hablar con nosotros sin tener que levantar el teléfono. Si tiene alguna pregunta o inquietud, haga clic en el botón Chat digital en vivo durante los horarios de oficina para “conversar” con una persona en vivo en línea. Este servicio está disponible en nuestro sitio web, en la banca en línea y ahora en nuestra aplicación móvil.

BANCA EN LÍNEA

¿Le gustaría probar la banca en línea, pero no sabe por dónde empezar? Estaremos encantados de ayudarle a inscribirse y enseñarle cómo utilizarlo. Podemos reunirnos con usted personalmente o llamarnos y podemos explicarle el proceso. ¡Podemos ayudarlo a aprender los conceptos básicos, como ver sus saldos, transferir dinero y mucho más!

DEPÓSITO MÓVIL

¿Sabías que puedes tomar una foto de un cheque con tu celular y depositarlo en tu cuenta? Permítanos ayudarle a aprender cómo. Para obtener más detalles, comuníquese con alguna de nuestras oficinas de WCCU o visite nuestro sitio web en wccucreditunion.coop.

BANCA EN LÍNEA AHORA DISPONIBLE EN ESPAÑOL

La banca en línea ahora está disponible en español. ¡También tenemos traductores de español disponibles en varios lugares! Para obtener más información, visite nuestra página en español en wccucreditunion.coop.

SORTEO DE AHORRADORES

Sorteo de Ahorradores/Savers Sweepstakes es diferente a nuestras cuentas de ahorros para miembros tradicionales porque genera un dividendo más alto y le brinda la oportunidad de participar en el sorteo mensual para ganar premios en efectivo. A diferencia de los boletos de lotería, usted tiene la oportunidad de ganar mientras nosotros le damos un incentivo para crear su cuenta de ahorros. Sin riesgo ... ¡solo recompensa! Para obtener más detalles, comuníquese con alguna de nuestras oficinas de WCCU o visite nuestro sitio web en wccucreditunion.coop.

TARJETA DE CRÉDITO CON REEMBOLSO EN EFECTIVO

Ahora tenemos una tarjeta de crédito con reembolso en efectivo. Se llama “Tarjeta de reembolso en efectivo Emerald”. Es una tarjeta VISA Signature. Esta es una tarjeta ideal para miembros que califican para un límite de \$5,000 y liquidan su balance mensualmente o tienen un saldo bajo. Viene con \$250,000 de seguro por accidentes de viaje y demora de equipaje. Para obtener más detalles, visite nuestro sitio web o comuníquese con alguna de nuestras oficinas de WCCU.

¡¡NUEVO!! BILLETERA DIGITAL

Guarde sus tarjetas de débito y crédito de WCCU en su “billetera digital”. Con su aplicación de billetera digital, puede usar sus tarjetas de WCCU para comprar en línea o en tiendas participantes sin tener que usar físicamente su tarjeta. Para obtener más detalles, comuníquese con alguna de nuestras oficinas de WCCU o visite nuestro sitio web en wccucreditunion.coop.

Kevin's Corner News & Updates from President Kevin Hauser



ANNUAL MEETING HIGHLIGHTS

I would like to take this opportunity to thank everyone who attended our Annual Meeting in May. We were happy with the decision to reschedule in hopes that we could have the meeting in person as opposed to a virtual meeting. It was great seeing so many familiar faces as well as many new faces. I would like to share some of highlights from that evening:

National Rating as A Top Performing Credit Union

Doing the right thing is not always recognized as an organizational measure, but in 2020 WCCU was recognized as the #11 Credit Union on the S&P Global Market Intelligence list of Top Performing Credit Unions in the Nation. WCCU was also the highest rated credit union in Wisconsin. It gives me great pride to share this recognition with you, because it means that as we were doing our best to stand with and support you, you were also standing with and supporting your credit union. By standing together in 2020, we have positioned ourselves well to face any challenges that the future may bring.

Election Results

Board Chairperson, Ron Larson, had made the decision last year that he was retiring from the board and would not seek re-election. As you may recall, due to an unforeseen circumstance, the number of nominees for WCCU Board of Directors was equal to the number of open seats. Therefore, it became an uncontested election. At the Annual Meeting, it was announced that Christine Sloat (incumbent) and JoAnne Humfeld (candidate) would each serve a 3-year term.

Thank you and best wishes to Ron Larson

Ron Larson was presented a plaque in recognition and appreciation for his dedicated leadership while serving as Board Chair from 2015 – 2021 and Board of Director from 1994-2021. Ron has been with the credit union for 30 years, and 27 of those years Ron has been a member of our Board of Directors and a part of our leadership of this organization. Ron Larson also served for many years on the Credit Committee. You can see that a lot of who we are, where we are and why we are where we are today has come from directors that have dedicated significant parts of their life to this organization. I have been privileged in the last 17½ years as President to have had just two Board Chairpersons during that time, Bob Dickman and Ron Larson. It has been a privilege to work with Ron and I take this opportunity to thank him for his service and dedication to our credit union. He did an excellent job representing our members and will be greatly missed.



Kevin Hauser & Ron Larson

On behalf of all of us at WCCU Credit Union, thank you for your patronage and best wishes for a happy and safe summer!

Best Regards,

Kevin Hauser
President



Meet your Newest WCCU Director JoAnne Humfeld

JoAnne grew up on a dairy farm in rural Chaseburg. She graduated from Westby High School and then from Western Wisconsin Technical College with a Finance Degree. She worked at Gateway Foods and Teachers Credit Union (now Marine Credit Union) before she and her husband, Steve, purchased their own dairy farm and raised their two sons, Nick and Phillip. They were dairy farmers for 30 years, until a barn fire in 2013 forced them to switch to raising beef and crop farming. In 2011 they hosted the Vernon County Dairy Breakfast. JoAnne was a general leader of the Enterprise Eagles 4-H.

Visit WCCU RC Orange Street Grand Opening • August 5th • More Details Coming Soon!



Liliana Mata
RC Orange Street
Consumer Loan Officer

I am pleased to welcome you to our new Orange Street location in Richland Center. My name is Liliana Mata, and I am a Consumer Loan Officer. I have been a WCCU team member for almost

14 years. I am excited to be at our new location along with our Business and Ag lender, Kyle Nelson and our friendly Member Service Representatives.



Lobby Hours:

Monday - Friday: 8:30 AM - 5:00 PM

Walk-Up & Drive-Up Hours:

Mon - Thurs: 7:30 AM to 5:30 PM

Friday: 7:30 AM to 6:00 PM

Saturday: 7:30 AM to 12:00 PM

.....
Schedule an appointment Online!
Go to wccucreditunion.coop then select "Schedule an Appointment" and select "RC Orange Street".

Visite WCCU de RC Orange Street Gran Inauguración • 5 de agosto • ¡Más detalles próximamente!

Me complace darle la bienvenida a nuestra nueva ubicación en Orange Street en Richland Center. Mi nombre es Liliana Mata y soy prestamista y notaria pública. He sido parte del equipo de WCCU durante casi 14 años. Estoy emocionada de estar en nuestra nueva ubicación junto con nuestro

prestamista comercial y agrícola, Kyle Nelson y muchos de nuestros amables Representantes de Servicios para Miembros. Nuestra sucursal en Orange Street se complace en ofrecer servicios de traducción para todas sus necesidades financieras en WCCU. ¡Esperamos poder servirle!

Horas del Lobby:

Lunes a viernes de 8:30 AM a 5:00 PM

Horas del Walk-Up y Auto-Servicio:

Lunes a jueves de 7:30 AM a 5:30 PM

Viernes: 7:30 AM a 6:00 PM

Sábados de 7:30 AM a 12:00 PM

Privacy Notice: Federal law requires us to tell you how we collect, share, and protect your personal information. Our privacy policy has not changed and you may review our policy and practices with respect to your personal information at wccucreditunion.coop or we will mail you a free copy upon request if you call us at 608.634.3118.

CONGRATULATIONS 2021 WCCU SCHOLARSHIP WINNERS

The WCCU Scholarship program aims to benefit WCCU Members or children of Members by providing funding for expenses at a post-secondary school or academic institution. Launched in 2018, we have awarded \$10,000 each year through our scholarship program.

We are committed to fostering educational opportunities for young people and believe in the importance of supporting our local communities through the support of students seeking higher education.

WCCU would like to thank all of this year's applicants for taking the time to apply for the scholarship award.

If you know a high school age student or are the parent or guardian of a student, check out wccucreditunion.coop/wccu-scholarships for future opportunities.

We wish all of the 2021 Graduates success on their next journey!



Sydney Cooley



Rachel Durst



Julie Fullmer



Margaret Grethel



Jaylin Holte



Clayton Horner



Jackson Kinney



Anna Lutz



Nicole Klum



Katrina Koppa



Phillip Ott



Brianna Robinson



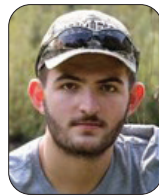
Joseph Roethel



Kenia Sanchez



Ava Trumm



Mason Walton



Matalyn Wood

Scholarship Winners (Not Pictured):
Mabelle Boehlke
Haylee Breidenbach
Aaron Neyhart

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Stay Connected when you're away!

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- ✓ Download the WCCU Mobile App
- ✓ Carry WCCU in your Digital Wallet

NEW! Digital Wallet Available!



SAMSUNG Pay



Visit wccucreditunion.coop or contact your local WCCU Office for more information about WCCU Digital.

WCCU PRAIRIE DU SAC CELEBRATION



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feels so right!

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