

Memberlink

AUTUMN 2021

Your Quarterly Guide To Connecting You



The groundbreaking for the new Portage location at 138 Northridge Drive was held on Thursday, September 9th.

A group made up of WCCU Board of Directors and Executives, as well as Portage City Officials and Law Enforcement gathered to tour the building site and introduce the new WCCU Portage Market Manager, Stephanie Loring. Since a large event was unable to be held due to COVID, a virtual event was recorded and shared on the WCCU Facebook page.

WCCU President, Kevin Hauser said, "When we looked at the Portage marketplace about four years ago, we saw similarities to other communities we serve and knew this community would be a great addition to our credit union, as well as WCCU being a great addition to the community."

WCCU has had the privilege of working with Portage public officials to choose the right location, as well as understanding what the community will need for a building. The new Portage building will be just over 3,100 square feet with three drive-up

lanes, an ATM lane, and a large, easily accessible parking area. Foot traffic has also been considered when surveying the site and understanding the traffic patterns that occur with other businesses and residential areas near the location.

WCCU will continue to listen to the Portage community in an effort to offer the services and opportunities that are a priority. Hauser said, "We take pride in getting to know our members and the members in the Portage community will be no different. A lot of time and planning has gone into expanding to Portage even before we broke ground, so we look forward to continuing to build that relationship with the community to best understand how we can help to continue to move Portage forward."

Watch for building updates on our website and the official WCCU Credit Union Facebook page. We look forward to opening our doors and welcoming new members in the Portage area in the Spring of 2022!

TO OUR CHRISTMAS CLUB ACCOUNT HOLDERS:

Congratulations on saving throughout 2021 for the upcoming holiday season!

Your accumulated savings and dividends from your Christmas Club account were paid out on Friday, October 1st. These funds were directly deposited into your Savings Account.

Your Christmas Club Account will automatically renew for 2022. If you would like to make any changes, please contact us.

Be sure to make arrangements to **pick up your free gift for having a Christmas Club Account.**

If you forgot to save with a Christmas Club Account this year, opening an account is easy and automatic transfers make saving simple, too! Call or chat with us online today for more details - **and receive a free gift when you open your Christmas Club Account!**



A Steady Strategy



Brandi Walton
Investment Professional

One of the most fundamental truths of investing is that you can't time the market. As legendary investor and economist Bernard Baruch put it, "Don't try to buy at the bottom and sell at the top. It can't be done except by liars."¹

Even so, it's natural to wince a little when you buy an investment only to see the price drop, or sell only to see the price rise. And no matter how much you try to make objective decisions, you may be tempted to guess at market movements. One approach that might help alleviate some of your concerns is dollar-cost averaging.

REGULAR INVESTMENTS

Dollar-cost averaging involves investing a fixed amount on a regular basis, regardless of share prices and market conditions. Theoretically, when the share price falls, you would purchase more shares for the same fixed investment. This may provide a greater opportunity to benefit when share prices rise and could result in a lower average cost per share over time.

If you are investing in a workplace retirement plan through regular payroll deductions, you are already practicing dollar-cost averaging. If you want to follow this strategy outside of the workplace, you may be able to set up automatic contributions to an IRA or another investment account. Or you could make manual

investments on a regular basis, perhaps choosing a specific day of the month.

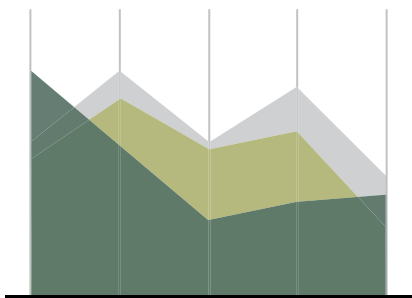
You might also use a similar approach when shifting funds between investments. For example, let's say you want to shift a certain percentage of your stock investments to more conservative fixed-income investments as you approach retirement. You could execute this in a series of regular transactions over a period of months or years, regardless of market movements.

Dollar-cost averaging does not ensure a profit or prevent a loss, and it involves continuous investments in securities regardless of fluctuating prices. You should consider your financial ability to continue making purchases during periods of low and high price levels. However, this can be an effective way to accumulate shares to help meet long-term goals.

Asset allocation is a method used to help manage investment risk; it does not guarantee a profit or protect against investment loss. All investments are subject to market fluctuation, risk, and loss of principal. When sold, they may be worth more or less than their original cost.

¹ BrainyQuote, 2021

*Prepared by Broadridge Investor Communication Solutions, Inc.
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No matter how much you try to make objective decisions, you may be tempted to guess at market movements.

Contact WCCU Investment Consultants

Call your local WCCU office 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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SAVE THE DATE!

WCCU FREE SHRED EVENT

REEDSBURG, RICHLAND CENTER (MAIN LOCATION), VIROQUA

SATURDAY, OCTOBER 23

**SHRED UP TO *THREE BOXES
OF DOCUMENTS FOR FREE!**

**We allow up to 3 large boxes/bags of documents allowed per person. The following items cannot be shredded:
black butterfly clips, hanging file folders, 3-ring binders, hard drives, magnetic tapes, any plastic items.*



RESERVA LA FECHA!

EVENTO DE TRITURACIÓN GRATUITO DE WCCU

REEDSBURG, RICHLAND CENTER (UBICACIÓN PRINCIPAL), VIROQUA

SÁBADO, 23 DE OCTUBRE

**¡TRITURA GRATUITAMENTE HASTA
*TRES CAJAS DE DOCUMENTOS!**

**Permitimos hasta 3 cajas/bolsas grandes de documentos por persona. Los siguientes artículos no se pueden triturar: clips negros estilo mariposa, carpetas de archivos colgantes, carpetas de 3 anillos, discos duros, cintas magnéticas, cualquier artículo de plástico.*



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.*

Kevin's Corner

News & Updates from President Kevin Hauser



HOW ARE YOU DOING?

With COVID-19, this is a loaded question with a variety of responses. To get a pulse how our local communities are doing we made it a priority to ask the question. In the spring, when vaccinations were increasing and COVID was decreasing, I joined up with several of our Market Managers to visit with leaders in each of our local communities.

Since our visits, I have had the opportunity to process and organize the feedback we received. I take this opportunity to share four common themes: **housing, jobs, other challenges and optimism.**

1. HOUSING: A common concern in our communities is a lack of new housing, aging stock and affordable housing for renters and first-time home buyers. Since the housing crisis that prompted the great recession, we have not seen the speculative houses being built (houses being built with intention of being sold after they are completed) so this has contributed to the

problem. The good news is that with this prolonged period of low interest rates, we are seeing an increase of single-family homes as well as some new rental complexes being built. Good signs for our local economies.

2. JOBS: Many of our local businesses are struggling to find help. Jobs are being posted just about everywhere including local papers, radio ads and social media. The shortage of staff has forced some of our service and hospitality industries to limit their hours of operation. While available jobs are great for our communities, our local businesses are dealing with the challenges of increased wages, sign-on bonus trends and taking other creative steps to attract qualified applicants.

3. OTHER CHALLENGES: On a few of our visits there was a common concern regarding the shortage of reliable childcare. In our rural communities, the childcare industry is typically high quality, but historically not high paying, which provides challenges to keep our daycares staffed. Another challenge revolves around population growth. Some of the communities are seeing moderate growth, but some are negative. Offering a great place to live with good schools and access to technology will continue to attract people to our area. Many rural areas have been slow to connect to broadband. However, more fiber is being buried to provide our residents with reliable internet. Fiber-optic cables provide the most consistent signal that allows us the possibility to work and learn from their home. While we have lost some of our population to larger cities, we are starting to see some migration back to our rural communities due to the increased availability of reliable internet services.

4. OPTIMISM: You would certainly expect our local public servants to have an optimistic outlook in their communities, but I was pleasantly surprised by the high level of awareness for the good things happening in their communities and the plans for the bright future. Our local communities are very important to the success of WCCU; but more importantly, WCCU strives to support the success of our local communities through the products and services we offer, monetary donations, and the encouragement of volunteerism.

As I reflect on our visits, I am left with a good feeling. Although we have all have some concerns and challenges, we have strong communities with dedicated leaders.

For those families, individuals and small businesses that have been experiencing some of these difficulties, please know that your local communities have some wonderful support organizations with resources and incredible volunteers.

We are grateful to be a part of these great communities and we are proud to support our local service organizations. But more importantly, we could not do any of these things without your patronage.

Thank you for your business!

Kevin Hauser
WCCU President

Thank you...

We were able to connect with individuals in Cashton, Coon Valley, Portage, Prairie du Sac, Reedsburg, Richland Center, Viroqua, and Westby. *Note: Due to timing and conflicts, we are still in the process for scheduling visits in Lake Delton and Baraboo.*

CASHTON

Robert Amundson, Village President

COON VALLEY

Karl Henrichsen, Village President

PORTAGE

Rick Dodd, Mayor
Shawn Murphey,
City Administrator

Steve Sobiec,
Director of Business
Development &
Planning

PRAIRIE DU SAC

Alan Wildman II, Village Administrator
Cheryl Sherman, Board President

REEDSBURG

David Estes, Mayor
Tim Becker, City Administrator

RICHLAND CENTER

Todd Coppernoll, Mayor

VIROQUA

Karen Mischel, Mayor

WESTBY

Danny Helgerson, Mayor

Updates from Your Local WCCU

REEDSBURG

Thank you to Debbie Smith for her 14 years with WCCU (most recently as Market Manager in Reedsburg). We wish Debbie luck as she moves out of state to be closer to family.

Ethan Giebel has been named the new Reedsburg Market Manager. Ethan started in his new role in August and looks forward to being a part of the community.

A message from Ethan Giebel:

"I'm excited to be taking on the role of Market Manager at WCCU's Reedsburg office. I've had the opportunity to be part of the WCCU team for the past three years as a Member Business Loan Officer servicing businesses and farms across Sauk County and beyond. Seeing our members succeed in their financial goals is especially rewarding for me. My wife, Brianna and I reside outside of Lyndon Station and are actively involved in our family's farm."



Debbie Smith "passes the key" to Ethan Giebel on his first day as the new WCCU Reedsburg Market Manager.

PORTAGE

Congratulations to Stephanie Loring as she has been chosen as the new Market Manager for WCCU Portage - opening Spring 2022.

A message from Stephanie Loring:

"Hi there! I'm Stephanie Loring, new member of the WCCU Business Development team, serving as the Market Manager in our upcoming Portage location. When I'm not spending time with my caring, intelligent husband, my sweet, smarty-pants 8-year-old daughter and our lovable Lab, I'm hard at work helping WCCU to grow our membership by listening and learning about the needs of our community so I can help identify and provide solutions. I've been a member of a credit union for many years and believe in all that we do to assist our members in achieving their financial goals. Portage feels like home to me because I have worked as a loan officer and real estate title examiner right here in town. At WCCU, I've helped our members find the best mortgage products to fit their needs, and I will continue to do this in our Portage office! I'll also help build and lead a strong, member focused team to be outstanding service providers for the local businesses and individuals within our new reach."



We're Growing...Join Our Team!

Apply now at: www.wccucreditunion.coop

Honoring our Veterans

All WCCU branches will be closed on Veterans Day
Thursday, November 11, 2021

If you visit a WCCU on Fridays you may notice our staff wearing red. WCCU staff wears red on Fridays to "REMEMBER EVERYONE DEPLOYED" Watch for more details about how you can be involved with R.E.D.

BUCK'S BRANCH

Westby School is Back & So is Buck!



BUCK'S BRANCH



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.



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