



CCU President to Retire, Successor Named

After 43 years of service, Eric Chrisinger, President/CEO of Co-op Credit Union, has announced his plan to retire in June 2024.

“I am so grateful to have been a part of this organization and its growth and success,” said Eric. “The time is right to begin my next chapter. I leave you with an experienced team who are prepared to lead and provide you with the best service possible.”

In 1981, Eric was hired as the Melrose Branch Manager and Loan Officer when the Melrose Credit Union merged with CCU. Since then, Eric has played a crucial role in the development of CCU’s field of membership with the merging of nine different credit unions – Strum Credit Union, Melrose Credit Union, Fall Creek Credit Union, Galesville Credit Union, Augusta Credit Union, Blair Credit Union, Fairchild Credit Union, and La Crosse Postal Credit Union.

Throughout his career at CCU, he has led the lending area, and served as Executive Vice President before being named President/CEO in 2008. Under his leadership and alongside his dedicated team, CCU has experienced tremendous growth with over 22,000 members, over \$500 million in total assets and 93 employees.

“When I first started at CCU, I was one of 10 employees”, said Eric. “I’m proud that today we are considered an employer of choice in our communities. We’ve worked hard to build a culture that supports and encourages employees in all stages of their development.”

The success and growth of the credit union ranks us 21st out of 113 credit unions in Wisconsin.

Eric has served both the community and credit union industry in many ways over his career, including the Corporate Central Credit Union Board, Black River Falls Area Foundation, League Governmental Affairs Committee, and the Jackson County Housing Commission.

Eric will be succeeded by CCU’s Chief Lending Officer, Tim Tranberg. “Eric has mentored, coached and prepared us for the future,” said Tim.

“His influence can be felt at every branch and in every community we serve. He has pushed us to always do the right thing so that we can be the best for our members. I am honored and excited to carry that tradition forward as the next President/CEO. I look forward to continuing to provide excellent service to our employees and our members.”

Tim has shown his commitment to CCU over the past 35 years as a Consumer, Mortgage and Commercial Loan Officer to Executive Vice President - Lending and most recently as Chief Lending Officer. With his knowledge and expertise, Tim is committed to serving the members and continuing to provide exceptional



Eric Chrisinger (left) and Tim Tranberg

service simply because it is the right thing to do.

“The CCU Board of Directors would like to extend a warm welcome to Tim as our next President/CEO,” said Tim Torkelson, CCU Board Chair. “Tim is dedicated to doing what is best for our members and we look forward to the continued success and growth of CCU under his leadership.”

Tim received his Bachelor of Science Degree in Business Administration and Management from the University of La Crosse. He is also an active member of his community as he serves on the Black River Memorial Hospital Board, Wisconsin Credit Union League Services Committee, Jackson County Housing Commission Board, and is a member of the Lions Club of Black River Falls and the Interfaith Volunteers Golf Fundraiser Committee.

In June 2024, following Eric’s retirement, CCU’s Executive Team will comprise of Tim Tranberg, President/CEO, Kris Goetzka, Chief Operations Officer, Karla Laufenberg, Executive Assistant, Marianne Torkelson, Chief Development Officer, Megan Ellingson, Chief Financial Officer and Michele Steien, Chief Talent Officer.



CCU’s Executive Team

Notice of Annual Meeting

March 21, 2024 | 5 p.m. | Video via Facebook

In alignment with CCU’s commitment to digital, Co-op Credit Union’s 2024 Annual Meeting will be available on Facebook starting at 5 p.m. on Thursday, March 21, 2024. Two candidates, Sarah Lebakken and Carol Martin, are seeking reelection to Co-op Credit Union’s Board of Directors (see candidate information inside). Learn about the financial position of CCU as the Treasurer’s Report will be presented, along with the Chair’s and President’s reports. For more information about the Annual Meeting, visit our website.

Privacy Notice

Federal law requires us to tell you how we collect, share and protect your personal information. Our privacy policy has not changed. You may review our policy and practices with respect to your personal information at coopcu.com or we will mail you a free copy upon request if you call us at 800-258-0023.

Meet Our Board Candidates

Sarah Lebakken, incumbent and a Blair native, has served on CCU's Board of Directors since 2015. She holds a degree in accounting and has attended Western Technical College, Viterbo University and the University of Wisconsin-Madison. She has been self-employed operating her accounting business for the past 35 years.



Sarah plays an active role on CCU's board. She has served as a member of the Asset Liability Committee since 2015 and as Vice Chair since 2021. She has also served as chair of the Credit Committee.

Sarah and her husband, Calvin, enjoy spending time with their four grown children and three grandchildren.

Sarah looks forward to continuing her role as an active member of CCU's Board of Directors because she strongly believes in the Cooperative Principles and CCU's Service Excellence culture. She considers it a great honor to contribute to the mission of CCU as a board director.

Dr. Carol Martin, M.D., incumbent, has lived in Black River Falls for more than 20 years.

However, as many in the area are aware, her education and work ethic began while growing up on a farm in Iowa. She attended Loras College in Dubuque, Iowa, as an undergraduate and received her medical training at the University of Iowa. She moved to Wisconsin in 1993 for family medicine training and began working in Black River Falls in 1994.

Dr. Martin's career in Black River Falls began at Krohn Clinic in family medicine. However, her passion for emergency room care drew her to full-time emergency room medicine in 1999 where she continues working today. She now is able to care for many of her Krohn Clinic patients in the emergency room during their times of crisis.

Dr. Martin's leadership roles have included working as emergency room and Emergency Medical Services ambulance director for more than 10 years. She is serving her third term on the Black River Memorial Medical Executive Committee and will soon serve her third term as Black River Memorial Hospital Chief of Staff in 2024. In addition, she is the past president of the Black River Falls Rotary Club for 2020-21 and also has served as president of the Karner Blue Garden Club.

Dr. Martin has three children ages 19 to 25. She would be proud to continue to serve the farm and business community of Black River Falls on the Co-op Credit Union Board of Directors. For more than 20 years, she has observed that Co-op Credit Union is not only instrumental to the success of individuals but also does so much for the betterment of the community. It would be an honor to continue to be part of that process.



Gifts of Warmth

Thank you, members! This year, CCU offices collected over 340 items for children in need in our communities through the annual Hat and Mitten Drive sponsored by the 7 Rivers Region Chapter of Credit Unions. The hats, mittens, boots and other winterwear were donated to several elementary schools throughout our region. The drive's efforts to keep children warm during winter months is an annual example of credit unions' People Helping People philosophy at work.

Important Updates and Year-End Reminders

- With CCU Online, you can now easily make transfers to and from your **Health Savings Account (HSA)**.
- **If you receive statements and notices electronically**, you will also receive your tax forms electronically. Watch for an e-mail notifying you when they are available to view in your CCU Online account. To find them, log in, click the 'eStatements' tab at the top and then the 'Tax Notices' link. HSA/IRA forms will be mailed.
- **1098s and 1099s** will be arriving to those affected. However, you can also find your year-end figures for tax preparation on your December 31st CCU statement/eStatement and on the statement from the last month the loan or share account was open.
- **When filing your 2023 taxes**, verify your CCU account number before submitting. Using an incorrect account number, a partial account number or an old account number format, will result in a delayed tax return. Verify your account number on your CCU Online account or your checks.
- **Are your IRA beneficiaries up to date?** Contact us at 800-258-0023 to verify your current beneficiary designation, change your beneficiary designation and/or assign a beneficiary.
- **CCU's Routing Number is 275977120.** Please verify all existing and newly created ACH transactions are using CCU's routing number of 275977120. If using an invalid routing number, your transaction will not be processed. The routing number 291881096 will be retired on February 1, 2024 and become invalid.

The Money Monster visits local Trunk 'r Treats

CCU's Money Monster enjoyed handing out candy and pencils at our local Trunk 'r Treat events in Black River Falls, Galesville, Melrose, Onalaska and Strum.





**uChoose
Rewards**

CCU's Credit Card offers uChoose Rewards

Earn reward points with every swipe of your CCU credit card. Through uChoose Rewards, earn 1 point for every \$1 you spend. Redeem points on cash back, shopping, travel, event tickets, gift cards and more! Plus, enjoy these additional credit card benefits:

- Low Interest Rate - 11.88% APR*
- No Annual Fee
- 25-day Grace Period on purchases
- Enjoy Tap to Pay every time you shop

**Visit coopcu.com to apply for
CCU's low-rate Mastercard
Credit Card today!**

**Annual Percentage Rate. uChoose Rewards is a registered trademark of Fiserv, Inc.*

Martin Luther King Jr. Day

All CCU offices will be open normal hours on Monday, January 15, 2024, on Martin Luther King Jr. Day.

President's Message

We extend to you well wishes for prosperity, growth and new opportunities into 2024. A new year is always an exciting time as we prepare for a fresh start, set new goals and welcome change!

Our year ahead is bright and full of opportunity as we have new and exciting updates to share with you!

First, we recently rolled out our new scheduling software. This new feature allows you the capability to schedule an in-person, over the phone or virtual appointment directly from our website to open an account or apply for a personal or mortgage loan. With this change, our friendly and helpful Member Contact Agents are still available to assist you during normal business hours, but you now have the option to schedule an appointment without needing to call or stop in. Visit coopcu.com and hit 'Schedule an Appointment' to check it out!

We are excited to roll out our new Rewards Program with our CCU Credit Card! We still offer the same low rate of 11.88% APR, but now every time you swipe your credit card you earn reward points, which can be redeemed for cash back, gifts, travel expenses, event tickets and more!

As we look ahead to March, we will host our Annual Meeting via video on CCU's Facebook page. We are excited to offer you this convenient and efficient viewing option! We always look forward to the Annual Meeting – one of the highlights that demonstrates our democratic structure as a cooperative. This is where your voice is heard, and where we share the financial status, goals and progress of the credit union with you, our members.

As always, we are so grateful for your continued trust and loyalty this past year and into the future. As we begin the seamless transition of leadership this June, please know the credit union remains financially sound and will continue to be the financial institution of choice within our communities.

From all of us at CCU, we wish you a happy and prosperous 2024.

*Thanks for your
business!*

Eric
Eric L. Chrisinger,
President/CEO



Local teacher and Co-op Credit Union honored with regional awards

The Alma Center-Humbird-Merrillan's Middle/High School Business Teacher, Bridgett Raine, and Co-op Credit Union were recently honored for their dedication to Junior Achievement (JA), a program that fosters financial literacy, work-readiness and entrepreneurship in youth.

CCU nominated Raine for the JA Educator Hero Award because of her passion for financial literacy and finding opportunities for hands-on learning experiences for her students. She works diligently to develop a unique schedule that works for her classroom and the volunteers, ensuring JA continues in her classroom.

"Our CCU volunteers love being in Mrs. Raine's classroom. It is clear she commands the classroom and elicits respect from her students," said Rachel Risberg, CCU Member Experience Specialist and JA of Northwest Wisconsin Board Member. "Her support of JA shines through, and we

see that transfer to her students."

CCU received the Volunteer Hero Award because of their ability to present the curriculum well to students, while being dependable and flexible with scheduling. The volunteers at CCU work as a team to bring energy and their own life experiences into the classroom to help the students understand the curriculum.

"I enjoy volunteering for Junior Achievement because I believe it is so important to teach our youth about the real world prior to them graduating," said Abby Nelson, CCU's ACH Specialist. "We are setting them up for success and shaping our future leaders."

CCU employees volunteer to teach the JA program to the middle school students every quarter for four weeks through six sessions. The curriculum gets students thinking about their potential career paths and prepares them to find and maintain jobs, while also teaching about economics,

budgeting, the value of a credit score and types of insurance.

Raine and CCU were honored at the JA Hero's Gala held in Eau Claire on November 15th.

Junior Achievement is the world's largest organization that inspires and prepares young people to succeed in a global economy. The organization provides in- and after-school programs that focus on entrepreneurship, financial literacy and work readiness.

For more information on JA, visit www.jausa.ja.org.



Did you know?

You now have the capability to schedule your own appointment – whether it is in person, over the phone or a virtual meeting!

Easily schedule a time to meet with one of our experienced representatives to open a new account, apply for a loan, receive financial advice or notary services.

Scan the QR Code with your smart phone or visit coopcu.com to schedule your next appointment – we look forward to seeing you!



Local Students compete at Finance and Investment Challenge Bowl

Students from Black River Falls and Alma Center-Humbird-Merrillan High School competed at the annual Finance and Investment Challenge Bowl held in Eau Claire in November.

After an intense day of competition, the Black River Falls team of Spencer, Travis, Archer and Ethan earned second place, qualifying them for the state competition in May 2024.

“I was impressed with the students and their knowledge,” said CCU’s Black River Falls Branch Manager, Jason Breining, who recruits teams to compete in the event. “I think events like this help prepare students for their future when dealing with their personal finances and the economy as a whole.”

The financial education-focused event drew a total of 28 teams from several area high schools and featured two teams facing off in each round for the chance to advance further in the competition and finally to the state championship.

Questions range from personal finance to economics to business related questions.

Co-op Credit Union is a key contributor to the event from sponsoring and coaching teams to assisting with the competition’s operation.



Co-op Credit Union donates over \$7,000 in honor of Credit Union Day

Co-op Credit Union’s membership raised over \$7,000 during Credit Union Day for several groups across the region.

Money raised at brat and bake sales at all of CCU’s lobby locations in Black River Falls, Fall Creek, Galesville, Melrose, Onalaska and Strum helped support Interfaith Volunteers, Bolton Refuge House – Jackson County Outreach, American Legion Auxiliary, Trempealeau County Humane Society, G-E-T Community Food Pantry, North Bend Improvement Association, Coulee Region Humane Society and the Girl Scouts of America – Strum.

“Credit Union Day is one of the many ways we are able to say thank you to our members and to highlight the credit union difference each year,” said Eric Chrisinger, CCU’s President/CEO. “We are grateful for our members and our community’s continued support for these local groups in our area.”

International Credit Union Day has been celebrated annually on the third Thursday of October since 1948. The day is celebrated across the world and highlights the credit union movement’s history, achievements and educates the public on the difference between credit unions and other financial institutions.

CCU also sponsored free document collection and destruction and held drawings for gift cards at all locations for this year’s event.



Bolton Refuge House



American Legion Auxiliary



GET Food Pantry



Trempe. County Humane Society



Interfaith Volunteers



North Bend Improvement Association

Get Social With Us

Stay up-to-date with events, opportunities and promotions by following our social media accounts!

– Co-op Credit Union

– Co-op Credit Union

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www.coopcu.com

800-258-0023



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