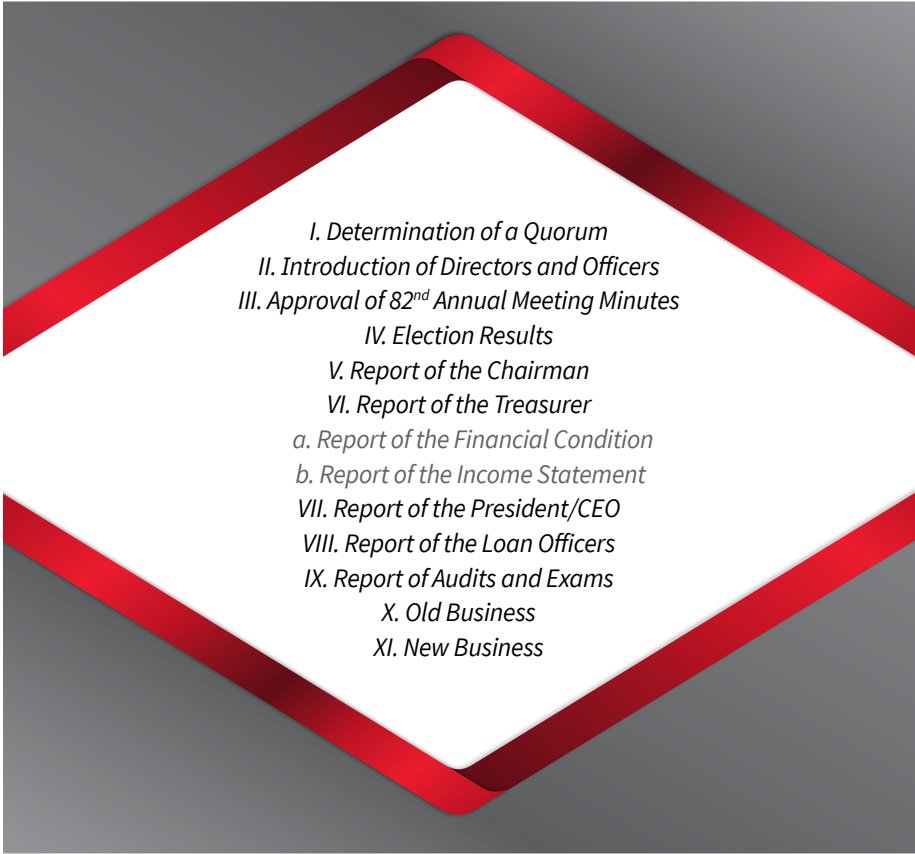


2020 | Annual Report



83rd Annual Meeting | March 18, 2021
Virtual | Facebook Live

83rd ANNUAL MEETING AGENDA

- 
- I. Determination of a Quorum*
 - II. Introduction of Directors and Officers*
 - III. Approval of 82nd Annual Meeting Minutes*
 - IV. Election Results*
 - V. Report of the Chairman*
 - VI. Report of the Treasurer*
 - a. Report of the Financial Condition*
 - b. Report of the Income Statement*
 - VII. Report of the President/CEO*
 - VIII. Report of the Loan Officers*
 - IX. Report of Audits and Exams*
 - X. Old Business*
 - XI. New Business*

AUDIT REPORT

The following is a letter provided by CliftonLarsonAllen, LLP:

July 22, 2020

Dear Members,

We performed an opinion audit engagement of Co-op Credit Union's statement of financial condition as of March 31, 2020, and the related statements of income, comprehensive income, changes in members' equity, and cash flows for the year ended March 31, 2020, and the related notes to the financial statements. The audit report dated July 22, 2020, was presented to the Board of Directors. Findings noted as a result of the audit performed were described in a separate communication to the Board of Directors.

As part of the audit, we performed a member account verification utilizing statistical sampling as of December 31, 2019. We are not aware of any errors in reported share and loan balances as a result of our testing.

We thank you for taking the time to review your Credit Union statements and for responding to us when applicable.

This communication is restricted to the use of the Board of Directors.

Sincerely,

2 Tanya Medgaarden, CPA, Principal

MINUTES OF THE 82nd ANNUAL MEETING

The 82nd Annual Meeting of Co-op Credit Union (CCU) was held on March 19, 2020. There were 15 members in attendance. The Annual Meeting was live streamed on Facebook where many viewers watched. The meeting was held virtually to aid in protecting the well-being of CCU's members, employees, and communities due to the COVID-19 pandemic.

Secretary, David Overlien, certified that a quorum was present.

Members of the Board of Directors and Legal Advisor were named.

Minutes of the 81st Annual Meeting were approved as printed.

Three seats on the Board of Directors were up for election. Three candidates were placed into nomination by the nominating committee – Tim Torkelson (incumbent), David Overlien (incumbent), and Steve Hogden (incumbent). Tim Torkelson (incumbent), David Overlien (incumbent) and Steve Hogden (incumbent) were re-elected to serve three-year terms.

Chairman, Tim Torkelson, thanked all for attending the meeting and to all for joining the live stream. The Board of Directors plays an important role in the oversight and direction of the credit union, and are involved in several meetings, trainings, and events, which also develops the knowledge of our industry and our role. In addition to providing better rates, fewer fees, and support for community initiatives, CCU also provides financial wellness and education. Members were referred to our YouTube channel to view a video explaining what financial wellness means to CCU and why. Credit unions take the extra steps to ensure members' needs and dreams are cared for and fulfilled, and is why credit unions remain your best choice for financial services. Tim thanked the employees for their commitment to members and communities.

Vice President Accounting, Megan Ellingson, reported that the credit union has grown from \$977 at year-end 1938 to \$370 million at year-end 2019. In 2019, CCU welcomed 1,554 new members, bringing total membership to nearly 20,360 members. We also grew \$32 million in total assets, \$8 million in loans, and \$27 million in shares. We were able to return \$3.7 million back to our members in the form of monthly and quarterly dividends and ended 2019 with net income of \$2.1 million. Megan also shared that our capital ratio, which is strong, represents the safety and soundness of the credit union and our ability to successfully operate in different economic environments, much like we are experiencing right now.

The Statement of Financial Condition and Statement of Income were approved as printed. President/CEO, Eric Chrisinger, acknowledged

and thanked the employees, Board of Directors, Legal Advisor, and Advisory Board for their dedication, along with the membership for their continued support. Eric shared that extraordinary times call for extraordinary measures, and due to the COVID-19 pandemic, extraordinary efforts have and are being taken throughout the credit union. Eric informed all that CCU is ranked fifth out of 346 credit unions in our peer group in the nation for Return of the Member. Eric thanked all who participated in our recent member survey, and was pleased to report that overall, our members feel it is easy to do business with us and are satisfied with the service provided. We are committed to the work we do for our members' financial needs. Members were referred to our YouTube channel to view another video showing how we support and enrich the communities we serve. Eric thanked our members for their trust, loyalty, and their business.

Executive Vice President Lending, Tim Tranberg, gave the Report of Loan Officers. Tim shared that loan growth remained strong and significant in 2019. Total loans grew, and farm and business had a particularly strong year, which illustrates our continued commitment to our roots and meeting members' needs. Real estate lending also played a key role in 2019's growth, where we also began servicing fixed-rate mortgages directly through CCU. We also partnered to launch a down payment assistance program. We granted 255 loans under \$1,000 in 2019, which demonstrates our commitment to serving members no matter the circumstance. Tim reported that we are also seeing a positive downward trend in our delinquency and charge-off rates. We continue to work on new initiatives, including making the loan application process even more seamless for those on mobile devices. Tim thanked the membership for their continued trust and our employees who are working for you and our best interests each and every day.

The Director's Report of Audits and Examinations was presented by Chairman, Tim Torkelson. He reported that CliftonLarsonAllen LLP, certified public accountants, performed an Opinion Audit for CCU in 2019, based on the March 31, 2019, balance sheet. We will be engaging CliftonLarsonAllen LLP to perform a Full Opinion Audit based on our March 31, 2020, financials. The State Office of Credit Unions, a division of the Wisconsin Department of Financial Institutions, held an examination of the credit union in February 2020 as of the December 31, 2019, balance sheet.

There was no old business or new business to be brought before the meeting.

David Overlien, Secretary

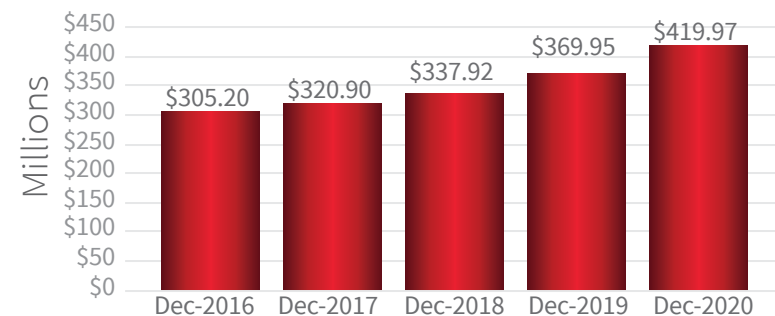
STATEMENT OF FINANCIAL CONDITION

		12/31/2020	12/31/2019
ASSETS			
Cash on Hand	\$	5,763,037	\$ 5,049,804
Investments		73,333,565	32,908,697
Loans:			
Personal	\$	64,191,134	\$ 62,130,805
Real Estate		211,604,609	205,652,301
Farm		10,976,136	11,770,827
Business		31,291,217	29,053,289
Total Loans	\$	318,063,096	\$ 308,607,222
Reserve for Loan Loss		(2,546,132)	(2,407,593)
Premises & Equipment			
Net of Depreciation	\$	8,108,149	\$ 8,491,769
Other Assets		17,249,849	17,296,244
Total Assets	\$	419,971,564	\$ 369,946,143
LIABILITIES & RESERVES			
Share Deposits:			
Share Savings	\$	140,865,301	\$ 108,876,819
Share Draft		78,135,633	58,363,671
Money Market		37,945,759	22,382,652
Individual Retirement Accounts		34,236,044	33,572,790
Share Certificates		74,406,110	91,225,711
Total Share Deposits	\$	365,588,847	\$ 314,421,643
Other Liabilities	\$	7,795,628	\$ 11,488,013
Reserves		46,587,089	44,036,487
Total Liabilities & Reserves	\$	419,971,564	\$ 369,946,143

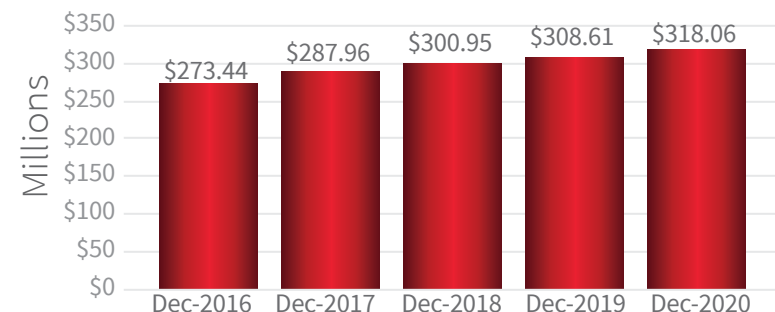
STATEMENT OF INCOME

		YEAR ENDED 12/31/2020	YEAR ENDED 12/31/2019
Loan Interest Income	\$	13,487,753	\$ 13,410,280
Investment Income		349,239	445,251
Miscellaneous Income		3,520,133	2,704,289
Gross Income	\$	17,357,125	\$ 16,559,820
Operating Expense	\$	11,199,256	\$ 10,766,077
Share Insurance Expense		—	—
Total Operating Expenses	\$	11,199,256	\$ 10,766,077
Income from Operations	\$	6,157,869	\$ 5,793,743
Non-Operating Gains (Losses)		(6,995)	(47,671)
Income before Dividends	\$	6,150,874	\$ 5,746,072
Dividends		3,636,464	3,629,907
Net Income (Transferred to Reserves)	\$	2,514,410	\$ 2,116,165

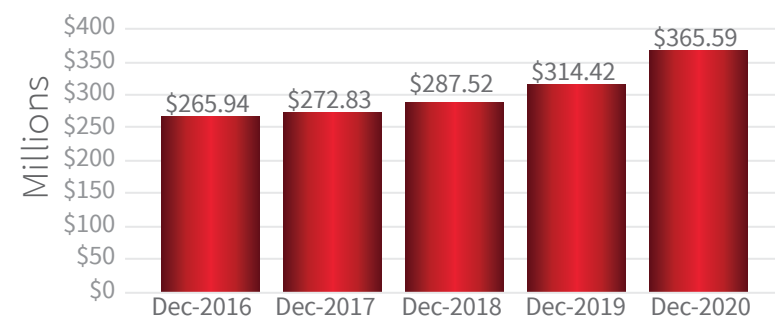
TOTAL ASSETS



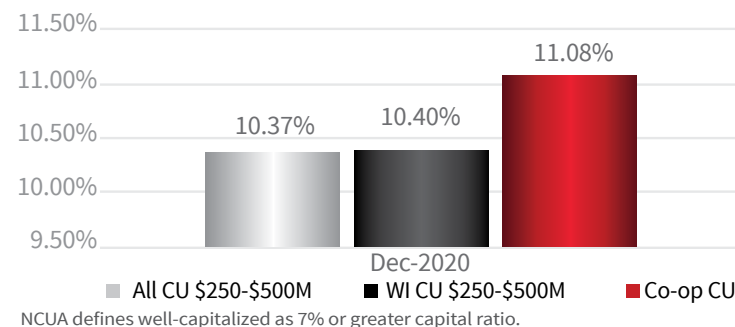
TOTAL LOANS



TOTAL SHARES



CAPITAL RATIO (SAFETY & SOUNDNESS)



CCU HIGHLIGHTS AT A GLANCE

	2020	2019
Total Membership	20,242	20,360
Number of New Members	1,533	1,554
Borrowers at December 31 st	13,760	12,639
Total Loans Granted	\$ 170,534,393	\$ 116,800,263
Total Loans Since Established	\$ 2,271,931,669	\$ 2,101,397,276
Charge Off Loans During Year	\$ 296,892	\$ 332,896
Charge Off Loans Since Established	\$ 5,718,512	\$ 5,421,620
Number of eStatement Users	6,172	5,830
Number of Active CCU Online Users	10,601	9,604
Number of Active CCU Mobile Users	5,200	4,334
Number of CCU Talk Calls	41,297	42,334
Number of Member Contact Center Calls	159,323	146,999

CCU SERVICES

Shares

Share Savings
Dividend Checking
Free Checking
Reward Checking
Debit-Only Checking
Super Share Savings
GoalSetter Savings
Money Market
Custodial Accounts
Individual Retirement Accounts
Certificates
Super Share Certificates
Health Savings Accounts
Youth Saver Certificates
Christmas Club
Tax Savings Accounts
Funeral Trusts
Escrow Share Savings

Loans

Vehicle
Watercraft, Camper & RV
Cycle, Snowmobile, ATV
Kwik Cash Line of Credit
Signature
Fixed Rate Mortgage
Variable Rate Mortgage
Construction
Home Equity
Home Equity Line of Credit
Manufactured Homes
Recreational or Vacant Land
Downpayment Assistance
Agriculture and Business
Youth Fair Project
Credit Card
Share-Secured
Debt Protection
GAP Protection
Mechanical Breakdown Protection

Other Services

CCU Online
CCU Mobile
CCU Pay
CCU Talk
Digital Wallet Pay
Mobile Deposit
eStatements
Debit-ATM Cards
Financial Counseling
Educational Sessions
Money Orders
Travel Money Cards
Photocopies
FAX
Wire Transfers
ACH Origination
Notary Public & Medallion
Signature Guarantee
Auto-Pay Loan Payments/Deposits/Transfers
Gift Cards
Safe Deposit Boxes
Direct Deposit
Payroll Deduction

CCU LOCATIONS

- Black River Falls – Main Office
- Black River Falls – Highway A Drive-Up
- Tiger Credit Union – Black River Falls High School
- Fall Creek
- Galesville
- Melrose
- Onalaska
- Strum

2021 CCU BOARD CANDIDATES

Three candidates have been nominated to run for the two seats up for re-election on the Co-op Credit Union Board of Directors. Each is a three-year term.

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 32 years.

Sarah plays an active role on CCU's board and also serves as chair of the Credit Committee and as a member of the Asset Liability Committee. She has served in both of those positions since 2015.

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



Sarah Lebakken

Carol Martin, M.D., 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 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 second term on Black River Memorial Medical Executive Committee and will soon serve her second term as Black River Memorial Hospital Chief of Staff in 2021. In addition, she is the current 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 16 to 23. It would be an honor for her 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 be part of the process.



Carol Martin, M.D.

Charles "Chuck" Torgerson, incumbent of Black River Falls, has served on the CCU Board since 1988 and served as a past Chairman of the Board and currently serves as the Vice Chair. He served on the Credit Committee prior to the election to the board. Chuck is a long-term resident of Black River Falls. He is the former owner of Torgerson's Furniture and Funeral Service and currently works part-time for the Black River Falls Parks and Rec Department. He is a graduate of the University of Minnesota. He currently is a member of the BRF Masonic Lodge and Evangelical Lutheran Church.



Chuck Torgerson

PANDEMIC RELIEF IMPACT

Co-op Credit Union is dedicated to the philosophy of “People Helping People” and its mission statement of serving our members, where they are, through all stages of life. This is always true but especially meaningful during 2020, a year when unexpected circumstances challenged our members, families, neighbors, businesses and communities. The following is a snapshot of key ways CCU helped see members and businesses through unforeseen financial challenges.

ASSISTANCE BY THE NUMBERS

7,200,000

Total number of loan dollars modified.

This offered members short-term payment relief during uncertain financial times. CCU provided this assistance on all types of loans, including personal, real estate, farm and business.

108,000

Total number of low-interest emergency loan dollars (loans of \$1,000 or less) granted to assist everyday people meet their needs in uncertain and rapidly evolving times.

The number represents a total of 149 loans, for an average small loan of \$726. This assistance is not unique to the pandemic, as CCU grants more than 100 low-dollar, low-interest loans to help meet immediate member needs every year. It's done simply because it's the right thing to do.

1,900,000

Total number of loan dollars granted to local small businesses.

CCU provided these U.S. Small Business Administration Paycheck Protection Program loans to 94 businesses at an average loan size of approximately \$20,000, showing the credit union's continued dedication to truly small businesses.

“Thanks so much for all the help you offered through this difficult time. We really appreciate it.”

– CCU business member



COMMUNITY ENRICHMENT IMPACT

Co-op Credit Union lives out the cooperative principle of “Concern for Community” through volunteerism, partnerships, relationship-building, donations, sponsorships and more. It's the heart of the cooperative spirit and credit unions' enduring commitment to enriching the lives of all those who live, work and play in our communities. CCU believes when our members and communities are supported and thriving, everyone benefits.

ASSISTANCE BY THE NUMBERS

48,000

Grant dollars provided to key community organizations and small businesses greatly impacted by the pandemic.

This amount is exclusive only to this special initiative. It does not include the additional thousands of dollars in donations and support the credit union contributed to community groups, non-profits and organizations throughout our communities.

4,500

Number of dollars donated by CCU employees to community groups through payroll deduction and other fundraisers.

Employees contribute \$2 per payroll cycle for the opportunity to wear jeans. These “dress down” donations are then distributed to community organizations throughout CCU's membership region that align with not only our employees' passions and interests but the credit union's as well. Employees also contributed their own funds for a special jeans day to benefit Children's Miracle Network.



10,000

Number of CCU Scholarship dollars provided to graduating seniors who are pursuing post-secondary education.

The credit union believes in the power of education and living out the cooperative principle of Education, Training and Information. Offering scholarships allows the credit union to support and foster the development of youth as they enter the next stages of their lives.

3,100

Number of volunteer hours CCU employees donated on work and personal time to area communities and organizations.

Employees give their time to many organizations, clubs, groups, teams and non-profits they care about. CCU employees are community-minded at work and in their home lives. The hours listed also include the regular assistance CCU employees provide on work time at the food pantry, Meals on Wheels and the Groceries to Go program. In addition, all employees spent a full fall afternoon volunteering in the credit union's six branch communities, conducting yard and cleanup work and building beds for Sleep in Heavenly Peace of Trempealeau and Jackson counties.

BOARD OF DIRECTORS



Tim Torkelson
Chairman



Chuck Torgerson
Vice Chairman



Steve Hogden
Treasurer



David Overlien
Secretary



Sarah Lebakken
Director



Dave Olson
Director



Tim Byom
Director

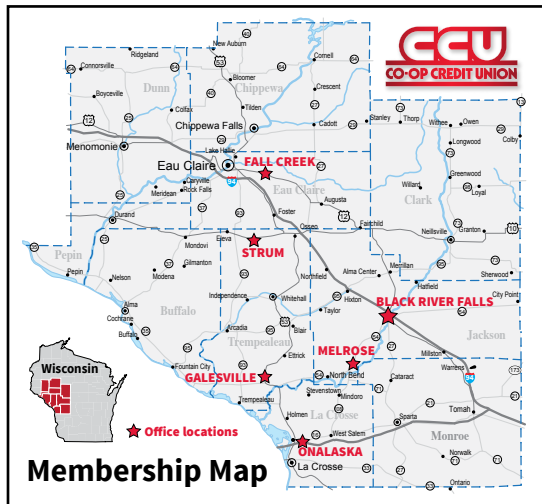
CCU ADVISORY BOARD AND AMBASSADOR

Mary Bjorgo – Advisory Jill Collins – Advisory Channele Holliday – Advisory
Tim Kunes – Advisory Dan McGarvey – Advisory Tom Merfeld – Advisory
Max J. Michaelson, Jr. – Ambassador

CCU FIELD OF MEMBERSHIP

Co-op Credit Union Membership is open to:

- Persons residing, employed or owning property in the following counties in Wisconsin: Buffalo, Chippewa, Clark, Dunn, Eau Claire, Jackson, La Crosse, Monroe, Pepin and Trempealeau.
- Any stockholder of the Fall Creek Supply Co-op or Augusta Farmers Union Co-op.
- Any federal employee or postal employee within a 75-mile radius of La Crosse, WI.



STAFF HIGHLIGHTS

Number of Employees

100

Number of New Employees

7

Employee Length of Service

Up to 10 Years: 66

10 to 19 Years: 14

20 to 29 Years: 12

30 or More Years: 8

Retirements

1



EXECUTIVE TEAM



CCU established an Executive Team in late 2020. Team members include, from left: sitting, Chief Financial Officer Megan Ellingson and Chief Operations Officer Kris Goetzka; standing, President/Chief Executive Officer Eric Chrisinger, Chief Talent Officer Michele Steien, Chief Lending Officer Tim Tranberg and Executive Assistant Karla Laufenberg.

OUR MISSION STATEMENT

Serving our members, where they are, through all stages of life.

OUR VISION STATEMENT

Serving people in such an extraordinary way that we are the financial institution of choice and the employer of choice in our communities.

OUR PURPOSE STATEMENT

We care, going above and beyond to make a lasting impact on our members and our communities.

OUR CORE VALUES

- **Commitment**- We believe in the Cooperative Principles and “People Helping People.”
- **Flexibility**- We adapt as needed for change, growth, and balance.
- **Friendliness**- We are approachable, respectful, and genuine. We believe that nice matters!
- **Fairness**- We make all decisions in the best interest of the member ownership to protect their financial strength.
- **Integrity**- We do what we say we will. We are trustworthy because we are honest.
- **Consistency**- We are consistent in our service and processes from location to location. No surprises.
- **Confidentiality**- We keep all personal and business matters confidential. No exceptions.
- **Exceptional Service**- We anticipate the needs of others and exceed their expectations. We go above and beyond.



800.258.0023
www.coopcu.com

