



Enjoy inflatables, music, dancing, yard games, food and FUN at CCU's Back 2 School Bash events.

Bring your kids for one last family-fun night before school starts! These free events are open to all from 6 to 8 p.m. with door prize drawings to end the evening.

### CCU's Outstanding Teacher Award:

Visit our News & Events page at [coopcu.com](http://coopcu.com) to nominate your favorite teacher for CCU's Outstanding Teacher Award! From the nominees, five area teachers will be selected to win \$200 each to purchase school supplies for their classroom. The winners will be announced at the Back 2 School Bash events!

Visit [coopcu.com](http://coopcu.com) and watch our social media sites for more details as the events get closer.

**All events run from  
6:00 to 8:00 p.m.:**

**August 7:** Black River Falls,  
Lunda Park

**August 13:** Onalaska,  
Dave English Shelter –  
Community Park

**August 14:** Galesville,  
Trempealeau County  
Fairgrounds

**August 19:** Fall Creek,  
Keller Park

**August 21:** Strum,  
Crystal Lake Campground

Can't make the Bash in your community? Stop by another location for the same fun!

## Wishing Our Retirees the Best

We want to express our gratitude to Kathy, Jeanne and Sue for their dedication, hard work, and the positive impact they've made on CCU. While they will be greatly missed, we wish them all the best in their exciting new chapter of life!



*Kathy Thill –  
23 Years of Service*



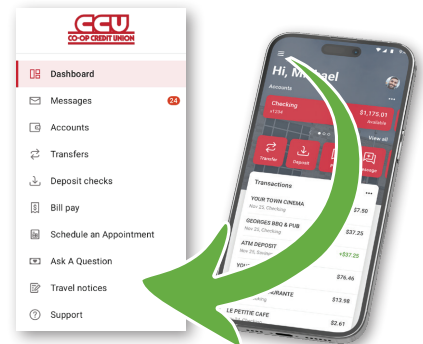
*Jeanne Sternke –  
36 Years of Service*



*Sue Miller –  
40 Years of Service*

## Got Summer Travel Plans?

Traveling soon? Let CCU know to avoid potential card issues when traveling with your debit card. Log into your app and tap the three lines in the top left corner. Click "Travel notices" and enter your upcoming travel information. For more information on this and other CCU eSuite features, visit our website.



## Legends of the Movement

We are proud to recognize former CCU President/CEO Max Michaelson on his recent induction into the Wisconsin Credit Union League's Legends of the Movement. This prestigious honor celebrates individuals whose dedication and leadership have made a lasting impact on the credit union industry.

Max served as CCU's President/CEO from 1988 to 2007. During his time, he led the credit union through exceptional growth and transformation. Under his guidance, CCU's assets grew from \$37 million to \$160 million, and membership increased to 11,938. He successfully oversaw two mergers, implemented two core system conversions, introduced ATM and debit card services, launched CCU's website and online banking, and contributed to the design and renovation of four CCU buildings.

Max's vision and leadership established CCU as a financially strong and progressive organization. His impact continues today, not only through the foundation he built, but also through his ongoing work as a CCU Ambassador. Max remains actively involved in mentoring new leaders in the credit union, sharing his experience and passion for service.

We sincerely congratulate and thank Max for his many contributions to CCU and the credit union community.



*Max Michaelson, left, and  
Tim Tranberg*



## Commitment to Education

Co-op Credit Union awarded scholarships to nine high school seniors throughout our membership area who are pursuing post-secondary education at a college of their choice. As a cooperative, we believe in the power of giving back in our communities and the value and importance of education.

*This year, the following students each received \$1,000 scholarships:*

**Augusta:** Tatum Krueger  
**Black River Falls:** Daniel Gerdes  
**Blair-Taylor:** Jacob Kling  
**Elewa-Strum:** Jaelyn Knutson  
**Fall Creek:** Caleb Steinke  
**G-E-T:** Maddox Scow  
**Lincoln:** Vanessa Jaime  
**Melrose-Mindoro:** Ava Campbell  
**Sparta:** Logan Eilers

## CCU's Commitment to Community

At CCU, we truly believe in the importance of giving back and being a community partner to our area organizations. It's our commitment to our communities and is one of the ways that we, as a not-for-profit, are different than other financial institutions.

This is seen in many ways, including monetary donations, event sponsorships or participation and volunteer opportunities.



**www.coopcu.com**  
**800-258-0023**

### LOCATIONS:

100 E Main St  
 PO Box 157  
**Black River Falls, WI 54615**  
 326 E Lincoln Ave  
 PO Box 96  
**Fall Creek, WI 54742**  
 17578 N Main St  
 PO Box 417  
**Galesville, WI 54630**  
 1735 Credit Union Ct  
**La Crosse, WI 54603**  
 409 N Washington St  
 PO Box 275  
**Melrose, WI 54642**  
 100 French Rd  
**Onalaska, WI 54650**  
 134 Fifth Ave N  
 PO Box 339  
**Strum, WI 54770**

### ATM LOCATIONS:

**BRF Main Office Drive-Up**  
 & Hwy A Drive-Up  
**Fall Creek** 326 E Lincoln Ave  
**Galesville** 17578 N Main St  
**Melrose** 409 N Washington St  
**Onalaska** 100 French Rd  
**Strum** Cenex

**President/CEO:** Tim Tranberg

### Board of Directors:

**Tim Torkelson (Chair),**  
**Sarah Lebakken (Vice Chair),**  
**Dave Overlien (Secretary),**  
**Steve Hogden (Treasurer),**  
**David Olson, Tim Byom and**  
**Carol Martin**

**Legal Advisor:** Garrett W. Nix

**Editor:** Heidi Strey



## Get Out & Explore

Adventure is calling when you finance your next boat, RV, ATV, UTV or motorcycle with CCU! Hit the road, water or trail faster with stress-free financing and a great rate.

Benefits:

- 100% financing available
- Flexible loan terms
- No prepayment penalty

**Apply today at coopcu.com** Membership eligibility required.

## President's Message

At CCU, our eight core values aren't just words on a wall, they're at the heart of everything we do. These values guide us in our daily work and help us serve you with purpose and care. Lately, our value of commitment has been especially visible in the ways we support our members and the communities we serve. Whether it's through volunteering, local donations, scholarships, or event sponsorships, we remain focused on making a meaningful and lasting difference.

That commitment is not only reflected in what we do, but in the people who help make it all possible. Recently we celebrated the retirement of three long-time employees whose

dedication has helped shape CCU's culture and legacy. We're also proud to share that our former President/CEO, Max Michaelson, was recently inducted into the Legends of the Movement – a well-deserved recognition of his lasting impact on the credit union community.

We're honored to live out our values every day, and grateful to do it alongside a team and membership who truly believe in the credit union philosophy of people helping people.

*We value your membership.*

*Tim*

Tim Tranberg, President/CEO



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