

Co-Operative Conveyor

Co-Operative Credit Union's Membership Newsletter

Special points of interest:

- Green and Gold Certificates are back!
- Save Smart
- Are you Listening?

Co-Operative Credit Union gets operating system facelift!

On July 2, 2009, Co-Operative Credit Union opened its doors with a new operating system. The system will cut down on costs at both the Racine and Burlington branches, while providing a better, faster experience for members.

The system conversion was done by a local credit union information system company located in Racine, WI. Some of the tasks that were required of the company was to remove the old system, install the new system, and train staff on procedures.

The system conversion included new computers at teller stations, thermal receipt printers, and signature capture pads that will significantly cut down on

costs.

The new system came complete with new online banking, touch tone teller, and a re-vamped website (see *page 2 for story on new website.*)

The new system was put in place to move Co-Operative Credit Union into a position to serve its members efficiently and effectively while continuing to offer products and services that appeal to every generation.

Next time you stop into Co-Operative Credit Union take time to notice the differences you will see as a member.



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Green & Gold Certificate is back for 2009.

For the last number of years, Co-Operative Credit Union has been offering a special share certificate to its members. Since it co-exists with a special football team in the state of Wisconsin, it has been named the Green and Gold Certificate.

The unique thing about the Green and Gold Certificate is that the rate goes up each time that special football team wins a regular season game.

In its existence, the Green and Gold Certificate has been a very popular way for members to

invest money in a six month certificate, but only allows entry into the share certificate for a short period of time.

This years entry period will be from August 17, 2009 thru September 11, 2009. Hurry in!

“The website will bring added value to members who use the internet to do their banking.”

Co-Operative Credit Union Rolls Out New Website

Seeing something different when you go to Co-Operative Credit Union’s website? Don’t panic, that is the site you were looking for, just with an updated look and feel. Along with a new operating system, Co-Operative Credit Union has updated its website, along with it’s online banking and touch tone teller.

Features of the new website include faster access to Co-Operative Credit Union’s online banking service, E*Teller by having a quick button link right on the home page. It also

comes equipped with a much easier to read and user friendly loan application.

When asked about the website, Racine Branch Manager Dan Winters stated, “The website will bring added value to members who like to use the internet to do their banking. The idea was to make navigation easier, while making the site more ascetically pleasing.”

The website also offers a community involvement page, which will soon have the events that

Co-Operative Credit Union partakes in around its communities it serves.

In addition to all of the other features, the website offers a printer-friendly version of our loan, savings, and certificate rates, which will be updated on a regular basis.

Next time you’re on the site, take a minute to look around and see what’s new and what’s different.

The Credit Union Difference: The Importance of Knowing

Do you know what the credit union difference is? There are four key elements that set credit unions apart from other financial institutions. With help from the Wisconsin Credit Union League, this article will break apart those four elements and explain the importance of credit unions and why they are simply the better choice for people and their financial needs.

The first of the four key elements is **Governance**. Credit unions have a volunteer board of directors which is elected by its members at the annual meetings. In Co-Operative Credit Union’s circumstance, this is done at our annual meeting held in May. These board members, just like the credit union are not-for-profit, meaning their best interest is the member and not their pocket books. On the other hand, other financial institutions answer to shareholders, so their bottom line is maximizing profits.

Next is **Purpose**. Most impor-

tantly, Co-Operative Credit Union strives to promote the financial success of their members. What does this mean? That we’re not-for-profit, so we focus on lower loan rates and higher earnings on savings and investment accounts. The money that credit unions make goes back in the form of investments to its members, while other financial institutions pay dividends to only the stockholders, not its customers.

The third of the four key elements is **Member Benefits**. Money that is made by a credit union is invested in members and the community. Viewed as unprofitable by other financial institutions, small businesses and self-employed individuals thrive with credit unions. Lower and middle income members are treated with the same consideration and respect as wealthier members. In Wisconsin, the WCUL (Wisconsin Credit Union League) has initiatives like REAL Solutions, to reach out to growing numbers of new

Americans and those who can’t get the financial help they need from other institutions.

The final key element is **Values**. Values are very important because they effect the entire communities that are served by credit unions. By focusing resources on helping members realize their financial goals and build secure futures, credit unions strengthen their communities. Due to the ability to be locally owned, unlike larger national financial institutions, credit unions are vested and committed in making significant contributions to the local area.

So what does this mean for you, the member? That you are part of a not-for-profit organization that looks out for your best interest. You get to experience the benefits of an organization that main purpose is to serve the member.

Spread the word about the credit union difference to your friends and family, so your experience it too!

Want to Find Out More?

Visit
www.theleague.coop
for more info



“Getting started usually is the hardest part about putting money away for those rainy days.”



Save Smart: Stash Your Cash in Co-Operative Credit Union

Let's face it, most of us don't want to think about serious illness, death, or the loss of a job. But with the economic woes that the nation has faced in the recent years, most of us now have no choice.

How much cash should you save? Well, it depends on your circumstances. Generally speaking, 3 to 6 months of income is needed to cover expenses in case of an emergency. This includes costs like mortgage/rent, food, car

payments, utility bills, and insurance payments. It is also a good idea to keep an amount available to cover any medical co-pays that you might incur.

Getting started usually is the hardest part about putting money away for those rainy days. One of the best ways is to enroll in direct deposit and let your credit union make the splits of the amount you want to go to your savings account. This makes the money put in savings seem, “out of sight, out of mind”, letting you save without thinking about it. Before

you know it, your balance will have grown into months worth of savings. This allows you to build up your savings while having access to it whenever needed.

Overall giving your savings a boost will help you prepare for your future and keep you afloat in times of need. Stop into one of the Co-Operative Credit Union's locations for more information about different types of savings plans offered, and start saving today!

Have You Heard us on the Radio?

Have you heard us on the radio? Tune in to Lite Rock 92.1 or AM 1400 WRJN to hear us on the radio!

We are on the radio daily on both stations, as we have teamed up with the Racine Broadcasting Group, LLC.

Listen to both stations to hear specials that Co-Operative Credit Union is running, including the upcoming Green & Gold Certificate Special!

Don't forget to listen everyday in the month of October for the \$92 a day give-away, which is sponsored by Co-Operative Credit Union on Lite Rock 92.1!

Check it out!





Building a Better Future Together... since 1935!

*Co-Operative Credit Union's
Membership Newsletter*

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Find us on facebook!

We'd Like to Hear From You!

Since this is the first newsletter that Co-Operative Credit Union has done for a number of years, let us know what you think. Co-Operative Credit Union is committed to continually providing quality service and products to its members while preserving the credit union philosophy. Please send feedback and suggestions using the information listed to the left.

Thanks for reading,

CCU Newsletter Team



Light House at Wind Point, Racine, WI

Did You Know?

The Wind Point Lighthouse was finished being built in the year 1880. The tower is approximately 104 feet in height and the light was electrified in 1924, and was the second on all Great Lakes to have this.

Today the 1924 electrified light is now property of the Racine Historical Museum.

(Information courtesy of the Village of Wind Point, and Wind Point Historical Information)