

On The Money

JANUARY 2009

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Message From the President

This is a great time to be a Member of RCU.

*With all the turmoil in the market right now, consumers are nervous about the security of their savings. At RCU, we are happy to tell you that your money is safe and secure with us. Your deposits are federally insured up to **\$250,000**. In addition to that, RCU has money to lend. If you need to borrow, talk with us. We appreciate your trust and welcome your business.*

As we head into the new year, this is the time for me to reflect on the accomplishments made in 2008 and then to look ahead to what we are planning for 2009.

2008 was a very busy and productive year for RCU.

- The RCU Shopko Office was successfully remodeled.*
- Construction began on the RCU Menomonie Office. Construction is scheduled to be completed by Spring 2009.*
- We had over 7,800 new Members join RCU.*
- We opened 3 elementary school, 2 middle school, and 1 high school site credit unions where we help students learn to save. The reception from the staff, teachers, and parents has been overwhelmingly positive. We now have 17 RCU School Sense locations.*
- We were named one of the top 10 Business Friends of Education in Wisconsin.*

- We conducted over 60 presentations to our Members and future Members on such topics as Credit Score, Identity Theft, Checkbook Balancing, Buying Your First Home, and more.*
- RCU has been the #1 home lender in Eau Claire and Chippewa Counties since 1999. It's a tradition we continue to enjoy in 2008!*

We are looking forward to 2009 as we continue to identify new and better ways to improve service to our Members.

- We will complete the building project at the RCU Menomonie Office.*
- We will explore online account enhancements.*
- We will continue to train our employees to give our Members the best service possible.*
- We will offer Members branch locations in the Twin Cities area.*

As an organization, we are committed to making the lives of our Members and the people in our communities even better. If you have any suggestions, please call me at 715-833-8105 or 1-800-341-9911 ext. 8105.

Sincerely,

Charles M. Grossklaus, CEO

RCU Menomonie Office Update

The Menomonie Office construction continues!

Here's a look at what has been happening with our newest branch.

- concrete curbing, drive up lanes, and sidewalks have been poured
- first layer of blacktop installed; the remaining layer will be installed in the spring when weather permits
- framing is complete
- electrical transformer is set and we have electricity
- trusses, and sheeting and shingling of the roof are finished
- windows and electrical service have been installed

Besides the work on the building we have also been busy hiring the Menomonie Office team. They are currently training in Eau Claire and will be ready to serve you when the office is completed in Spring 2009.

The Menomonie Office team includes:



Jeff Jaeger
Branch Manager



Linda Thompson
Asst. Branch Manager



Nancy Glaus
Home Loan Team



Sue Carlson
Financial Sales Rep.



Brandt Hunter
Financial Sales Rep.



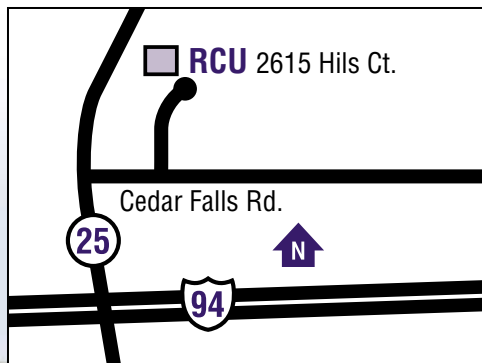
Cheryl Hintzman
Financial Sales Rep.



Nichol Foley
Teller II



Kelly France
Investment &
Insurance Team



Menomonie Office
2615 Hills Court



FREE Income Tax Assistance

Do you need help filing your income tax return? RCU and the Volunteer Income Tax Assistance (VITA) program may be able to help!

VITA was created to provide free income tax return assistance to taxpayers who cannot afford to pay for professional help. VITA provides free tax assistance to



handicapped, non-English speaking, elderly, and special needs taxpayers with an adjusted gross annual income under \$35,000. Volunteers are University of Wisconsin-Eau Claire accounting students trained by the IRS and the Wisconsin Department of Revenue.

VITA offers assistance in filling out basic tax forms (1040EZ, 1040A, and 1040). Taxpayers with complicated returns or questions will be referred to an IRS publication, to the IRS, or to seek private professional assistance. Eligibility is determined on a case-by-case basis by the VITA volunteer and is provided on a first-come, first-served basis.

Please bring with you:

- 2007 tax return
- 2008 tax booklet, if received by mail
- W-2 forms
- Interest and dividend statements
- Form 1099 SSA from the Social Security Administration
- Social Security cards for dependents
- Real estate property tax receipts
- Any other documents showing income

This unique service will be available at:

RCU Bellinger Street Office
1512 Bellinger Street, Eau Claire

Tuesdays and Thursdays
February 10 through April 14
Noon to 4:00 pm

For questions, please contact the VITA
volunteers hotline at 715-833-7257.

RCU Tax Reporting Information for 2008

Here are 3 Ways to find your RCU tax information for 2008

Log onto eBranch

Visit www.rcu.org and log onto eBranch. On the Accounts page, click "Detail" next to the account that you want to work with and look at Interest Paid Last Year.

Check Your Statement/eStatement

On your December statement you will find year to date interest that you paid for 2008 below the transaction detail for each account.

However, the year-to-date interest on **closed** deposit accounts (savings, checking, money market, certificates, IRAs) for the tax year of 2008 can only be found on the 2008 1099INT tax reporting form. For a summary of tax reporting information on all accounts, please refer to the 2008 1099INT that is mailed in January.

Call CompuTeller

- Call 715-833-8168 or 1-800-762-6280.
- Press or say 1 to navigate using Touch Tones or say "Voice" to navigate using your voice.
- Press or say 1 to access your account.
- Enter or say your Member Number and PIN.
- Choose the account that you want to work with.
- Press or say 1 for more information after getting basic information about the account.
- Press or say 4 for last year's Interest and YTD Interest.

For any other questions please contact RCU Member Service at 715-833-8111 or 1-800-341-9911.

Creating Financial Stability in 2009

2008 has been a rough year for consumers and we have all faced challenging economic conditions.

But the New Year is just around the corner and with it comes new opportunity for a fresh start. There is no better time than now to focus on the future.

Gaining control of your finances takes work, but once you make the effort to evaluate your spending and follow a new routine, it will be easier to spend less, pay off debt, and save more money. Despite daily challenges of balancing work, family, and personal matters, it's important that all Americans take time to increase their financial knowledge, discover the keys to financial planning, and create a secure future. Below are steps to follow to bring you financial success in 2009.

Set a monthly budget and set financial goals by creating a plan to stay on track.

There are many ways to go about making a budget work for you. Find a method that you like and stick with it. Once it's in place, cut the fat. Really start thinking in the terms of needs vs. wants. We have lived in a "want" society for so long, we need to take a closer look at what we really "need." Look at magazine subscriptions, gym memberships, book clubs, or other things that probably aren't necessary.

Make it a priority to pay down your credit card debt.

The longer you keep a balance on your credit card, the more money you are losing to finance charges. Put your debts in order from highest interest rate to lowest interest rate. Budget an amount that you can realistically apply to your debt every month. Make interest payments on your lowest interest rate card every month and then apply the remaining budgeted amount to the highest interest rate card. Apply any extra money that you can to the highest interest card until it's paid off. When the debt is paid, move to the next card without changing the amounts being paid

out. This process requires patience, perseverance, and discipline, but you can do it.

Start a savings fund.

Start small and build the reserve as backup when you are faced with unexpected expenses, such as health expenses or necessary car repairs. In order to reach your financial "happy place," you need to feel secure and stress-free when it comes to your finances. To do that, you have to have a back-up plan for those emergencies. It's tough to pay down credit cards and save too, but it's important to start saving, even in small amounts.

Embrace Technology.

Set up direct deposit, auto debits, and drafts and use RCU's ePay. Setting up your money to be paid electronically when they are due is the best way to guarantee your bills are paid on time.

Know Your Credit Score.

Go to www.annualcreditreport.com and pull your credit report. Look for anything unusual and verify that any debts listed are yours. If something is incorrect, have it fixed.

Changing your money habits is like going on a diet. It's not easy or fun, and takes some sacrificing. But once you get into the new routine and you start to see some changes, like more money in your savings account, you will continue to be motivated by your success and will create the financial stability you are reaching for!

Disclosure For Visa Debit Cardholders

Your Visa debit card also allows you to conduct transactions on the PULSE® debit network, which will generally require you to enter your PIN. Some merchants are authorized to accept non-Visa debit transactions without requiring you to enter your PIN. If you choose to sign to authorize a debit transaction, the transaction will be routed as a Visa transaction. Provisions of your cardholder agreement that specifically

relate to Visa transactions are inapplicable to non-Visa debit transactions.

If you have an RCU Check Card, this may apply to recurring payments you have authorized, such as utility bill payments. The method used to withdraw funds for your transaction is determined by the merchant. You should not see any difference as you use your RCU Check Card.

Business...and Lending as Usual

Have you found it difficult to get a loan lately?

During these tough economic times, RCU wants you to know it's lending as usual for us! If holiday spending has you in a tight spot, or you need a new vehicle for these cold winter months, RCU has the loan for you. We offer same-day loan approval and our lending standards have not changed. There are several loan options available:

Home Loan

RCU is the #1 home loan lender in Eau Claire and Chippewa counties and has been since 1999. When you work with us, you get a mortgage you can live with and someone local to answer your questions.

PrimeLine Home Equity Line of Credit

A PrimeLine is a line of credit that is secured by your home or vacation home. Take out a line of credit and use it to pay off all your bills making it possible to have one payment. Plus, the interest may be tax deductible (consult your tax advisor).

Credit Card

Pay off all your high interest credit cards that you've accumulated over the holidays by consolidating the balances

onto an RCU Platinum Rewards Visa. The RCU Platinum Rewards Visa comes with a low rate that stays low. Plus the RCU Visa has no annual fee and you earn reward points with every purchase!

Personal Loan

RCU offers personal loans at affordable rates. We have secured and unsecured loans to meet your needs. Don't forget to check if you qualify for the 1/4% bonus.

Vehicle Loan

Want to buy a new or used car, truck, boat, or snowmobile? We offer several payment terms and 100% financing at most local dealers. You can also get preapproved so your financing is ready when you find the perfect vehicle.

RCU has the loan for you, apply today at www.rcu.org or call RCU Member Service at 715-833-8111 or 1-800-341-9911.

RCU Announces its Partnership with Twin-Cities-based REAL Financial Credit Union

RCU recently announced that the National Credit Union Administration approved its merger with REAL Financial Credit Union (REAL).

REAL is a Minnesota credit union that serves Realtors, their staffs, and family members throughout Minnesota and western Wisconsin. REAL has offices in Edina, Coon Rapids and St. Paul, as well as 30 shared service centers throughout the Twin Cities.

For more information on the merger, please visit www.rcu.org and click News and Events, RCU News.

Winter Seminars at RCU

RCU is in the process of scheduling some winter seminars. Please check our website for updates!

50 Reasons to Open an RCU Checking Account

Sign up for a new RCU Checking Account and get \$50. It's that simple.*

An RCU Checking Account includes:

- FREE RCU ATM/Check Card**
- FREE ATM transactions at over 25 RCU ATMs
- Kwik Cash overdraft protection
- Up to \$10 for your old checks (\$.10 per check)
- FREE online account access with eBranch
- FREE ePay
- 11 convenient RCU office locations
- And much more!

It all adds up: convenience, great service, and \$50. Apply today for an RCU Checking Account on www.rcu.org, call RCU Member Service at 715-833-8111 or 1-800-341-9911, or stop into any RCU office.

Already have a checking account? Then tell your friends! There's never been a better time to join RCU!

*Offer available 01/01/2009 – 02/28/2009. \$50 applies to new Members or Members with no checking relationship and will be deposited into the account when account is opened. Must be 16 to open checking account; if under age 18 a parent must be present in order to open account and receive \$50. If account is closed within 6 months or direct deposit is not established within 6 months you will be assessed a \$50 charge. If you closed your account within the last 12 months, you will not be eligible for the \$50. Annual percentage yield varies per account. As of 01/01/2009 Checking Plus Interest offers an APY of 0.10%.

**\$1.00 per month for RCU FREE Checking.



45th Annual Business Meeting

**Tuesday, April 28, 2009 • 4:30 pm • RCU Corporate Center
200 Riverfront Terrace • Eau Claire**

RSVP to Julie at 715-858-5252, 1-800-341-9911 ext. 5252,
or julianne.kalpinski@rcu.org



Eau Claire • Chippewa Falls • Whitehall • Rice Lake
Colby • New Richmond • Menomonie (Opening Spring 2009)
715-833-8111 • 1-800-341-9911 • www.rcu.org

