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FALL/WINTER
2022

BCUBUZZ

HAPPY AUTUMN! HAPPY HALLOWEEN!

HOLIDAY HOURS

Brokaw Credit Union will be closed during these following upcoming holidays:

Columbus Day

October 10 (closed for staff training)

Thanksgiving Day

November 24

Christmas Eve/Day

December 24-26

New Year's Day

January 1-2, 2023



BUZZBITS

Thank you for making
this summer's **MEMBER
AND COMMUNITY
APPRECIATION BRAT
FRY** a huge success!

Thanks to your
generous support,
we were proud to
donate **\$1,500** to
benefit the mission
of The Women's
Community.



THE BERRY PATCH

*A message from Lori Berry,
BCU President/CEO*

CHANGE.

There has been a lot of it at Brokaw Credit Union over the past year. A transition of the presidency from Mary Zillman to me, new leadership opportunities for a few of our staff, the introduction of a new logo and branding, and a core conversion which significantly impacted employees and members alike.

And we thank you for your patience and loyalty through it all.

Recently, I was asked, "Are we done with all the change?!?" I know why I was being asked that. Change can be exhausting, but it's also incredibly necessary. We do not grow – as people or as businesses – unless we change. Sometimes that change is big and bold, like when you decide to go back to college in your 40s because you can't shake the feeling that you are meant to work in healthcare – even though you originally chose to get your business degree after you graduated high school, oh so many years ago. Or maybe the change is less drastic, like when you commit to a 30-minute walk outside each day, a move that's not only good for your health, but because it gives you a chance to see friends and neighbors

in this post-pandemic world, is also good for your soul.

What's most important to note is that when it comes to change, most of the time we as people aren't doing it "just for the heck of it." We're doing it thoughtfully and because we know it will make life better. This is how we approach change at Brokaw Credit Union.

When we make changes, we do so to remain relevant, competitive and current while still – always – staying true to our core credit union philosophy of "people helping people." Because, even with all the changes, the improved products and services, the higher levels of technology and security, our goal is to continue to be the "friendly credit union" our founding member, Ed Rahn, challenged us to be 70 years ago.

So, am I leading up to an announcement of another big change? No. Will something change in the future? Of course it will. Change is something that makes life more exciting and being a member of BCU even more rewarding.

On behalf of everyone here at BCU, thank you for your membership. Each day we come to work we know it is a privilege to serve you, and our commitment to serving you to the best of our ability is something that will never change.

Lori Berry,
President/CEO

brokawcu.com
715.359.7012



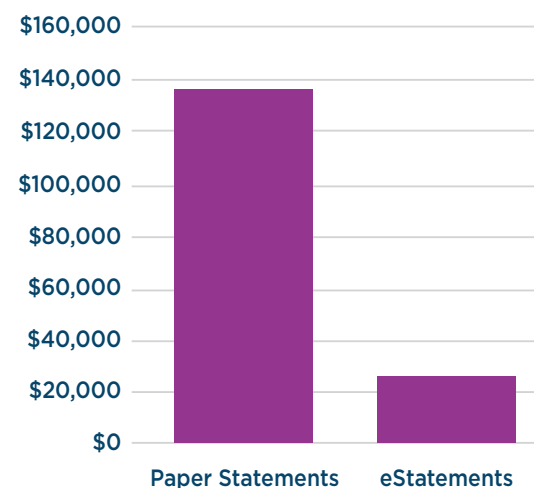


Happy International Credit Union Day!



International Credit Union Day celebrates the spirit of the credit union movement – one that’s been joined by hundreds of millions of people worldwide.

Brokaw Credit Union is proud to join in this celebration, and we invite you to visit us on **Thursday, October 20 from 8:30 a.m. – 4:30 p.m.** for refreshments and to celebrate with your fellow member-owners. Plus, stop by anytime that week to register to win one of four \$50 gift cards to area businesses including Clean Slate Coffee House, Wiggly Field, Papillons and Chicos!



WHAT COULD BCU DO WITH AN EXTRA \$113,929.20 A YEAR?

Each month, BCU mails 3,450 paper statements, and each quarter we mail 5,430 paper statements. At \$2.79 each, this equals an annual expense of **\$137,602.80**. And with the rising cost of paper and postage, the cost is only going to increase.

eStatements – which now look exactly the same as paper statements – cost the credit union \$.48 each to provide, which, if every member chose this option would be an annual expense of **\$23,673.60**.

Now, we know that not every member will want to switch to eStatements, and that’s fine! That’s your choice as a member. However, because BCU is a financial cooperative, we wanted to bring to your attention the huge cost mailed statements are to the credit union.

If you automatically shred or store your BCU statement, or if you’ve been considering signing up for eStatements but just haven’t done it yet, we encourage you to log into online banking and do so. Every dollar BCU saves can be reallocated toward enhancements in products, services, technology and the way in which we support our community.

And speaking of community support, to encourage members to sign up for eStatements AND support one of our cherished causes:

If we get 300 new eStatement users by December 31, BCU will donate \$1,000 to Children’s Miracle Network!

Help us make a difference by signing up for eStatements today!

1. Log into your BCU account through online banking.
2. Click on the eStatements link under Accounts.
3. Select your Member ID and click “Continue.”
4. Click the green “Enroll” link.
5. Click the button under “eStatement.”
6. Click “Submit.”

If you need any help getting signed up for eStatements, stop by the branch or give us a call at 715-359-7012!

HOME EQUITY LOAN VS. HOME EQUITY LINE OF CREDIT - WHAT’S THE DIFFERENCE?

When considering a home equity loan, one of the first big decisions is loan vs. line of credit. Therefore, it’s important to understand what the difference is between these two options.

A home equity loan has a set loan amount that’s advanced to you all at once at a fixed interest rate. Your monthly payments won’t change and are set for the repayment period you’ve established with us. Home equity loans are a good option for major projects and one-time expenses.

With a home equity line of credit (HELOC), you have a set amount that you’re approved to use (like a credit card), but you only advance as much money as you need when you need it. HELOCs have variable interest rates, and you only pay interest on the amount you advance. While these loans offer a great deal of flexibility, it is important to note that if interest rates rise, so can your payment.

Ready to see how easy it is to access the equity in your home? Contact our loan experts at 715-359-7012 or loans@brokawcu.com.

SEND MONEY TO FRIENDS & FAMILY USING ZELLE!

Zelle is a convenient way to do everything from splitting the cost of bills to paying back friends to sending money to your landscaper. Simply access Zelle through Bill Pay in your online or mobile banking account! Learn more at www.brokawcu.com/services/zelle.

MAKE IT HAPPEN

with a HOME EQUITY LOAN!

