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Weston, WI 54476



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BCUBUZZ

SPRING SHRED EVENT

Safely dispose of personal/confidential papers at our spring shred event.

Drop off up to two medium-size bags or boxes, and we'll securely shred the contents – for **FREE!** Just another way BCU is committed to protecting you and your information!

WHEN: April 21-25

TIME: Lobby Business Hours

WHERE: BCU, 2006 Schofield Ave, Weston



Download BCU's MOBILE APP TODAY!
by searching Brokaw CU in the App Store or Google Play



THE BERRY PATCH

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

HAPPY (ALMOST) SPRING!

I love this time of year – a time of renewal, growth and promise. Those words actually make me think about how I've felt about BCU for the past few years.

Last fall, I shared how we've begun exploring how your Board of Directors and our management team have been discussing the possibility of remodeling our BCU building. I'm happy to share an update on the inside of this newsletter. In my message today, though, I'd like to tell you about a couple other updates we're making at BCU to ensure the health of our credit union and to ensure of members continue to have many financial options.

CREDIT CARDS

This summer, we will begin a partnership with Elan Financial Services to manage our members' credit cards and offer new credit card options to our members. Continued analysis has told us all of the factors involved in the cost of maintaining our credit card portfolio outweighs the revenue generated from the cards. Partnering with an entity such as Elan is actually very common for small credit unions such as ours, and by doing so, we will be able to offer our members more credit card options. If you are a current cardholder, you will be able to continue to use your card, and we will provide you with more information soon.

MORTGAGES

As a small, local credit union focused on service, we are proud to offer our members mortgage solutions. For many years, we have offered adjustable and fixed rate mortgage products, and most of those fixed rate mortgages have been in partnership with Fannie Mae. As a very large organization, Fannie Mae has decided not to work with small lenders anymore, and therefore, we need to begin working with a financial services company designed to help smaller lenders provide fixed rate mortgage solutions to their members. Much like with our credit cards, this new partnership will open up additional opportunities for our members.

By making these changes, we are creating efficiencies and cost savings for the credit union, offering our members more opportunities, and using our employee resources more wisely.

If you have any questions, I encourage you to email me at lmb@brokawcu.com. If these changes affect you, please be assured you'll hear from us soon. On behalf of all of us at BCU, thank you for being part of this exciting time of growth and renewal, and we wish you a glorious spring.

Lori Berry,
President/CEO

BUZZBITS

ESTATEMENTS — The Right Choice

If you haven't signed up for eStatements yet, can we encourage you to do so this month?

Not only are paper statements taking even longer to reach our members, but they are extremely costly to the credit union. Easy instructions are available on our website – or just call us at **715-359-7012** and we can help!

brokawcu.com
715.359.7012





REMODEL UPDATE

In my “Berry Patch” message to members in our Fall 2024 newsletter, I shared the exciting news that our Board of Directors and management team have been strongly considering the need to remodel our BCU office, and I also detailed the reasons why. I promised to keep you posted on the progress of our conversations and decisions, and I’m pleased to provide you with an update.

A dedicated committee has been working diligently to outline the needs for BCU to be successful now and in the future, understand the pros and cons of a remodel versus a rebuild, detail preferences regarding a building and design partner, and ensure budgetary considerations.

After numerous meetings, it has been determined that we will likely move forward with a remodeling project in partnership with The Redmond Company, a Wisconsin-based company that specializes in working with financial institutions. We are now prioritizing the extent of the remodel and corresponding investment. Our goals remain to allow for growth, address safety and accessibility, and update and fix structural elements of the building that are no longer adequately functional.

A timeline has not been decided yet, but we continue to move forward to determine feasibility and the best path for our credit union. As always, I will keep you updated on next steps.

Lori Berry, President/CEO

YOU’RE INVITED TO Brokaw Credit Union’s 73rd Annual Meeting

Brokaw Credit Union’s Annual Meeting will be held virtually, and we invite you to join us by phone or through your computer (via Zoom). We look forward to sharing time with you!

Date: Monday, April 21

Time: 3:00 p.m. (meeting will last 30-45 minutes)

How to Register: Contact Debbie, BCU’s receptionist at **715-359-7012** or **dla@brokawcu.com** by April 7.

What to Expect and How to Participate

The week prior to the annual meeting, you will receive a confirmation email containing a Zoom link (if you prefer to attend using your computer) and phone number (if you prefer to call using your cell phone or land line). You will also receive copies of various meeting documents, including the 2024 annual meeting minutes, board election information and candidate profiles and annual statement.



A Message from Your Board Chairperson BCU is Member-Focused, Secure and Thriving!

Greetings Everyone!

Brokaw Credit Union is a growing and thriving financial institution. We have had two consecutive years of successful growth at BCU and have been proud to welcome an average of two new members per day in 2024. I want to thank all the members for their business and continued support.

Also, I want to thank all our 19 employees for their dedication, commitment and service to making BCU a very strong credit union. The employees are deeply knowledgeable of their duties, and they have many hours of up-to-date training and classes for various phases of the business. They are committed to understanding your needs and building long-term financial relationships with you.

I want to assure all members that security is of utmost importance to BCU. Our security is top of the line. We continue to monitor and pursue additional measures to provide security for our members at the highest levels possible.

I would like to introduce your board members. They are Mark Golding, Vice Chairman; Gwyn Leu, Secretary; Richard Burch, Treasurer; Terry Radtke, Board Member; and Steve Frasier, Board Member. We are looking for an additional board member to fill out a term. If interested, please contact President/CEO Lori Berry for more information.

Thank you for the opportunity to represent you!

Sandy Oestreich

2024 AT A GLANCE

Assets \$67,442,830
Loan Growth 28.35%
Member Count 5,847

659
NEW Members
236
NEW Checking
Accounts

**Overall
Membership
GROWTH
FOR THE YEAR.**
**First Time
Since 2010!**

PLUS+
Booked the
LARGEST number
of loans in a year
**90% Employee
Retention**
Started the
remodel
journey