



On the Money

JANUARY 2010

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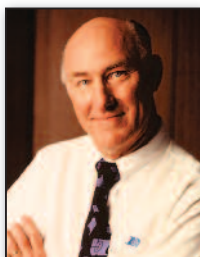
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Message From the President



It's 2010 already. Doesn't it seem like we just got through all the hoopla of Y2K? Another year is upon us, and at RCU we're hitting 2010 running. I hope you've heard by now that RCU will be adding 11 offices through the acquisition of some of

AnchorBank's offices. The offices we will acquire are Amery, Balsam Lake, Centuria, Menomonie, Milltown, New Richmond, Osceola, River Falls, Somerset, St. Croix Falls, and Star Prairie. This acquisition is pending regulatory approval.

We are very excited about this opportunity, but what does it mean to our Members? It means you will have access to even more offices and ATMs from Colby to Minnesota.

All the offices we are acquiring are profitable - meaning an even stronger RCU going into the future. These profits will be passed on to all RCU Members in the form of better loan and deposit rates and lower fees.

Over the coming months, we'll keep you updated with our progress through our website and future editions of the *On the Money*.

Besides a successful implementation of the AnchorBank offices, 2010 will be a year to accomplish other goals as well.

- We will give the Downtown Chippewa Falls Office a face lift.
- We will continue to evaluate all our processes and make changes to become more efficient and productive.
- We are going to continue to lend to our Members and Businesses that need it.
- We will continue to improve our eServices, including Mobile Banking.

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 Seminars



RCU is in the process of organizing several great seminars for early 2010. Please watch our website at www.rcu.org for class topics and dates.



RCU Platinum Rewards Visa – It's Simply Better

At a time when many other credit card companies are raising rates or adding fees, RCU Members benefit even more from the RCU Platinum Rewards Visa.



As we begin the New Year, make the most of your spending with all the benefits of the RCU Platinum Rewards Visa.

Great Rate

With RCU, you can depend on a great rate. Our fine print has no surprises. Can your credit card company promise the same? Right now, many credit card companies are raising their rates. Be sure you pay attention to the fine print when you receive your credit card information. What's your current rate and what are the charges? Now may be the time to switch to a reliable card. The RCU Platinum Rewards Visa has a variable rate, currently just **8% APR** – with no surprises.

No Annual Charge

Our card has no annual charge – ever.

No Fee Balance Transfers

For the first 90 days, you can transfer balances from other higher rate credit cards to your new RCU Platinum Rewards Visa with no fee! Even after 90 days you can still transfer balances with a low 3% fee (minimum \$10, maximum \$75).

Rewards

Earn reward points each time you use your card. As an RCU Platinum Rewards Visa cardholder, you automatically earn one point for every dollar you spend (excludes returns, cash advances, and balance transfers). Accumulated points stay on your account for five years. Reward points can be redeemed for travel, home goods, electronics, downloads, and more! You can take home a reward for as few as 750 points!

It's Easy

To apply for your RCU Platinum Rewards Visa today, visit www.rcu.org, stop by any RCU office, or call RCU Member Service at 715-833-8111, 952-933-9000, or 1-800-341-9911.

Do you want to know how long it will take to pay off a credit card balance when making only the minimum payment or what you can do to pay it off sooner? For an estimate based on total balance and APR visit the Credit Card Repayment Calculator at www.federalreserve.gov/creditcalculator.

FREE Income Tax Return Assistance

Do you need help filing your income tax return?

RCU and the Volunteer Income Tax Assistance program (VITA) 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 for low-to-moderate-income individuals with an adjusted gross annual income under \$49,000. Volunteers are University of Wisconsin-Eau Claire accounting students certified by the IRS.

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:

- Proof of identification
- Social Security Cards for you, your spouse, and dependents and/or a Social Security Number verification letter issued by the Social Security Administration
- Birth dates for you, your spouse, and all dependents on your tax return
- Current year's tax packet if you received one
- Wage and earning statement(s) form W-2, W-2G, or 1099-R from all your employers

- Interest and dividend statements from financial institutions (Forms 1099)
- A copy of last year's Federal and State returns if available
- Financial institution's routing numbers and account numbers for direct deposit
- Total you paid for day-care and the day-care provider's tax identification number

To file taxes electronically on a married filing joint tax return, both spouses must be present to sign the required forms.

This service is available from February 8 to April 14, with the exception of both VITA locations being closed the week of March 29. If you have any further questions, please contact the VITA volunteers hotline at 715-833-7257.

2 Locations to Serve You

February 8 - April 14
(Closed the week of March 29)

Western Dairyland
418 Wisconsin Street
Eau Claire

Mondays 2 pm - 6 pm

RCU Shopko Office
1049 W Clairemont Avenue
Eau Claire

Tuesdays & Wednesdays. . 1 pm - 5 pm

Special Service Charge Changes

Beginning February 10, 2010, the following Service Charges will take effect:

- The Tax Levy charge will be **\$50.00 per Levy**
- The Garnishment charge will be **\$40.00 per Garnishment**
- The Duplicate Tax Records charge will be **\$5.00 per requested duplicate record**

3 Simple Ways to Find Your RCU Tax Information for 2009

1. Log onto eBranch

Visit www.rcu.org and log onto eBranch with your Sign-On ID and Password. On the Accounts Summary page, click "Detail" next to the account that you want to work with. Look at Interest Paid Last Year

2. Check Your Statement/eStatement

On your December statement you will find Interest Paid Year to Date for 2009 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 2009 can only be found on the 2009 1099INT tax reporting form. For complete tax reporting information, please refer to the 2009 1099INT that is mailed in mid-January.

3. Call CompuTeller

- Call 715-833-8168 or 1-800-762-6280.
- Press 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 ID 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 Dividends and YTD Dividends.

For any other questions please contact RCU Member Service at 715-833-8111, 952-933-9000, or 1-800-341-9911.

Access Your Account, Your Way

At RCU, we have many Members, and no two are the same.

We strive to offer account access to meet the needs of all of our Members. Besides coming into an office or calling RCU Member Service, you can access your account in other convenient ways:

eBranch

RCU eBranch allows you to access your account whenever you want. You can transfer money between accounts, make loan payments, check balances, pay all your bills through ePay, and receive your statements electronically with eStatements. It's a simple way to manage your account.

Online Account Opening

When you want to open a new checking, savings, Money Market, or certificate, but don't have the time to visit an office – just open your account online. You can open the account and put money in it without ever walking through our doors.

Mobile Banking

Did you know that you can access RCU through your mobile device? If you have an eBranch account and web access on your phone, you can view account balances, pay bills, and transfer funds. Just go to www.rcu.org and sign onto eBranch to get started.

eAlerts

Stay connected and receive notification of account activity right on your cell phone or through email. Just set up your alerts through RCU eBranch and you're covered. Sign-on to eBranch to get started.

Whatever method you prefer to access your accounts, RCU has the services you need. Visit www.rcu.org for more information.



Having Trouble Making Your Payments?

Be proactive with RCU.

Many people encounter a time of financial hardship at some point during their lives. With easy access to credit cards, lines of credit, and the pressure to “keep up with the Joneses” it’s easy to see how a person can dig themselves a hole. Unfortunately, it’s not so easy to get back out! At RCU, our goal is to work with you to smooth out any financial bumps before they get out of hand.

The best piece of advice: anticipate problems and take the first step. If you have been laid off at work and you know a loan payment is coming due that you won’t be able to make, don’t ignore it! Call or come see us. We will do everything possible to find a solution to your financial problems. The sooner you contact us, the more options you will have. Here are some ways to get a handle on your bills:

- Track your expenses. Many of us spend money too easily without even realizing where it goes.
- Create a budget. Once you know where your money is going a budget can keep you on track. Cut out any non-essential expenses while you concentrate on getting your loan payments up to date.

- Use easy money, such as money owed to you from others, to pay down your debts.
- Ask creditors to reduce your monthly payments.
- When you can, send in more than minimum monthly payments.
- Consider a debt-consolidation loan.
- Ask a family member or friend for help.
- Talk to a certified credit counselor.

If you are unable to make your payment for any reason, or if you are anticipating a problem with making a payment, please call us at 715-855-8855 or 1-800-341-9911 ext. 8855. RCU is here to answer your questions and help you to find financial solutions.

Be Smart With Your Kwik Cash

Kwik Cash protects you from the inconvenience of an overdrawn account and non-sufficient funds charges.

This line of credit allows money to be automatically transferred (up to a specific preapproved amount) to your RCU Checking Account when you need it.

What are the benefits of Kwik Cash?

- There is no annual charge for the loan. We don’t charge our Members just to have overdraft protection. Compare to other financials that have an annual charge of \$30 or more.
- Receive no prepayment penalties. You can use your Kwik Cash when you need it and pay it off whenever you choose. There are no penalties for paying off your balance before the payment due date.
- Avoid the embarrassment of a bounced check. With Kwik Cash you can rest easy that if you

make a mistake and overdraw your account, we’ll cover it for you. No need to contact merchants about settling bounced checks – your checks will clear without a problem as your Kwik Cash is advanced.

- Advance Kwik Cash yourself and avoid an automatic transfer charge. Keep track of your checking account balance and advance your Kwik Cash through eBranch or CompuTeller yourself and avoid a \$3 automatic transfer charge. The \$3 charge is only applied if RCU has to make the transfer for you.

You can apply for an RCU Kwik Cash loan online by visiting www.rcu.org or call RCU Member Service at 715-833-8111, 952-933-9000, or 1-800-341-9911.

Is a Roth IRA the Right Choice for You in 2010?

It's hard to believe that 2010 has arrived! Along with the New Year, there are some new changes in the Roth IRA that we want to be sure you are aware of. In the past, many people were excluded from opening a Roth IRA because their income exceeded the maximum yearly limit. But 2010 will provide the chance to convert into a Roth account without income limit considerations.

Before you decide to convert funds or set up a new Roth IRA, you should consider the impact on taxes. Unlike a traditional IRA, when you contribute to a Roth IRA you pay taxes on the amount going in, not the amount at the time of withdrawal. This is also true in a conversion situation. If you currently have a 401(k) or Traditional IRA that you are considering converting into an already established Roth IRA, taxes must be paid on that entire amount when it is rolled over. Of course, you may elect to do a partial conversion.

But there is good news as well, because for 2010 contributions you can choose to either pay these taxes at one time when you file for 2010, or pay over a two-year period spanning tax years 2011 and 2012. The objective is to lessen the burden of paying the entire amount at one time.

The decision to invest in a Roth IRA will be affected by many issues such as life expectancy as well as your tax bracket expectation at retirement. But exploring the possibility of converting to a Roth IRA in 2010 could prove to be beneficial for you.

2010 holds many opportunities for investors! If a Roth IRA is the right choice for you this year, contact the RCU Investment & Insurance Team for more information or to schedule an appointment.

Important 2010 Contribution Limits

	Under 50	50 & Over
401(k) & 403(b)	...\$16,500\$22,000
Traditional & Roth IRA*\$ 5,000\$ 6,000
Simple Retirement Plans	...\$11,500\$14,000

*Note: Income limitations still apply to Roth IRA contributions. Single individuals earning over \$105,000.00 or married taxpayers filing jointly but earning over \$166,000.00 may not be eligible to make full contributions to a Roth account.

RCU Investment & Insurance Team

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46th Annual Business Meeting

Tuesday, April 27, 2010 • 4:30 pm • RCU Corporate Center
200 Riverfront Terrace • Eau Claire

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



Wisconsin Offices: Chippewa Falls • Colby • Eau Claire
Menomonie • New Richmond • Rice Lake • Whitehall
Minnesota Offices: Coon Rapids • Edina • St. Paul
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