

Positive Perspectives

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2025 Scholarship Winners

Local Scholarship Winners

Proudly Supporting Education Through Local Scholarships

Each year we look forward to providing scholarships to local students who will pursue their educational goals by attending the college or university of their choice. Congratulations to the following students who each received a \$1,000 scholarship from Marine Credit Union:

Member Scholarship

and High School, College, or University where presently enrolled:

Violet Hughes

Horace Mann High School

Morgan Cox

Fond du Lac High School

Kayli Kruk

Prairie du Chien High School

Erica Belling

Concordia University Wisconsin

Keagan Echard

Mar-Mac High School

Emily Fetzer

Boyceville High School

Shania Gates

Holmen High School

Osmar Carranza

Lakeview Technology Academy

Emma Lubinsky

Holmen High School

Employee Scholarship

Ella Muellenberg

West Salem High School

Daughter of

Jenny Muellenberg

A Note from Our CEO

To Our Valued Member-Owners,

Over the past six months, I've had the privilege of embarking on a listening tour that has taken me across our organization and into the heart of the communities we serve. From sitting in on department meetings and connecting with our front-line and support staff, to engaging with members and community leaders across all our markets, I've been focused on one thing: listening. These conversations have been invaluable in helping me understand how we can better serve you – not just as your financial institution, but as a trusted partner in your financial journey.

At Marine Credit Union, every decision we make is rooted in our commitment to our members and the communities we call home. Our Voice of Member program ensures that we stay closely aligned with the needs, concerns, and wants of those who trust in us with their financial journeys. We actively listen to member feedback and shape it into our strategic plans.

The insights gathered during this listening tour are already influencing how we prioritize our projects and initiatives. Your feedback is helping us build a strategic plan that reflects what matters most to you. Whether it's improving access to financial education, enhancing our digital tools, or modernizing our branches, your input is guiding our path forward.

Financially, 2025 is off to a strong start. We are exceeding our estimates for Net Income, Efficiency, and Asset Growth. Barring unforeseen macro-economic circumstances, we expect to continue to outperform full year expectations. Our capital reserves remain very strong, which puts Marine in a great position to weather any economic downturns.

As a part of the branch modernization project, we are updating all Financial Empowerment Centers with our new brand. This includes: all new exterior signs, fresh interior paint including an exclusive branch wall that



is a map of each individual community, and updated furniture. Six locations are complete with their new makeover: Eau Claire, Stanley, Chippewa Falls, La Crosse, Onalaska, and Racine. The rest are scheduled to be completed by the end of 2025 or early 2026.

Our mission has always been about more than just financial services – it's about financial empowerment. That's why we've created a new role this year: Director of Financial Education. This position will lead our efforts to provide meaningful, accessible financial education to our members, helping you make informed decisions and achieve your goals.

We're also proud to share that Marine Credit Union was recently recognized as a Junior Achievement Outstanding Community Partner. This award celebrates our long-standing commitment to youth empowerment through financial literacy, work readiness, and entrepreneurship education. Additionally, our very own Kerry Jerue, Director of our Contact Center, was named JA Volunteer of the Year for her nearly decade-long dedication to local classrooms and students.

As we look ahead, I'm filled with optimism. Through the dedication and commitment of our employees and members, we are building a bright and resilient future for Marine Credit Union. Thank you for being an essential part of our journey.

Tom Knothe

Tom Knothe, President/CEO



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MarineCU.com

Understanding the Difference Between APR and Interest Rates



If you've ever shopped for a loan or credit card, you've likely seen both "APR" and "Interest Rate" – but do you know how they differ? In one of our latest Learning Hub Articles, "What's the Difference Between APR and Interest Rate," we break down these key financial terms so you can make more informed borrowing decisions.

While the **interest rate** reflects the cost of borrowing the principal amount, the **APR** (Annual Percentage Rate) includes both the interest rate and any additional fees or costs, giving you a more complete picture of what you'll actually pay over time. Understanding this distinction is crucial when comparing loan offers or planning your finances.

Whether you're financing a car, taking out a mortgage, or just want to better understand your credit card statement, our **Learning Hub** is here to help. It's a free resource full of easy-to-understand articles, tools, and tips to help you build financial confidence.



Explore more helpful guides and start learning today!

Community Engagement Spotlight:



VOICE OF A MEMBER – WEST AVENUE BRANCH: LA CROSSE, WI

Stories like Sandra's remind us why we do what we do. Here, we're committed to listening to our members with care and responding with real solutions. Whether it's replacing a compromised card or simply providing peace of mind, we're here to help support you – every step of the way.

“ About 10:00AM, I came to the office and informed Ruby that my MCU card was hacked. I showed her the emails I've been getting and that MCU had notified me that my card was compromised. Ruby took the time to help me with a new card and all that was needed for me to have more storage on my phone! What a trooper Ruby is for me! I feel relieved and at peace...THANKS RUBY! You deserve a raise for sure!! ”

– Sandra

Donate Today



☐ **YES!** I want to make a positive impact on my community with a donation of:

☐ \$25
 ☐ \$50
 ☐ \$75
 ☐ \$100
 ☐ \$200
 ☐ Other Amount: \$ _____

Payment Options:

☐ **CHARGE MY DEBIT/CREDIT CARD:**

Name _____ Card Number _____ CVC _____ Expiration Date _____
 Phone _____ E-mail Address _____ Billing Address _____

☐ **CHECK PAYABLE TO MCU FOUNDATION:**

Please mail this form to Marine Credit Union Foundation, 300 2nd Street N, Ste 400, La Crosse, WI 54601

A donation receipt will be delivered to you via e-mail or mail. The MCU Foundation is a non-profit 501c3 corporation. Please consult with your tax advisor for federal income tax deductions.