

## Proud to Serve Small Businesses

It's recognized that credit unions are leaders in customer service, but did you know that your credit union is also adept at serving commercial members?

Manitoba credit unions are the number one lenders to small- and medium-sized businesses in the province and, when asked, small business owners say they are most satisfied with credit unions.

This commitment to business was reflected in a report released earlier this year by the Canadian Federation of Independent Business (CFIB). The CFIB's *Banking on Better Service* research report indicated that in the past 20 years, Canadian credit unions have dramatically increased their foothold in the small- and medium-sized enterprise (SME) market. In fact, since 1989 credit unions have increased their SME market share by 96 per cent far and away the biggest gain of any major financial institution in Canada.

The report noted that for micro businesses (zero to four employees) and small businesses (five to 49 employees), credit unions outperformed all other financial institutions in terms of financing, fees and service.

If you own or operate your own business and you're interested in learning more about how the credit union can serve you, please feel free to contact us to schedule an appointment. We'd be happy to discuss your options with you.



## 65<sup>th</sup> ANNIVERSARY

2011 marks the credit union's 65<sup>th</sup> year in business! The credit union has seen substantial changes since its inception in 1946. Oak Bank Credit Union has grown to over 8,800 members and \$150 million in assets. In addition to serving both the RM of Springfield

and East St. Paul, the credit union's membership comes from many areas of the Province including the City of Winnipeg.

The Oak Bank Credit Union started in April 10, 1946 when 10 individuals from the RM of Springfield saw the need for a community based financial institution. The 10 chartered members of the credit union were: J. Charles Speer; Edward Krombein; J. Gordon Beattie; Leonard W.M. Edmonds; A William Harvey; Herbert B. Grapentine; Wyllis J Wyatt; Wilfred H Grapentine; John K Palidwor and R.J. (Bob) Sellen. The credit union has always stood behind the communities that it serves, providing sponsorships and donations to various community sporting groups, etc. "We recognize that it's the wonderful people in the communities we operate in that have allowed us to continue to be successful and remain in business today. As thanks for their support over the years we feel it is necessary to keep giving back to our communities." Said CEO Dave Hergesheimer.

## Dugald Branch Construction on Schedule

Construction continues to move at a steady pace for our new Dugald branch! The foundation is in place, while the exterior of the building has begun to take noticeable shape. This new location will feature a full-service drive-thru ATM and the design of the building will be reminiscent of the train stations that used to be prevalent across the West back in the 1950s. "We are excited to extend our services to the Dugald and Anola communities and we believe this new location will be a great convenience for both new and existing members." Explains CEO Dave Hergesheimer. The branch will be easily accessible since the Manitoba Department of Highways plans to improve the intersection between HWY 206 and PTH 15 due to the large increase in the population and traffic these roadways have seen.

The branch is expected to open sometime in late 2011.



## Put Your Credit Union MasterCard to Work for You on Your Next Vacation

If you're planning a trip to warmer climates this winter, you may be interested to know there are several important ways your credit union MasterCard can help you while on vacation. The credit union MasterCard offers a variety of features that can come in handy when you're traveling outside of Manitoba or Canada, including:

- **Out-of-Province/Country Travel Medical Insurance**

Your credit union MasterCard provides a wide range of benefits should you experience health problems while out of the province or country.

- **MasterTrip®**

MasterTrip® provides cardholders with a variety of benefits, including trip cancellation insurance, emergency assistance services, unexpected return home benefits, common carrier travel accident insurance and accidental death insurance.

- **MasterRental®**

Accidents do happen, and when they do in a rental car, it's nice to be protected. When you rent a car with a credit union MasterCard that features MasterRental®, you receive a collision damage waiver benefit (equivalent to that offered by the car rental company, provided you decline theirs), car rental accidental death and dismemberment benefits (up to \$300,000 per accident) and personal effects benefits (if your rental car is damaged or stolen, any personal effects in the car are covered up to \$1,000 per insured person, up to \$2,000 per rental period).

Please note that some limitations apply. See the certificate of insurance when you receive your card.

**For full details on the features of credit union MasterCards, visit [www.cuets.ca/products/index.html](http://www.cuets.ca/products/index.html) or visit your credit union branch for more details**



## Enhancing Security for Online Banking

In the coming months Oak Bank Credit Union will be improving its security measures for CU@Home, providing greater protection for users of online banking. Although our online banking is secure, we are adding an extra layer of security to stay a step ahead of the latest fraud tactics and keep you safe by including an Increased Authentication process. Increased Authentication is the world's leading authentication solution for online banking. Once implemented, every time you log in to our Internet Banking site from your computer, you will see the security image and caption that you chose during registration. If you do not see that information, you will know it is not our authentic Internet Banking site. These enhancements to our Internet Banking will not require any additional hardware or software to ensure you are secure.

If you login using a shared computer, like at a library, you will be asked to answer one of your challenge questions. For security reasons, if you answer incorrectly, you will not be able to access your account information. The initial setup is very easy to do and helps to keep your banking information even more secure. It's just one more way we are keeping you, and your money, safe.

This feature will be automatically implemented and provided to all members at no cost.

## Estate Planning Seminar

Our 1<sup>st</sup> estate planning seminar was a big success! Held on May 26<sup>th</sup> at 6:00 PM in the Springfield Public Library; the room was packed to capacity and attendees got the chance to learn what is involved with estate planning. Feedback was overwhelmingly positive and many people expressed interest in future events of a similar nature. Stay tuned for announcements of other seminars in the near future!



Investment Advisor Dave Henry



Rodney & Evelyn Zink proudly display their prize that they won for filling out the survey attached to the package they received at the seminar.



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## Sabres Youth Credit Union



The Sabres Youth Credit Union officially opened its doors to the student body of Springfield Collegiate Institute in the 2008/09 academic year. It is part of an elective venture course called *Management 40S*, which is not only an accredited course, but it also gives students the opportunity to obtain some practical, as well as theoretic knowledge with respect to running a business. Although Oak Bank Credit Union made the initiative to setup the Sabres Youth Credit Union inside SCI; it continues to be 100% student managed and operated. It is a fully functional credit union where students have the ability to access their personal accounts and finances. Not only does this give students more flexibility and responsibility, but it also teaches them important lessons on how to properly manage their income.



Throughout the year, the Sabres Youth Credit Union has promotional campaigns where their members (both new and existing) have the chance to win various prizes such as electronics, food, school supplies, etc. Student feedback has been predominately positive with comments that the people involved with the credit union are very friendly. Parents, if you want your child to learn valuable transferrable skills that can help them better prepare for the workforce, consider having them join the Sabres Youth Credit Union as an employee. Some students have then gone on to work for the parent company Oak Bank Credit Union!

If your child is already a member of the Oak Bank Credit Union, they can join the Sabres Youth Credit Union while it is active during the school session for no additional costs. Think of the Sabres Youth branch as another location for your child to access his/her funds. Should your child wish to join the Sabres Youth branch and they are not currently members of the Oak Bank Credit Union they can join by purchasing their share into the company for only \$5! Once school session is over, all account information gets transferred back to Oak Bank Credit Union for you and your child to access at any of our branch locations.

## Credit & Debit Card Safety 101

Oak Bank Credit Union takes debit and credit card fraud very serious. While the credit union will continue to offer and improve its security measures to combat the latest threats, the greatest protection from identity theft and various money scams can be realized from member diligence of frequently checking account activity and carefully reviewing monthly statements for suspicious purchases. To help you keep your money safe here are some safety tips to follow when dealing with debit or credit cards:

- 1) Keep all your receipts and promptly reconcile them to the charges on your credit card statement.
- 2) Call Oak Bank Credit Union branch or MasterCard at 1-800-MC-ASSIST immediately if you do not recognize a charge on your statement.
- 3) If your debit card is lost or stolen in Canada call 1 (800) 567-8111 if outside Canada call 1 (306) 566-1276.
- 4) If your credit card is lost or stolen call MasterCard at 1-800-MC-ASSIST.
- 5) Draw a line through any blank spaces on credit slips when paying with your credit card at places such as restaurants or retailers.
- 6) Take all receipts and carbon copies home with you, such as those from ATMs, self-service gasoline pumps and restaurants. Destroy receipts by tearing them up or shredding them before throwing away.
- 7) When you receive a new credit card, cut up the old one before you throw it away.
- 8) Never write or allow a retailer to write your credit card number on a cheque for identification purposes.
- 9) Don't make purchases from online retailers you're unfamiliar with or who maintain a site that isn't secure. If you're unsure contact the Better Business Bureau or check to make sure the website address starts with https:// and has been securely verified by a reputable company such as VeriSign.
- 10) If you have a chip card, insert the card first. If the point-of-sale device is not chip capable it will prompt you to swipe your card. Avoiding an unnecessary swipe of the card will reduce the potential of your card information being skimmed. When using your Oak Bank Credit Union debit card you are protected by the Canadian Code of Practice for Consumer Debit Card Services, under which victims of debit card fraud will not suffer any financial losses resulting from circumstances beyond their control.

## Member Referral Program Revamped

Are you happy with the service, rates, locations, and hours of operation of Oak Bank Credit Union? If you know other friends or family members that could benefit by becoming a member of Oak Bank Credit Union, TELL THEM and you could WIN! The credit union will be relaunching their member referral program that will offer favorable investment opportunities to those members' whose friends or relatives join the credit union. Referral forms will be available at any branch and online. Watch for the program's relaunch in late summer, 2011.

## Oak Bank Credit Union to Support Women's Mentorship Program

For over 25 years, the Canadian Co-operative Association and its global partners have worked together to improve the lives of people through co-operative action. In both its international and domestic programs, CCA promotes a model of development that is rooted in the co-operative tradition of building community owned and controlled organizations. The Women's Mentorship Program is designed to begin to address the gender gap by providing women leaders of overseas financial co-operatives with a unique opportunity for professional development.

The purpose of the program is three-fold:

1. to provide a professional development opportunity to women leaders of financial co-operatives in developing countries;
2. to build a body of knowledge and experience related to the specific needs of women in financial co-operatives (as leaders, staff and members/clients); and
3. to provide an opportunity for Canadian co-operators to learn more about the process of how savings and credit co-operatives in other countries operate

Oak Bank Credit Union will be acting as a host branch for one of the women leaders from a financial cooperative in a developing country. The management and staff are very excited to welcome their guest and show her how business and the community operate here in rural Manitoba. Fanny G. Kacheyo-Loans Officer/Member Service Officer-SUCOMA Savings and Credit Co-operative in Malawi, Africa will be with us from June 17 - 27, 2011. Please stop by during that time to give her a warm welcoming into our great community!

*Fanny G. Kacheyo-Loans Officer/  
Member Service Officer-SUCOMA  
Savings and Credit Co-operative in  
Malawi*



*A typical credit union in Malawi, Africa*

## Credit Unions Again Recognized for Customer Satisfaction

In terms of general customer satisfaction, credit union members are Canada's happiest bankers, according to a poll of more than 2,000 adults compiled by Forum Research this past March.



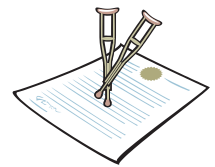
The poll found that 74 per cent of credit union members across the country report they are "very satisfied" with their financial institution. That score led all the big banks and was ahead of the national average of 67 per cent.

In terms of service at a branch level, credit unions once again led the way. 80 per cent of credit union members said they were very satisfied with the level of service provided at their branch, well above the national average of 70 per cent.

Here in Manitoba, credit union member satisfaction numbers were equally strong. Research done early in 2011 revealed 94 per cent of Manitoba credit union members indicated they were either "satisfied" or "very satisfied" with their credit union, and 90 per cent said they considered themselves "likely" or "very likely" to recommend their credit union to a family member or friend.



## Consider Travel Insurance for that Summer Road Trip



If you're planning a road trip somewhere south of the border this summer, there are some things to keep in mind before loading up the car and heading out on the road. While it may not always be the first thing that crosses our minds, illnesses and accidents can happen quickly and, when out of the country, the expenses related to such unfortunate occurrences can pile up just as quickly.

Even something as simple as a minor fender-bender could lead to a brief hospital visit, which without adequate travel insurance could become quite expensive. Many Canadians travel to the U.S. under the mistaken assumption that their provincial government or employee health plans cover everything. All too often, unfortunately, that turns out not to be the case.

Expenses such as prescription drugs, air ambulance service, X-rays and other costly procedures may not be covered by your plan when you're outside Manitoba even if you're still in Canada. Therefore, if you're planning a summer vacation this year, it's probably a good idea to include purchasing travel insurance as part of your trip. It's also a good idea to carry proof of that travel insurance with you, along with the name and phone number of the insurance provider. You may also want to leave a copy of the details with a neighbour or close relative, just in case you lose your copy.

With travel insurance in place to cover any unforeseen illnesses, you'll be able to relax, rest easy and enjoy your summer getaway.

## Credit Unions Continue to Demonstrate Concern for Community

Like all co-operatives, credit unions are guided by the Seven International Co-operative Principles ([www.creditunion.mb.ca/about/index.htm](http://www.creditunion.mb.ca/about/index.htm)), the seventh of which is **Concern for Community**.

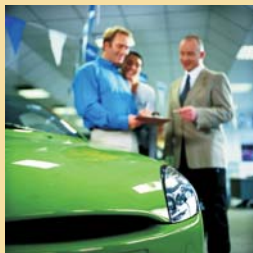
As financial institutions owned by their members, Manitoba Credit Unions exist to serve the people of this province and the communities they live in. Each year, the province's credit unions make enormous contributions to communities right across Manitoba in a variety of ways, and last year was certainly no different.

In 2010, the province's 41 credit unions along with Credit Union Central of Manitoba made more than \$2.6 million in donations to charitable organizations and community endeavors. Credit unions also contributed more than \$126,000 in scholarships, and the donations went beyond just the monetary variety; credit union system employees put in more than 13,000 hours of volunteer time to support community events and organizations that required manpower for specific projects.

The credit union system also contributes to the province by providing employment opportunities for Manitoban's. Last year, more than 3,000 Manitoban's held jobs at a credit union, and the total payroll of the system topped more than \$160 million. At the local level, Oak Bank Credit Union showed its concern for our community by giving back over \$25,000 to various organizations and events in the area.

# Decisions! Decisions!

Decisions!



**There's a loan for that!  
Turn those decisions  
into action.  
Visit your credit  
union branch today!**

## Remember to Pack Your Member Card



Your credit union member card is a terrific traveling companion. Because you can use your member card for Interac purchases throughout Canada and the United States and for cash withdrawals on the CIRRUS worldwide network you don't need to carry as much cash with you when you travel. However, keep in mind that whenever you travel it's a good idea not to keep your identification, Member card, credit cards, travelers' cheques, cash, and other important personal documentation in the same place. That way, if your luggage goes missing, or you lose your wallet or purse, you aren't left with nothing.

## Heading Out of Town? Be Careful What You Say Online



If you're leaving on a trip, police suggest being cautious about what you say online, especially in Facebook status updates and other social media sites.

The latest trend in online fraud involves fraudsters posing as lawyers and going after seniors, typically when that senior has a younger relative who has made their Facebook status "holidaying in Mexico" or something similar.

In the scam, the fraud artist contacts the senior and poses as a lawyer, saying the younger relative is in legal trouble and needs money, usually about \$4,000, police say to make bail.

The fraudster will claim that they are contacting the senior because the young person in trouble used their one phone call to contact the lawyer.

Police say the criminals troll social networking sites looking for indications people are out of the country. Once they know they are, they can be confident the senior they contact will have difficulty actually reaching the younger relative, therefore lending credibility to the fraud call.

Police suggest anyone contacted by someone claiming to be calling on behalf of a traveling relative should first inquire with other family members about that person's whereabouts. Police also say you should always be wary of wiring money to anyone you are unsure of.

For those who are traveling, it's best to avoid announcing it via social networking sites, and it's also helpful to leave family members with an itinerary and a full list of contact information.

## Springfield Chicken Daze

Over 6,000 people came to take part in the annual Springfield Chicken Daze extravaganza held June 3-5 in Oak Bank. It's estimated that over 1,000 children came through the Oak Bank Credit Union's Children's Tent where children got to take part in a petting zoo, face painting, tattooing, and balloons. The weekend's events kicked off with a parade through Oak Bank on Saturday June 4, where hundreds of residents sat along Main Street and watched as over 25 floats passed through town. "Organizers did a fantastic job coordinating this year's Children's Tent and it was incredible to see so many people make it out to this year's Chicken Daze" Expressed Marketing and Communications Coordinator Kurtis Brown. For those that missed it, mark your calendars, as planning has already begun for next year's event.



*Katie Dutkewich works her face painting magic as she crafts another fine work of art on one of the children.*

## 65<sup>th</sup> Annual General Meeting



The 65<sup>th</sup> Annual General Meeting of the Oak Bank Credit Union took place April 19. The meeting was attended by almost 70 members, who met to hear about the credit union 2010 financial results, election of directors, appointment of auditors, and the credit union's future plans. Afterwards, prizes that were from the businesses in the community were drawn and members enjoyed talking to the credit union's directors and staff, while getting to enjoy a luncheon. A big thank you to everyone who attended and to all those businesses who graciously donated prizes.

### Our Mission

"To make a positive difference in the lives of our members, neighbours, and employees by operating a financially solid, service-focused and principle-driven cooperative financial institution"



### Our Vision

"To be known as the leader in value, service, integrity, and dedication to the community"

David Hergesheimer - Chief Executive Officer  
Ida Wonnick - Bird's Hill Branch Manager  
James Wade - Credit Union Board President

**Oak Bank Branch**  
686 Main Street  
Oak Bank, MB R0E 1J0  
Ph: 444-7200  
Fax: 444-3513

**Bird's Hill Branch**  
3187 Bird's Hill Road  
East St. Paul, MB R2E 1G6  
Ph: 654-8100  
Fax: 663-7517

**Sabres Youth Credit Union**  
Operated by the students  
of Springfield Collegiate  
Oak Bank, MB

**Dugald Branch**  
27016 Dugald Road  
Dugald, MB  
R0E 0K0