

2025 Annual Report



*Federally
insured
by NCUA*

WESTconsin[®]
CREDIT UNION

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Community Impact Statement



Our Mission

To give members, communities, and one another the inspiration, resources, and support to achieve financial wellness.

Our Vision

To be our members' most trusted financial partner by making a lasting impact through community engagement and having valued employees that deliver exceptional experiences.



Our Purpose

Credit unions exist to help people, not make a profit. As a not-for-profit cooperative, we are owned and operated by and for our members. This allows *WESTconsin* to operate at a lower cost than other for-profit institutions, and in turn, offer various financial programs and services, including:

- ✓ Low cost, high-quality products and services to help members reach their financial goals
- ✓ Free adult financial education classes and programs
- ✓ Free youth financial education classes and programs
- ✓ Employee volunteerism benefiting community-driven causes and non-profit agencies

We are based in your community, owned by people like you. You can expect a high level of personal service and depend on *WESTconsin's* dedicated employees to help you reach your goals.



Office Locations

Altoona	Ellsworth	New Richmond
Amery	Hudson	Prescott
Baldwin	Menomonie-Downtown	Rice Lake
Barron	Menomonie-East	River Falls
Chippewa Falls	Menomonie-North	
Eau Claire		

ADMINISTRATIVE CENTER

3227 Schneider Avenue SE | Menomonie



School Offices

Amery High School
Menomonie High School
Baldwin-Woodville High School
New Richmond High School



WESTCONSIN CREDIT UNION'S
\$MARTCU

Employee Milestones



430

Total employees



71

New hires in 2025



8

Retirements

Employee Anniversaries

16

5 reached
years of service

12

10 reached
years of service

9

15 reached
years of service

5

20 reached
years of service

3

25 reached
years of service

4

30 reached
years of service

1

35 reached
years of service

1

40 reached
years of service

Strong Team, Strong Future

Our employee pride is company-wide!

94%

of employees are confident that WESTconsin has a bright future*

94%

of employees are proud to work at WESTconsin*

Awards

- ✓ Volume One-Best of the Chippewa Valley
 - 2nd Place-Best Bank/Credit Union
- ✓ Readers' Choice 2025-Best of the Baldwin-Woodville Area
 - Best Bank/Financial Institution
 - Best Loan Officer
 - Best Title Services-Top Three Finalist
- ✓ Readers' Choice 2025-Best of the Amery Area
 - Winner**
 - Best Bank/Financial Institution
 - Finalist**
 - Best Loan Officer
 - Best Mortgage Lender
 - Best Bank Teller

Leadership

Corporate Officers

Jim Wookey, Chief Executive Officer
Stephanie Rasmussen, Chief Experience Officer
Jerilyn Kinderman, Chief Financial Officer
Kevin Hall, Chief Information Officer
Scott Giltner, Chief Lending Officer
Russ Blasius, Chief Operations Officer
Niki Yarrington, Chief Talent Officer

Credit Committee

Scott Giltner, Chief Lending Officer
Russ Blasius, Chief Operations Officer
Jim Wynn, Vice President-Business Loans and Services
Stacie Breitung, Vice President-Business Credit Administration

Vice Presidents–Office Locations

Kyras Klika, Regional Retail Operations (East)
Tara Buechner, Regional Retail Operations (West)
Jason Klopp, Baldwin and Ellsworth
Erica Payne, Chippewa Valley
Tammy Jackson, Barron and Rice Lake
Maria Schmitt, Hudson
Whitney Anderson, Menomonie Offices
Marie Gremore, Amery and New Richmond
Brian Manion, Prescott and River Falls

Reflections of 2025

Message from the CEO & Board Chair | Jim Wookey, Gerald Wolf

2025 was a year of determination, advancement, and success. Founded in 1939 as Menomonie Farmers Credit Union, we began with a simple philosophy of “people helping people,” operating out of a cigar box on a front porch. Today, that philosophy remains at the heart of *WESTconsin*. Over eight decades later, we serve over 126,000 members across 15 office locations, with our reach extending to 17 counties in Wisconsin and 11 in Minnesota.

As we continue grow, we are committed to maintaining the small-town, personal touch that defines who we are. While 2025 presented economic challenges and moments of unpredictability for many, *WESTconsin* remained steadfast in its mission to inspire and empower our members, communities, and each other with the resources and support needed to achieve financial wellness. Whether you’re planning for the future or managing day-to-day expenses, our more than 430 dedicated employees are here to guide you on your financial journey with care, expertise, and kindness.

Despite economic uncertainty, *WESTconsin* Credit Union continued to flourish in 2025, including an increased loan demand and solid net income. Our credit union remains financially sound, allowing us to continue to provide the best financial services possible for our members. This year, we also updated our debit and credit cards to provide increased security and modern enhancements. We look forward to even more exciting improvements for our members in 2026!

Inspiring Better for our local communities is at our core, and we are proud of the impact we made in 2025. We made notable donations to the Friday Memorial Library in New Richmond to help fund their new building, the Barron Welcome Center, Stepping Stones, and many more. Additionally, we held our annual fundraising events like our World’s Finest® Chocolate Bar sales and Hearts of Hope in support of young patients of Children’s Miracle Network® Hospitals, as well as supported those in our local communities through our food drives and the Scrub-A-Dub personal hygiene drive. We also commemorated *The Mitten Tree*’s 15th anniversary in 2025, celebrating over \$45,000 raised and nearly 40,000 items collected since its introduction.

Looking back on 2025, we are filled with pride and unwavering hope for the future. Thank you for trusting *WESTconsin* Credit Union to be your partner in financial success. Here’s to continuing to Inspire Better together for years to come!



Jim Wookey
Chief Executive Officer



Gerald Wolf
Board Chairman

Message from the Audit Committee | Karen Flug, Sarah Noreen, and Dale Dahlke

The Audit Committee of *WESTconsin* Credit Union ensures the organization’s financial integrity and operational soundness by overseeing internal and external audits, regulatory compliance, and risk management processes. Comprising three Board-appointed members and supported by the Internal Audit Department, the Committee reviews and approves audit plans, monitors audit activities, evaluates external auditors, and collaborates with regulatory bodies. Regular Board updates and quarterly reviews reinforce effective risk management and alignment with organizational objectives.

In 2025, an external audit conducted by Wipfli, LLP confirmed *WESTconsin*’s compliance with financial standards, with no material misstatements identified. This evaluation, along with prior regulatory examinations, underscores the credit union’s strong financial health, sound practices, and robust internal controls. The Committee remains committed to safeguarding member assets, maintaining compliance, and ensuring ethical, transparent operations.

Annual Meeting Recap

85th Annual Membership Meeting
Tuesday, March 4, 2025, 6 p.m.
Microsoft Teams Virtual Event

Meeting Agenda:

- 1. Call to Order
- 2. Introduction
- 3. Minutes of Last Year’s Annual Meeting
- 4. Chairman’s Report
- 5. CEO’s Report
- 6. Audit Committee Report
- 7. Nominating Committee Report
- 8. Election Process
- 9. Old Business
- 10. New Business
- 11. Adjournment

Meeting Minutes

The 85th Annual Membership Meeting of WESTconsin Credit Union took place virtually via Microsoft Teams on March 4, 2025. Chairman Gerald Wolf called the meeting to order at 6:01 p.m., confirming a quorum was present. He introduced William Wallo, S.C., as Parliamentarian and welcomed the Board of Directors.

Secretary Colleen Mensing read the minutes from the previous year’s Annual Meeting. Chairman Wolf then presented the Chairman’s Report, summarizing WESTconsin Credit Unions activities over the past year. CEO Jim Wookey followed with a review of the 2024 Annual Report, highlighting the credit union’s financial performance. Treasurer Todd Leipnitz then delivered the Audit Committee Report, outlining the audits conducted throughout 2024. Nominating Committee Chairperson Sarah Noreen presented the Nominating Committee Report.

After the presentations, Chairman Wolf proposed the approval of the previous year’s meeting minutes, the Chairman’s Report, and the CEO’s Report, along with the acceptance of the Audit and Nominating Committee Reports. The motion passed unanimously, with no objections or further discussion.

Nominating Committee Chairperson Sarah Noreen then reviewed the Election by Acclamation process. With no additional candidates nominated to oppose incumbents Colleen Mensing and Karen Flug, both were re-elected by acclamation to serve another three-year term on the Board of Directors.

As no unfinished, old, or new business was raised, and no questions were presented, Chairman Wolf adjourned the meeting at 6:20 p.m.



Board of Directors		Term Ends
Gerald Wolf, <i>Chairperson</i>		2026
Karen Flug, <i>Vice Chairperson</i>		2028
Colleen Mensing, <i>Secretary</i>		2028
Todd Leipnitz, <i>Treasurer</i>		2026
Dale Dahlke		2026
Jesse Singerhouse		2027
Sarah Noreen		2027

2025 Metrics

12.91%

Capital
position

Over
\$464M

loans
originated

Over
126,000
members

Over
\$2.1B
total
assets

Statement of Financial Condition

As of December 31, 2025* and 2024

	2025		2024	
Assets				
Cash & Cash Equivalents	\$	145,021,609	\$	87,776,393
Investments		436,462,162		397,767,897
Other Assets		32,144,144		31,319,054
Loans (Net)		1,495,776,860		1,397,542,452
Property & Equipment (Net)		43,599,721		41,415,802
Total Assets	\$	2,153,004,496	\$	1,955,821,598
Liabilities and Members' Equity				
Other Liabilities	\$	18,569,894	\$	13,627,220
Members' Share Accounts		1,877,740,319		1,727,787,854
Members' Equity		256,694,283		214,406,524
Total Liabilities and Members' Equity	\$	2,153,004,496	\$	1,955,821,598

Statement of Income

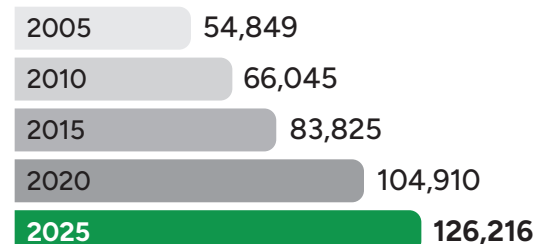
Years Ending December 31, 2025* and 2024

	2025		2024	
Interest Income				
Interests from Investments	\$	14,435,779	\$	10,430,002
Interest from Loans		90,886,757		79,296,290
Total Interest Income		105,322,536		89,726,292
Dividend & Interest Expense		(28,789,775)		(25,846,577)
Net Interest Income		76,532,761		63,879,715
Provision for Loan Losses		(5,938,306)		(5,071,487)
Net Interest Income after Provision for Loan Losses		70,594,455		58,808,228
Noninterest Income		24,961,665		23,100,226
Noninterest Expense		(72,568,358)		(68,955,529)
Net Income	\$	22,987,762	\$	12,952,925

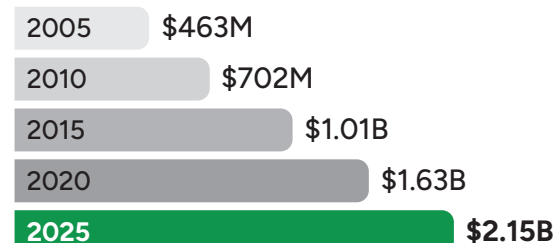
*Unaudited

Charting Our Progress

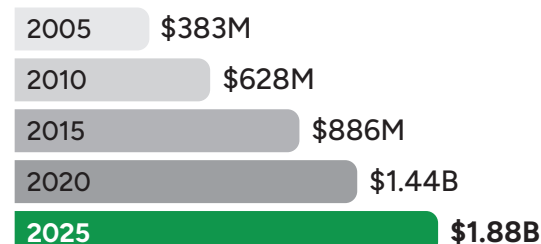
Total Members



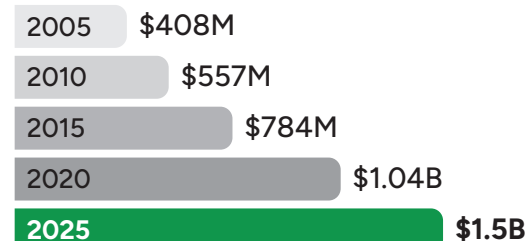
Total Assets



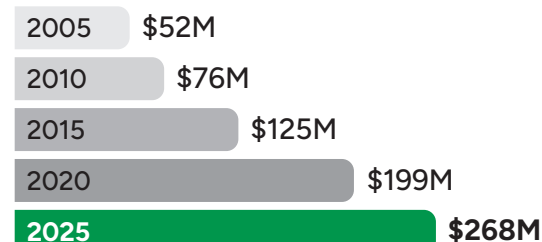
Deposits



Loans



Reserve





Our 2025 Community Impact

WESTconsin Credit Union is committed to making a lasting impact that extends far beyond financial services. As a not-for-profit financial cooperative, we are dedicated to supporting local initiatives to enrich the lives of the members and communities we serve. We proudly uphold our cooperative values and our mission to *Inspire Better* for all.

Volunteering Events



835

volunteer events

5,308

hours volunteered

Financial Education

80,467

students impacted

185

schools sponsored

894

teachers served



Fundraising & Community Impact



8,004

items donated

6,000+

chocolate bars sold

\$12,500+

donated to CMN hospitals

Environmental Conservation



\$6,800

donated from eStatements

20,590

pounds shredded

Fundraising Total



\$21,338

total raised for local charities



72

Families/individuals impacted

5

Communities

Throughout the summer of 2025, Fin Lee Fox spread smiles and kindness while stopping by grocery stores and farmer's markets in Chippewa Falls, Menomonie, New Richmond, Prescott, and Rice Lake. He surprised shoppers with gift cards to help cover a portion of their grocery bills. 72 individuals and families were positively impacted by this unexpected gesture of kindness. With this event, WESTconsin not only gives back to those in the local community but hopes to showcase that small acts of kindness have the power to create meaningful change and build stronger relationships.



313

Gift cards/individuals impacted

47

Small businesses supported



WESTconsin celebrated small businesses and their contributions to community by hosting a "Shop Small, Share Joy" Kindness Counts event. Each office surprised members with gift cards to locally owned businesses, turning ordinary moments into unexpected sparks of joy. Across our membership area, we handed out gift cards to 313 members and supported 47 small businesses. To maximize impact, this event took place the week leading up to Small Business Saturday in November. This event brought both the WESTconsin team and our members so much joy and gratitude!





Ca\$h Course

Ca\$h Course is a hands-on, real-world activity that guides students through a day in the life of an adult, challenging them to make everyday financial decisions based on their budgets and goals.

4

high schools

644

students impacted



The Mitten Tree

2025

Total Impact

\$3,627

raised

2,751

items collected

15 Year

Total Impact

\$45,882

raised since 2010

38,391

items collected since 2010



WESTCONSIN CREDIT UNION'S
\$SMARTCU

4

in-school offices

9

high school employees



Employee Achievements

109

classroom trainings completed

948.15

classroom training hours

7,647

online courses completed

12

Aspiring Leader Program graduates

72

promotions



\$367,000

scholarships awarded since 1995



2025 marked WESTconsin's first annual Community CARE Day. 365 employees exemplified their core values of Collaborative, Accountable, Respectful, and Excellence (CARE) by volunteering at a variety of local organizations. These activities ranged from coordinating activities in senior living facilities, cleaning and organizing at emergency shelters and cancer treatment centers to readying outdoor spaces for winter. As a result of the event, 38 community organizations received a helping hand across western Wisconsin and over 1,000 volunteer hours were contributed.



1

day

38

organizations
impacted

365

volunteers

1,092

volunteer
hours