



Shoreline News Anchor

Shoreline Credit Union • Manitowoc & Two Rivers, Wisconsin

Serving you even better in 2017.

By Sharon Tome, President & CEO



We had another great year at Shoreline Credit Union in 2016.

We celebrated our 75th anniversary and successfully upgraded our core system to offer our members the same caliber of services as larger institutions. Our new mobile banking platform has also proved to be a great addition to our digital capabilities. Plus we are introducing our new chip-enabled debit and credit cards for enhanced security and the ability to change your PIN number anytime.

We are also reaching out to help the “underbanked” in our community. Shoreline has implemented a community outreach program to assist potential new members build credit in a responsible way—by helping them borrow money at reasonable rates. Too often, people fall prey to unscrupulous lenders who lend money at exorbitant rates. Shoreline has implemented a new digital advertising campaign that focuses on people who may need our help to keep them from making bad borrowing decisions. We are excited to provide lending services and credit advice to assist people in our community.

We’ve placed qualified employees in the right seats on the Shoreline bus to serve you better. We have restructured our consumer lending and mortgage departments to help our members reach their financial goals even better. In 2016, we’ve hired an experienced mortgage lender as well as a consumer lender who is reaching out to the Hispanic community. We have also recently promoted a long-time lender into a mortgage role. Read the article in this issue of the Anchor about the positive changes to our lending and mortgage departments.

Shoreline is committed to improving our technology and service. Look for remote deposit capture later this year. You’ll be able to enjoy the convenience of depositing checks using your smart phone camera.

Remember that Shoreline is your hometown credit union. We are truly local and care deeply about the communities we live in. Look for Shoreline at community events in Manitowoc and Two Rivers this year. Join us for our Annual Meeting on April 19. Details are provided in this issue of the Shoreline Anchor. You are a member/owner and I encourage you to attend and find out what’s going on in your hometown credit union. Be sure to meet your Board of Directors and our wonderful staff—as well as an opportunity to socialize with your friends and neighbors.

Thank you for your patronage! On behalf of Shoreline’s Board of Directors and our employees — we wish you the best for 2017!

Sharon Tome

Be proud — you are part of the great credit union movement!

If you are reading this article today, you are part of a large movement — and you might not even know about it! As a member of our credit union, you have joined a movement that stands for lower fees, lower rates on loans and higher rates on deposits.

Over 2.9 million Wisconsinites are members of a credit union. You represent over \$25.6 billion in loans and \$27.9 billion in deposits. You help employ over 25,000 of your friends and neighbors and drive over \$1 billion in employee compensation in 2016.

Because of your continued support, credit unions have been able to save their members over \$136 million in 2016 — thanks to lower interest rates on loans (\$88 million), fewer and lower fees (\$16 million), and higher interest on savings (\$32 million) compared to our bank counterparts.

Credit unions continue to support Main Street – NOT Wall Street, with over \$3.2 billion in business loans to local businesses, such as restaurants, auto repair shops and manufacturers. Did you know that Shoreline’s average business loan is under \$100,000.

Every day, Shoreline and other credit unions strive to make a difference in our members’ lives. Whether it is helping first-time home buyers find their home or help consolidate debts incurred during the Great Recession, we pride ourselves on hearing and learning your story and not just treating you as a number.

Thank you for being a part of Shoreline and the credit union movement. If you believe Shoreline is a better option, take a moment to refer your friends and family. We look forward to serving our members, current and new, into 2017 and beyond.

Source: <http://www.theleague.coop/docs/default-source/programdev/wisconsin-credit-unions-scorecard.pdf?sfvrsn=6>

Positive changes in lending will help you better in 2017!

We have made positive changes in the lending department at Shoreline. We have recently restructured our consumer rate sheet to no longer reflect the vehicle’s model year. **What does this mean to you?** Shoreline only looks at LTV (loan-to-value) and credit score to determine your interest rate. At most other financial institutions, the model year is also considered — which means that newer vehicles get the best rate; older ones, not so much. So, if you’re frugal and own or want to buy an older vehicle, you are not going to be penalized at Shoreline when you apply for a loan.

Best of all, we have completely restructured our mortgage department. Instead of just offering balloon mortgages, we now offer a very competitive ARM (Adjustable Rate Mortgage) and offer our own 10-year fixed rate product with closing costs as low as \$500. In addition, we offer secondary market, fixed rate products as well as WHEDA loans for first time and veteran borrowers. Look for us to offer other government products in the near future — USDA and Federal VA loans.

We are please to announce the promotion of a long time consumer lender at Shoreline to Mortgage Loan Originator. You may know him as “Bob, The Awesome Loan Guy.” Bob will be in training in the coming months under the tutelage of Sal Piazza, who joined Shoreline in 2016 and has become our “Rock Star of Mortgages.” Sal will be moving to our Calumet branch in Manitowoc and Bob will remain at the Memorial Drive location in Two Rivers.



2848 Memorial Drive • Two Rivers, WI 54241



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ANNUAL MEETING SAVE THE DATE!

Wednesday, April 19, 2017 at 6 p.m.
Lighthouse Inn • 1515 Memorial Drive
Two Rivers, WI

Cash bar. Hors d'oeuvres will be served.
ENTER TO WIN COOL DOOR PRIZES!

**SHORELINE CREDIT UNION IS PROUD TO SUPPORT
EVEN MORE EXCITING COMMUNITY EVENTS!**

- Cool City Cruise and Car Show — June 23-24, 2017
- 3rd Annual Subfest — July 7-9, 2017
- Two Rivers Fish Derby — July 21-23, 2017
- Brew Dash — July 29, 2017
- Manitowoc Kiwanis Car Show — August 13, 2017
- Kites Over Lake Michigan — September 2-3, 2017
- Ethnic Fest — September 16, 2017
- Two Rivers Hometown Christmas Parade — November 25, 2017

HOPE TO SEE YOU THERE!



SEE SHORELINE ON TV!

**SEE OUR NEW TV COMMERCIALS ON
LOCAL CABLE STATIONS AND LISTEN
FOR US ON THE RADIO!**

1240 WOMT-AM, 92.1WLTU-FM,
98.1WLKN-FM, 102 WQTC-FM, 103.1 WOGB-FM