

The

# WINDOW

on finance for members of Marshfield Medical Center Credit Union

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## FRAUD AND SCAMS

*Older Americans Are Most Likely Targets*

**A**ccording to the Federal Bureau of Investigation, older Americans seem to be the target of fraud for several reasons:

\* Older Americans are likely to have a savings, own their home, and have excellent credit. These are all things a scammer will focus on. Senior citizens are likely to be in a better financial position to make larger purchases.

\* Baby boomers were generally raised to be polite and trusting. These are two very positive personality traits, except when dealing with a con artist. A con artist will exploit these traits knowing that these individuals are less likely to hang up the phone or will have a hard time saying "no".

\* Seniors are also less likely to report a fraud because they are unsure of where to report it, are ashamed of having been scammed, or are unaware that they have been scammed. In some cases an elderly victim may not report the crime because they are concerned about relatives coming to the conclusion that they are no longer able to care for their own financial affairs.

\* An elderly person who does report being scammed will often make a poor witness. A con artist knows the effects of age

on memory and they are counting on the fact that the elderly victim will be unable to provide enough detailed information to the investigators. Investigators generally want to know how many times you were called, what time of day, were you provided a call back number or address, was it always the same person, did you meet in person, and if so, what did the fraudster look like, was there a recognizable accent, where did you send the money, did you receive anything and how was it delivered, what promises were made and when, or did you keep any notes of your conversations? The realization that they have been victimized may take weeks or months after contact with the con artist. This extended time frame will test the memory of almost anyone.

\* Many of the items scammers are likely to be promoting are things that will appeal to an older person. These would include products that promise increased cognitive function, virility, physical conditioning, anti-cancer properties, and so on. Where new cures and vaccinations for old diseases have given every American hope for a long and fruitful life, it is not so unbelievable that someone would trust that the products could deliver on their promises.

## MMCCU OWNS SIX ATM'S

*None of the MMCCU ATMs Charge a Service Fee*

**M**arshfield Medical Center Credit Union owns 6 ATMs to serve your financial needs. All machines operated by MMCCU are cash dispensers only and do not accept deposits. In addition, MMCCU ATMs are surcharge free.

ATM Locations:

MMCCU Drive-Up area  
Marshfield Clinic-Weston Center  
Marshfield Clinic-Wausau Center  
Marshfield Clinic-East Wing Bldg  
Saint Joseph Hospital ER area  
UW Wood-County Campus



# CHARITABLE CONTRIBUTIONS

*What You Should Know To Protect Your Donations*

**W**hen you donate to a charity, you make an investment in the community, the nation, and the world. To be sure your donations are doing as much good as possible, be as cautious as you would when making other financial decisions. The following precautions are ways to ensure your donations benefit the people and organizations you want to help.

*Be especially wary of appeals to your patriotism, ones that tug at your heartstrings, or the ones involving current events.* The Department of Defense does not endorse any specific war related charity, but you can visit [www.army.mil/operations/oif/FAQ.html](http://www.army.mil/operations/oif/FAQ.html) to find out about military relief societies that provide assistance to US Service members and their families.

*Ask for written information about the charity, including name, address, and phone number.* A legitimate charity or fundraiser will give you information about their mission, how your donation will be used, and proof that your donation is tax deductible.

*Check out the charity's financial information.* For many organizations, this information can be found at [www.guidestar.org](http://www.guidestar.org) or by contacting

Guidestar  
4801 Courthouse St, Suite 220,  
Williamsburg, VA 23188  
1 757 229 4631

*Ask for identification.* Some charities use a professional fundraiser, who is in business to make money and

is entitled to keep a portion of the money collected. Ask the professional fundraiser what percentage will be kept. If you are uncomfortable with the amount, you may want to send the donation directly to the charity. Many states require for-profit fundraisers to identify themselves as such and to name the charity for which they are soliciting. If you do not wish to be contacted by a paid fundraiser, you may ask to be placed on the fundraiser's "do not call" list.

*Call the charity directly.* Find out if the organization is aware of the solicitation and has authorized the use of its name. If not, you may be dealing with a scam artist.

*Check with local recipients.* If giving to a local organization is important to you, make sure they will benefit from your generosity. If a charity tells you that your dollars will support a local organization such as the fire or police department, call the organization to verify the claim.

*Be aware of similar sounding names.* Some phony charities use names that closely resemble those of respected, legitimate organizations. If you notice a small difference in the name of the charity to which you intend to donate, call the organization you know to check it out.

*Know the difference between tax exempt, tax deductible, and tax ID number.* Tax exempt means the charity does not have to pay taxes. Tax deductible means you can deduct

your contribution on your federal income tax return. Even if an organization is tax exempt, your donation may not be tax deductible. If a tax deduction is important to you, ask for a receipt showing the amount of your contribution, stating that it is tax deductible. All legitimate organizations have a tax ID number.

*Be skeptical if someone thanks you for a pledge you don't remember making.* If you don't recall making a pledge or previous contribution, check your records. Be on the alert for invoices claiming you've made a pledge. Some unscrupulous solicitors use this approach to get your money.

*Refuse high pressure appeals.* Legitimate fundraisers will allow you time to think about a donation.

*Be wary of charities offering to send a delivery service to collect your donation.* A legitimate charity will not offer to pick up your donation.

*Consider costs of "free" goods.* When buying merchandise or tickets for a special event or when receiving free goods in exchange for giving, remember that these items do cost. They are generally paid for out of your contribution. Although this can be an effective fundraising tool, generally less money goes directly to the charity.

*Be wary of sweepstakes that guarantee winnings in exchange for a contribution.* By law, you never have to donate to be eligible to win.

*Avoid cash gifts.* For security and record keeping, pay with a check.

**Discounted tickets available.**  
**for**  
**NOAH'S ARK**  
**and**  
**GREAT AMERICA**

**See your Member Service Representative to buy your Tickets.**

**MMCCU PHONE DIRECTORY**  
**715-387-8686**

President	Carol Adler	116
Sr. V.P. Operations	Sue Fruehbrodt	115
V.P., Lending/ Mortgage Loans	Jerry Litwaitis	107
Operations Manager	Carol Rae Kulibert	114
Financial Services Officers	Charlotte Jonas	113
	Connie Kaiser	109
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*The Window* is a quarterly publication of Marshfield Medical Center Credit Union.

<b>BOARD OF DIRECTORS</b>	<b>MANAGEMENT</b>
John Dean, Chairperson	Carol Adler, President
Robert Peterson	Sue Fruehbrodt, Sr. V.P., Operations
Vice Chairperson	Jerry Litwaitis, V.P., Lending
Glen Goeltz, Secretary	Carol Rae Kulibert, Operations Manager
Len Reineke, Treasurer	
Julie Brussow	
Barb Johnson	
Mike Blackwood	
Carole Radeztsky	
Carl Ulrich, MD	

*Meccu*

Your savings federally insured to \$100,000

**NCUA**  
National Credit Union Administration,  
a U.S. Government Agency

# STUDENT LOANS AVAILABLE

*MMCCU Offers Tips To Help*

**A**pplying for financial aid can be a time consuming process. To make things easier you can now access the Free Application for Federal Student Aid (FAFSA) form online. You can also find it at [www.fafsa.ed.gov/](http://www.fafsa.ed.gov/) or at [www.finaid.org](http://www.finaid.org).

Once you have filled out and filed your FAFSA, you will receive a Student Aid Report (SAR), which lets you know how much you will be receiving in financial aid and loans. When you have received your SAR, bring it in to Marshfield Medical Center Credit Union and we'll help you finish the process.

Federal financial aid isn't the only

type of aid available. There is also state government aid. Qualifications for this type may be different, so check with your State Department of Education to learn more. To find out more about the State of Wisconsin government aid, go to the Higher Educational Aids Board site at [www.heab.state.wi.us](http://www.heab.state.wi.us).

Colleges and Universities will also have their own aid programs, which may include grants, scholarships, loans, etc. Financial aid may be based on need, academic performance, proposed field of study, special talents or abilities, or some combination of these factors.

Private aid is another option

available to students looking at attending a University. Grants, scholarships, and loans are available from a variety of places including religious organizations, employers, community organizations, and many others. There are many different criteria used to decide who is eligible for these opportunities. Be wary of any place that charges for computerized scholarship searches. These services generally are not worth the money. You can do your own search for free on the internet. You can check out questionable scholarship services at [www.ftc.gov/scholarshipcams.com](http://www.ftc.gov/scholarshipcams.com).

## PRIVACY AND IDENTIFYING OUR MEMBERS

*While Many MMCCU Staffers Know You, You May Be A New Face To Your Member Service Representative*

**W**e value your membership at Marshfield Medical Center Credit Union and thank you for allowing us to meet your financial needs. And while many MMCCU staff members may recognize you, there will likely be a few who have not yet gotten to know you. If someone serves you with whom you are not familiar, they may ask for your identification. We must be sure of your identity so that you will be the only person who has access to your account information and funds. The better we get to know you, the better we can serve your needs.

With this information, we continue to

safeguard your financial and personal information while protecting your accounts. With the ever increasing number of identity theft cases and fraud, it is imperative that we identify the person performing the transaction. Methods used to identify you may be for MMCCU staff to ask you for the security code that you have established with us or asking you to present to us a government issued photo ID. Unfortunately we are unable to utilize an employment badge as proper identification.

Marshfield Medical Center Credit Union is committed to keeping all information about you and your banking

relationship with us confidential. It is the responsibility of *all* MMCCU employees and Board members to maintain the confidentiality of all personal information to which they have access. As a condition of employment, MMCCU employees and Board members are required on an annual basis, to sign a declaration of secrecy binding them to this responsibility. Management keeps employees informed about policies and procedures for protecting personal information and continually reinforces the importance of complying with them.

## MMCCU ANNUAL MEETING HELD

*Incumbent Board Members Re-Elected*

**M**arshfield Medical Center Credit Union held its 43rd Annual Meeting March 17, 2008 at the Marshfield Eagle's Club.

Board Chairman John Dean called the meeting to order at 6 pm. Dean announced that 2007 was a good year for the credit union. The credit union added several new ATMs bringing the total number to six. The new machines are located at the University of Wisconsin Wood County Campus and the

Marshfield Clinic-Wausau Center.

President Carol Adler reported that 2007 was a *very* strong year, financially. She noted that while MMCCU saw a growth in assets of 5.66% representing \$1.9 million, other credit unions of similar size saw asset growth of under 3%. Adler also reported on current economic conditions, stating that even though the economy may be in crisis, historically we have overcome such events in the past and we will do so

again. Adler also reminded members that MMCCU has no direct exposure to sub-prime lending of any sort.

There were three Board of Director seats up for election. Board members Mike Blackwood, Robert Peterson, and Carole Radeztsky all sought re-election. There were no nominations from the floor, therefore each was re-elected to serve an additional three-year term.

The meeting was followed by door prizes and refreshments.

# EMAIL QUESTIONNAIRE SCAM

*Credit Union Members Targeted*

**A** *phishing* scam has affected Wisconsin credit unions recently. Members received an email questionnaire that prompted them to “take part in a quick and easy 5 question survey” and offered a credit of \$100 into the member’s account for responding. The members were asked to reveal personal information including account numbers and passwords after finishing the survey.

Another type of scam that has affected credit unions recently is an email containing a website link that is actually a link to a *spoofed* site. The email welcomes you to the Credit Union National Association Reward Survey. By filling out the information asked for in the link, you would receive a \$25 credit to your account. Entry is limited to one survey per household.

“Marshfield Medical Center Credit Union would never send an email asking its members for personal information,” stated Carol Adler, MMCCU President. This new spin on *phishing*, where con artists use mass messages like emails or advertisements to gain personal information or provide a *spoofed* link, has been particularly effective. Filling out a short questionnaire to get \$25 or even \$100 seems like an easy thing to do. “But, like the old adage says,” continued Adler, “if it sounds too good to be true, it usually is”.

If you think you have received this solicitation, please contact Carol at 715 387 8686 ext 116 or Sue at ext 115 as well as the Federal Trade Commission at 1 877 IDTHEFT (438 4338) or at [www.consumer.gov/idtheft](http://www.consumer.gov/idtheft).

## PROTECTING YOUR DEBIT CARD

*Helpful Hints Can Save You From Loss*

**Y**our debit/ATM card is one of the easiest ways to get cash, check balances, transfer funds or make purchases. Keeping your card safe is a priority. The following tips can help you safeguard your card and your money.

*Always store your card in a safe place.* Protect it just as you would protect your cash.

*Keep your Personal Identification Number (PIN) a secret.* ATM and debit card purchases can require the use of a PIN. Memorize your PIN, never write it on your card or store it with your card, and NEVER let anyone else enter your PIN for you. Also, do not disclose your PIN over the telephone.

*Make certain your internet shopping sites are secure.* Look for the secure transaction symbol when shopping online. The symbol should be on the browser window, not on the website itself. When finished with your transaction, be sure to log off the site.

*Protect your card's magnetic strip.* Do not expose your card's magnetic strip to magnetic objects. Also try to keep your card separate from other cards with magnetic strips.

*Report a lost or stolen card immediately.* Call your financial institution as soon as you realize your card has been lost or stolen. Notifying your financial institution as soon as possible can limit your potential liability for unauthorized transactions.

*Review your account statements regularly.* If you notice any errors, contact MMCCU.

*When using an ATM, observe your surroundings.* If anything appears suspicious, leave the area right away. If you drive to an ATM, park as close as possible to the terminal. Observe the entire area from the safety of your car before getting out. If an ATM is obstructed or poorly lit, go to another location.

*Minimize the amount of time spent conducting your transaction.* Have your card out and ready to use. Do not allow a stranger to assist you in making the transaction, even if you have trouble or your card gets stuck. When your transaction is complete, put your card, money, and receipt away, and leave the area immediately. Never count your money while at an ATM unless you are in your vehicle.

*Only enter your PIN once for a transaction.* If you are prompted to enter your PIN twice or if you notice any unusual messages on the screen, notify the ATM operator or your financial institution. If you do enter your PIN a second time because of a time out or if the transaction is cancelled, make note of the date, time, and location. Check your statement to be sure the transaction does not appear twice.

*Block the view of others when using an ATM.* Stand between the ATM and anyone waiting in line, shielding the keypad when entering your PIN and transaction amount.

*Look for possible fraudulent devices attached to an ATM.* If the ATM appears to have any attachments or alterations to the card slot or keypad, do not use the terminal.

**Marshfield Medical  
Center Credit Union**

302 West Upham

### HOURS

**Monday - Friday  
(Lobby & Drive-Up)**

**8:00 am - 5:30 pm**

**Saturday  
(Drive-Up Only)**

**8:00 am - 12:00 pm**

### PHONE NUMBERS

715-387-8686

800-818-5049

Fax 715-389-2753

MemberLink

387-8686

800-818-5049

MasterCard Credit Cards

Customer Service

800-820-8302

Visa Debit/CheckLink

Lost or Stolen Cards

800-554-8969

[www.mmccu.com](http://www.mmccu.com)

### E-MAIL

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