



SPRING 2019

**Main Office-West Allis**

10635 W. Greenfield Avenue  
West Allis, WI 53214

**Lobby Hours**

M-F: 8:30 am to 5:00 pm  
Sat: 9:00 am to Noon

**Drive-Thru Hours**

M-F: 8:00 am to 5:30 pm  
Sat: 9:00 am to Noon

**Public Service Building**

Restricted Access  
231 W. Michigan St, P258  
Milwaukee, WI 53203

**Lobby Hours**

M-F: 9:00 am to 3:00 pm

**Telephone Teller/24-hour**

800.436.3941 or  
414.988.6677

P: 414.988.6600

F: 414.988.6699

E: [service@empower-cu.org](mailto:service@empower-cu.org)

[www.empower-cu.org](http://www.empower-cu.org)

*Celebrating 105 Years of Commitment to Our Mission.*

*“Empower Credit Union is here to provide financial services and products that educate, prepare, and empower our members and the community we serve.”*

Cooperation is such a brilliant concept. The idea that people can work together, making small changes, and create a huge impact is so attractive to most of us. One hundred and five years ago, in 1914, a small group of executives who served the employees and retirees of Milwaukee Electric Railway & Light Company, later known as Wisconsin Electric Power Company, started a cooperative to promote thrift among its members and to encourage homeownership. Over the years the charter has been expanded, but still maintains the relationship with WEC Energy Group and its affiliates and subsidiaries.

In November of 1997, the board voted to change the institution to a credit union as “EMSBLA Credit Union”. The catalyst for this change was the savings and loan was still an uninsured institution, so the board decided that rather than obtaining an insured status as a savings and loan, the credit union charter was a better fit reflecting the mutual charter and volunteer board of directors. In October of 2007, the name of the credit union was changed to “Empower Credit Union.” In October of 2011 the credit union built its headquarters in West Allis, while still maintaining a branch in the We Energies headquarters in downtown Milwaukee.

Today, that credit union serves several thousands of members with financial products, services, and advice at every stage of their life.

Thank you for being a part of our history by joining this cooperative. It may have felt like a small thing when you opened that checking or savings account, but because of you, Empower Credit Union has been able to do great things for our membership and the community.

## Have you ever wondered how banks and credit unions differ?



### Credit Unions



### Banks

Not for profit.

For-profit corporations.

Credit unions have members not shareholders. Credit unions are accountable to members.

Banks have customers and shareholders. Banks are constantly cross-selling and targeting customers as numbers, not individuals.

Credit unions are local, community based financial institutions. Members support their local communities when they are part of a credit union.

Banks are big! The average size of a bank is double that of a credit union.

Credit unions are democratically governed and elections are based on a one-member, one-vote philosophy.

Banks are governed by paid shareholders. Voting rights depend on the number of shares owned.

Insured by NCUA up to \$250,000.

Insured by FDIC up to \$250,000.

Earnings are returned to members through services like free ATMs, better rates and lower fees.

Earnings go to outside bond and stockholders in the form of dividends.

As a cooperative we pay higher rates on your savings, you pay lower rates on loans, and get honest advice.

They must make money from their customers to please shareholders. Their interest lies on the bottom line.

### Holiday Hours

#### Good Friday

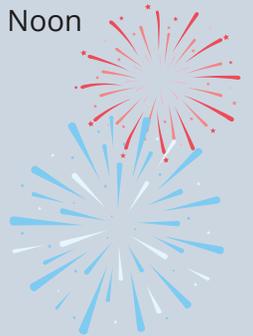
Friday, April 19 - CLOSED @ Noon

#### Memorial Day

Monday, May 27 - CLOSED

#### Independence Day

Thursday, July 4 - CLOSED



### Team Meetings

The second Wednesday of every month we will be opening at 9:00 AM so we can hold our monthly team meeting. These meetings help us keep our staff up-to-date on credit union related topics. We value your membership and apologize for any inconvenience this may cause you.



## The Future is Yours

➤ Picture it! ♥ Save for it! + Share it! ➤

### April is Credit Union Youth Month

Visit Empower Credit Union during the month of April to help us celebrate National Credit Union Youth Month™ and encourage your child to make their dreams come true by having them set clear goals and, very likely, save some money to make them happen. Credit unions can help their members on both counts.