



**WISCUB**  
Service Center

## **Our History is Your History**

**The unique relationship  
between a small town  
“Community Bank”  
and  
“Wisconsin Credit Unions”  
begins here...**

# WISCONSIN'S LARGEST CREDIT UNIONS

	Assets (\$ Millions)(1)	Loans (\$ Millions)	Members	Reserves to Assets Ratio(2)	Reser to R Ratio
Small-town bank center for credit union share drafts					
(West)	301.6	22.8	25,850	8.1%	14.1
(Fair)	24.8	20.2	25,366	4.7	14.5
(Berly)	37.2	28.7	13,532	3.7	9.7
(Madison) Faculty, Students	37.2	28.7			
Farmers (Menomonie)*	29.9	26.7	13,532	1.1	
es (La Crosse)	29.2	20.1	19,616	8.0	12.2
(Antigo)	24.2	16.9	15,864	9.9	18.8
Community (Superior)*	23.7	17.8	12,498	3.6	8.1
(er)	23.3	15.2	11,032	6.0	15.7
urance Employees (Wausau)	22.4	14.5	10,048	4.3	7.9
le (Oshkosh)	22.2	13.5	10,243	7.0	12.9
Co-op (Eau Claire)	21.4	15.3	16,025	5.6	12.2
Wausau) Consumers' Co-op	19.9	8.8	10,743	4.6	15.7
Wisconsin Rapids)*	18.6	11.8	11,539	6.2	11.4
Janesville)*	17.7	10.1	17,405	5.9	10.3
Municipal (Milwaukee) City, Cnty Empl	16.9	8.1	11,533	11.5	35.8
racine) School Teachers, Staff	16.8	12.2	11,344	3.9	7.6
is (Kenosha)	16.3	11.3	13,428	10.8	15.6
on)*	15.9	11.9	24,605	5.7	7.8
es (Appleton)*	14.9	7.6	11,481	4.7	9.3
l Employees (Madison)	14.6	10.2	17,887	3.6	5.1
errill)*	14.6	12.3	8,131	5.8	9.8
oyes (Cudahy)	14.4	10.8	12,698	8.8	13.8
y Employees (Milwaukee)	14.1	10.5	12,698	8.8	13.8
er Empl. (Milwa					
Higher Dividend for Wiscub 1982					
Limelight					
Share Draft Program Climbs to Top in Five Years					
Bank River Falls)*	12.8	9.3	4,024	23.1	44.1
(Kaukauna)*	12.6	7.4	6,770	4.3	7.7
Beloit Corp., Others	12.1	10.4	7,208	6.8	7.1
lander)*	12.1	7.7	7,992	7.4	13.1
ukee)	12.0	3.1	4,405	7.8	16.1
asha)*	12.0	7.7	6,266	4.9	9.3
aukee) Wis. Telephone Co.	11.4	8.8	6,698	8.3	11.1
ers Empl. (West Allis)	11.2	8.8	9,547	6.3	8.1
eenah)*	11.0	5.4	5,062	5.6	15.1
eenah)*	10.7	6.6	7,655	4.7	7.1
Community (La Crosse)	10.5	3.5	5,386	4.0	12.1
Engineering (Green Bay)	9.9	6.8	3,969	9.7	17.1
waukee)	9.9	6.8	3,969	9.7	17.1
op (Westby)	9.1	6.0	5,219	4.9	7.1
Share Draft Program Climbs to Top in Five Years					
Health (Sun Prairie)*	8.8	6.4	6,612	5.3	7.1
Community (Manitowoc)*	8.2	4.4	4,677	6.7	20.1
orkers (Milwaukee) Miller, Schlitz	8.2	5.0	7,301	9.8	29.1
aukee) Wis. Cde Co.	8.1	5.5	3,473	6.9	19.1
e (Fond du Lac)	7.8	5.6	6,475	11.4	15.1
Community Co-op (Medford)	7.7	5.9	4,444	12.3	15.1
lco (Madison) Wis. Telephone Co.	7.6	5.9	4,386	7.4	9.1
r (Marshfield)	7.5	4.1	4,389	4.8	9.1
Watosa) Briggs & Stratton	7.4	5.6	8,148	8.2	10.1
ilwaukee)	7.2	5.5	4,771	11.2	14.1
Totals:	\$1,080.3	\$538.3	513,135		

# Our History is Your History

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## In the 1970's...

- Deregulation of the financial industry was just beginning.
- Credit unions desiring to clear share drafts were denied access through the Federal Reserve check clearing system and could not clear share drafts on their own routing and transit number (R&T).
- Credit unions needed a “payable through bank” in order to process share drafts through a bank’s R&T.

## In 1974...

- WISCUB Inc., (Wisconsin Credit Union Bank), a credit union owned holding company, was organized by the Wisconsin Credit Union League for the sole purpose of acquiring a bank to provide a share draft clearing program.
- \$1 million of capital was invested by approximately 135 Wisconsin credit unions.

## In 1978...

- Cleveland State Bank, a small community bank located on the shore of Lake Michigan in Cleveland, Wisconsin, was purchased.
- Cleveland State Bank’s “backroom operation” for share draft processing began and was referred to as the Share Draft Department.
- The Share Draft Department pioneered an innovative share draft clearing program for Wisconsin credit unions.
- Cleveland State Bank continued to operate as a community bank.

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### **In the 1980's...**

- The Share Draft Department was still providing services for over 150 Wisconsin credit unions, handling and truncating over 1.2 million paper share drafts per month.
- Legislation was signed authorizing share drafts to clear on the credit union's own R&T.
- As a result, credit unions were offered the option to clear share drafts through CSB using their own R&T.

### **In 2007...**

- The Share Draft Department became known as WISCUB Service Center to better reflect its history.

### **In 2009...**

- WISCUB Service Center evolved from a paper environment to an electronic environment.

### **Today**

- Credit unions continue to own nearly 100% of Cleveland State Bank shares through the holding company WISCUB, Inc. and benefit from the annual dividend check.
- WISCUB Service Center continues to perform as a modern-day operation of Cleveland State Bank offering competitive products and superior service to credit unions.

# Product/Service Information

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## **Check/Item Processing**

Provider of credit union share draft clearing services

### **Official Checks**

For cost savings and convenience, clear official checks through the share draft program

## **In-House RDC**

Scan outgoing cash letters and create a digital deposit

### **RDC Plus**

Member mobile deposit file capabilities

Business members remote digital deposit

### **WebView**

Online viewing of members' check images for seven years

### **WebView Plus**

Members view their check images via credit union's online banking

## **Investment Opportunities**

Certificate of Deposit (CD), Money Market, and FDIC insured Money Market Advantage

## **eStatements**

Easy access to electronic statements

## **Automatic Clearing House (ACH)**

Application to originate, receive, validate and approve ACH

# Affirmations

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WISCUB, Inc. is an outstanding outcome of the cooperative model that credit unions are founded by.

The exertion and diversity that came with credit unions buying a bank for the good of the credit unions is nothing short of amazing.

The values of WISCUB Service Center/Cleveland State Bank align with the commitment credit unions have to their communities.

WISCUB, Inc. remains confident WISCUB Service Center is a valuable option for credit unions.

WISCUB Service Center is non-conflicting with credit unions tax-exempt status.

## The Dividend

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Nearly 100% of Cleveland State Bank shares are owned by WISCUB, Inc.

Over half of Wisconsin credit unions own shares of WISCUB, Inc.

WISCUB, Inc. provides high dividend annual returns for their shareholders.

The dividend is attributed to the success of Cleveland State Bank, WISCUB Service Center, and credit unions who utilize WISCUB Service Center.



*“Better Service is Always a Better Value”*

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