



A Vision for Long-Term Sustainability and Growth

Converting to a State Charter and Expanding Our Field of Membership

I hope this message finds you well. As a proud member-owned institution, we have always prioritized your financial well-being and the prosperity of our community. In a time where many credit unions are facing increased pressure associated with the rising cost of technology, regulatory burdens, and the desire to continue to offer competitive products and services, it is crucial that we remain forward-thinking and focused on long-term sustainability.

Our Board of Directors and Leadership Team continue to seek ways to provide the best products, services, and technology while remaining a strong independent small credit union deeply rooted in our communities.

Over the past decade, credit unions have experienced an alarming number of mergers in the United States, the Upper Peninsula is not immune to that. When I first entered the industry, it seemed like every organization, city, or small town had a credit union serving their unique niche of member owners. Today, the number of credit unions has declined to only 21 in the Upper Peninsula. This alarming trend has prompted Limestone FCU's Board of Directors and Executive Team to review all available options to ensure the long-term sustainability of our credit union.

After thoughtful consideration, we are committed to remaining independent. However, to do so, we believe we must act upon opportunities that will allow us to grow, achieve economies of scale, and adapt to a changing financial landscape. To this end, we are exploring the possibility of converting to a state charter and expanding our field of membership.

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Why Convert to a State Charter?

The financial industry is evolving rapidly, and credit unions must adapt to ensure long-term viability. By converting to a state charter, we can better align our operations with the needs of our members and community. A state charter offers several advantages not available under our federal charter, including:

- ✓ Expansion of our field of membership: This allows us to remove geographic barriers and serve a broader community.
- ✓ Governance flexibility: We can respond to changes in our local markets more quickly and effectively.
- ✓ Opportunities to invest in Credit Union Service Organizations (CUSOs): These investments can help us diversify and enhance our service offerings, benefiting you as members.

Why Expand Our Field of Membership?

Expanding our field of membership enables us to welcome more individuals and businesses into our credit union family. This change will allow us to continue to grow, removing restrictions for those who share our values and want to join us. As an example, our partnership with Lake Superior State University offers a perfect illustration of the benefits of expansion. By expanding our field of membership in 2022, we are now able to serve the next generation of credit union members, continue our commitment to financial literacy, and expand our talent pool for future positions within the credit union. A larger membership base will provide the resources needed to improve our products, services, and member benefits.

Strengthening Our Commitment to the Community

Our credit union was built on the principle of "people helping people," and that remains central to everything we do. Converting to a State Charter and expanding our field of membership will enable us to make an even greater impact on the communities we serve. Whether it's supporting local businesses, offering financial literacy programs, or investing in community development, these changes will allow us to amplify our positive influence and enhance the value we provide to both current and future members.

Next Step

You will soon receive a notice in the mail regarding a special member meeting, along with a ballot to cast your vote on this significant decision. Your participation is vital to the process, and we encourage you to attend the meeting, share any questions, and submit your vote. We welcome your feedback and are available to assist with any inquiries you may have.

Know that our goal is to stay independent. By converting to a state charter and expanding our membership, we can strengthen our financial foundation, ensuring long term sustainability and independence. This approach allows us to continue providing the personalized attention and care you've come to expect from us.

Thank you for being an integral part of our credit union. We are excited about the possibilities ahead and are confident that these changes will secure our future as a strong, independent institution for many years to come.

Sincerely,



Jennifer C. Watson, CEO

Important Dates

November 12, 2024

Ballots will be mailed to all members on this date. We encourage you to return your ballot via US Mail or attend the membership meeting.

November 25, 2024 | 3:30 PM

The member meeting will be held on this date in our Main Branch Lobby in Manistique.

January 1, 2025

If results of the member vote are affirmative, the proposal will pass we will open on January 1 as Limestone Financial Credit Union.



Discover the Difference at Limestone FCU

- Call Limestone at 906-341-5866
- Text Limestone at 906-341-5866
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