

Your Money is Safe Here ...

These are challenging times. Every day news reports spread misinformation and fear about our nation's economy. And in challenging times, consumers need to stick with the tried and true including the financial institution's that have served them well.



Community banks are strong, safe, secure and stable. Ladysmith Federal is included in this group. We are focused on doing what is best for our customers. Your money is FDIC insured ... no one has ever lost a penny of deposits insured by the FDIC. If you are concerned about the safety of your money, we invite you to come talk to us to get the facts!

How Can You Improve Your Credit Score?

Your credit score is a number that represents your calculated measure of credit risk. Basically, it determines if you are financially responsible. Having a healthy credit score may determine if you qualify for a mortgage or consumer loan and for what rate you are eligible. Here's a few tips on how you can keep your credit score in tip-top shape.

- Review your credit report annually for errors - this also helps you know if you've been a victim of identity theft.
- Pay your bills on time.
- Don't open any credit lines you probably won't use. For example, opening a store credit card just for the initial 10 percent discount.
- Contrary to what you may have heard, don't close out old, paid off accounts. It may shorten your credit report and make you seem less credit-worthy.
- Having a few credit cards, using them responsibly, and making your payments on time helps your credit score. It is even better to pay your credit cards off completely every month.

Did You Know?

Your credit score can rank anywhere from 300 to 900, depending on which credit bureau is being used. The three that LFSL uses are Trans Union, Equifax & Experian. Obtain your free credit report at annualcreditreport.com.
NOTE: You do have to pay to obtain your numeric score.

Tips to Increase FDIC Insurance Coverage ...

We want you to take full advantage of the Federal Deposit Insurance Corporation's insurance coverage. Here's how you can expand your coverage beyond the standard \$100,000 ...

A husband and wife both have separate bank accounts in each of their names (each account is covered for \$100,000 or \$200,000 total).

The couple also has a joint account which is covered up to \$200,000.

The husband and wife each have separate IRAs for \$250,000 each.

Payable on Death (POD) accounts also allow expansion beyond \$100,000. For example, all of the following accounts could be insured for one couple at LFSL:
John Doe POD to Jane Doe: \$100,000
Jane Doe POD to John Doe: \$100,000
John & Jane POD to Baby Doe 1, Baby Doe 2, Baby Doe 3: \$600,000
John & Jane, POD to Grandchild Doe 1, Grandchild Doe 2 & Grandchild Doe 3: \$600,000

If you have any further questions on FDIC insurance, please let us know!



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SWIPE & SIGN when using your Debit Card ... The safe and secure way to use your debit card when shopping is to choose the credit option and sign for your purchase. Even by choosing **credit**, the money is still coming directly from your checking account. Just remember swipe it and sign it.

Shop Smart this Holiday Season ...

The holiday sales have already started! We hope you've planned well and have been setting funds aside in your LFSL Christmas Club. **For those of you that have a Christmas Club, watch for your checks to arrive shortly after October 17th. Your new Christmas Club rate will arrive with your check.**



Before you start shopping consider creating a budget to help you save some money. Your budget plan can be as simple as following these tips:

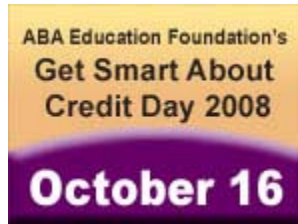
- Write down the amount you want to spend in each category of holiday expenses. Gifts are only one category - don't forget travel costs, postage & shipping, decorating, greeting cards, entertainment, food & photos.
- Write down the people you want to shop for under the gift category, then divide your budget accordingly.
- Write down gift ideas you have for each person on your list. Then research products and comparison shop online before heading to the store. Don't forget to include shipping costs if you buy online.
- Add the categories for your total expenses and be sure to stick to your budget when you're out shopping for the gifts.

Welcome Aboard ...

We are excited to welcome a few new members to our staff. Please join us in welcoming **Charlie Pobanz** and **Joan Moser** to our frontline staff. Charlie joined the LFSL family in June and Joan began her job as a part-time teller in September.

We also want to welcome **Leanne Burch** who came to LFSL in September as our new loan processor and receptionist.

Next time you are in be sure to introduce yourself to them and say hi.



Each year Ladysmith Federal is out in our community teaching our youth about a variety of banking and financial topics. We will again take part in Get Smart About Credit Day and will be out in our local schools teaching students how to use credit wisely.

Want to Learn More?

Is your organization or group looking to learn more about the world of banking and finances? If so, please call Sara at 532-3389. We can come talk about a variety of financial topics including: *How to Protect Yourself From Identity Theft*, *How to be a Smart Consumer* and *The Basics of Bank Services*.

A Message from Our President ...



Dear Members,

My message to you this newsletter is simple. I want to encourage you to practice smart saving and spending habits which will help you establish good credit and serve as the foundation for a more secure financial future. Good credit is essential to qualify for a mortgage to buy your first home, to obtain financing to help pay for large purchases or to finance the purchase of a car.

Having credit can help you achieve your financial goals and a good credit history is key to any financial plan. Establishing good credit involves demonstrating stability: staying on a job for a while, living at the same address, having your name on utility bills and paying them and all of your bills on time. These are things lenders look at when making a loan decision.

A great resource to help you get started on the road to establishing good credit is to develop a relationship with your bank. Our staff is dedicated to help you make good financial decisions for you and your family. I encourage you to ask questions. Our common sense staff will be happy to help you.

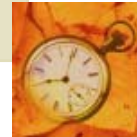
I also want to wish you and your family a Happy Thanksgiving. Enjoy the beautiful colors that the fall season brings to us here in Rusk County. Good luck and safe hunting to all of those hunters too.



Tom Hegeholt
President/CEO

**Don't Forget to Set
Your Clocks Back ...**

Daylight Savings time ends on
November 2nd!



Hours

Lobby

Monday-Thursday 9 a.m. to 4:30 p.m.

Friday 9 a.m. to 5 p.m.

Drive Up

Monday-Thursday 8:30 a.m. to 4:30 p.m.

Friday 8:30 a.m. to 5 p.m.

Saturday 8:30 a.m. to noon

Closed Tuesday, November 11 for Veterans Day;
and Thursday November 27 for Thanksgiving

