



Ladysmith Federal Savings and Loan

the Insider

119 W 4th Street N Ladysmith, WI 54848 715.532.3389 Spring 2010

Finally, A Savings Account Just For Kids! ...

Ladysmith Federal Junior Savers Club



Who can join?

Anyone 16 years and younger.

Benefits of joining!

Free Junior Savers Club Deposit Bag -
Your very own bank deposit bag to bring in your money.

Savers Card - Prizes for Saving!
For every card filled, you will receive a gift certificate for one of our local businesses!

Earn a higher rate than with just a regular savings account. *Our current rate is 1.0% Annual Percentage Yield.

Special Junior Savers Club "Deposit Days"!

Watch your deposit being made to your account - kids are welcome to come back and see how the coin machine works!



Special Junior Savers Deposit Days:

Monday, April 5th

Treats will be served in the lobby & receive 5 punches on your savers card!

Tuesday, April 27th

Receive 5 punches on your card plus an extra 5 if you bring in a friend to open an account!



Teach Children to Save Day is a national campaign that raises awareness about the important role that banks and bankers play in helping young people develop lifelong savings habits. Each year, Ladysmith Federal is proud to be a leader in our community spending time in our local schools promoting financial literacy. Again, this year we will take part in Teach Children To Save Day. **Watch for some of our staff members at our local schools the week of April 26th to celebrate Teach Children to Save Day on April 27th!**

Mix Up Your Logins and Passwords!

Far too many people re-use the same logins for more than one internet site. We just want to remind you that it is unsafe to do so.

Recent statistics show that 73 percent of online users were using the Password for their online bank sites to access at least one other website. Sixty-five percent compounded this risky behavior by using the same Access ID, while nearly half were using both the same Access ID and Password.

Please remember to use a different Access ID and Password when accessing your Ladysmith Federal accounts than for other website accounts you are logging in to.



www.ladysmithfederal.com

Refer A Friend and Get \$5 Free Money ... You are our best advertisers! If you are happy with the service you receive here, please refer a friend or family member to us. We'll give you **\$5.00 for every new customer** you refer to us. You are the reason for our business and we are glad you've placed confidence in us to handle your banking needs.

Traditional or Roth ... Which One Should I Choose? ...

When deciding whether to save for retirement using a traditional or Roth IRA, many people wrestle with the question, "When I retire, will my tax rate be higher or lower than it is today?"



This is a crucial distinction because with a Roth your contributions are taxed today, while withdrawals, including investment earnings, are tax-free at retirement. Conversely, contributing to a traditional IRA lowers your current taxable income; then, in exchange for that present-day favorable tax treatment, you later pay taxes on your balance when it's withdrawn at retirement.

So, how do choose? Despite their immediate tax burden, Roth IRAs have a couple of longer-term advantages for many:

- The younger you are when you start saving in a Roth, the longer your money will compound, tax-free.
- Unlike traditional IRAs, Roth's have no mandatory minimum annual withdrawals beginning at age 70 1/2, so your account can continue to grow tax-free during your lifetime.
- Heirs who inherit a Roth IRA do not pay income tax on withdrawals as they do with an inherited traditional IRA.

Our best advice to you when contemplating Roth or Traditional IRA is to consult with a tax professional. They will help you weigh your options. Once you make the decision, we will be happy to open one for you. We offer both the Traditional and the Roth and invest your funds into a CD. For more details stop by and see Leanne, Sara or Deb today.



Are You This Magic Age? ...

If you are 55, you are eligible for our FREE interest bearing checking account! As long as you keep a balance of \$250, you will earn interest - no penalties or fees if you fall below. Free debit card, online banking with bill pay and your first order of checks is also free.

A Message from Our President ...



I want to take this opportunity to tell you how excited I am about my new position here at Ladysmith Federal. Being here for the past 7 years, I have learned what a great place Ladysmith Federal is to work.

It is the combination of enthusiastic employees and superb customers that make coming to Ladysmith Federal each day a complete joy.

As I begin my new journey here as President and CEO, I promise that you will see exciting changes that will be a benefit to you, our customer. One thing I promise you that will not change is our commitment to providing you with the friendly and quality service you deserve.

My goal is for Ladysmith Federal to have a positive impact on this great community. We have been here for the past 76 years, and will continue to be a small community-focused bank. Our customers are the reason we are here and we will do everything we can to make every experience you have with Ladysmith Federal a positive one.

My door is always open, so please stop by - I look forward to meeting with you!

Scott Von Haden
President/CEO

Welcome Peggy! ...

Ladysmith Federal is pleased to announce that Peggy Kuehne has joined our staff as a Customer Service Administrator. She will be our primary new accounts person and will also handle loan processing duties.

Peggy brings with her 20 years experience in banking.

Please join us in welcoming Peggy to LFSL!



Celebrating Community Banking Month ...

April is national Community Banking Month & LFSL is taking part in a BIG way! Watch for us out in the community when we complete our **Random Act of Kindness Event!** We will also celebrate by building a **Care Chain Around our Office!** You will have the opportunity to help us build a paper chain around our office by purchasing a link of the chain for \$1.00. All funds raised will be donated to some of our favorite local charities!

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 at noon on Friday, April 2nd - Good Friday
Closed Monday, May 31st for Memorial Day