

PEAK PERSPECTIVE

Ladysmith & District
Credit Union™
service since 1944

January 2017

“Our Community” View.



Save the Date.
**72nd ANNUAL
GENERAL MEETING**

Tuesday, May 9, 2017

Eagles Hall, 29 French St.,



“Come on in.”

Ladysmith & District Credit Union's new branch is now open. As the first tenant to sign a lease with Coast Salish Development at its Oyster Bay project this new 1200 square foot branch represents LDCU's vision for the future. “I am thrilled to be here,” said LDCU Director, Brian Childs. “We have been in this community for over 72 years... this is a stake in the community and we're going to be here for a long time.”

The Oyster Bay Development site, which is on Stz'uminus First Nation lands is the first development undertaken by the Stz'uminus since their historic signing into the First Nation's Land Management Framework (FNLN). “Today is an opportunity to bring

partners together.” Stz'uminus Chief John Elliott said at the ground breaking ceremony June 24, 2015

“It just makes sense,” said LDCU CEO John de Leeuw. “All credit unions have First Nations communities in their regions. We need to service and help them attain their dreams and their goals, just like we do with all of our members.”

While looking over the finishing touches before opening, John commented, “This new branch not only represents a major investment, it is the culmination of a lot of hard work by many people. But it's not all about money, it's about growing as a community and region. That's why we're here.” ♦

DIRECTOR NOMINATIONS

All candidates seeking election to the Board of Directors must complete and submit a nominations package to the Nominations Committee by the nomination deadline of February 20, 2017. Packages can be picked up at the Credit Union or downloaded from our website at www.ldcu.ca.

continued page 2



**CHAMPION
OF CHOICES**

LDCU brings Champion of Choices, a nonprofit organization that focuses on anti-bullying efforts, to Ladysmith to inspire our students. Story on page 2.

Credit Union members who are eligible to stand for election to the Board of Directors must qualify pursuant to the Company Act, Financial Institutions Act, and the Credit Union Incorporation Act. In addition, they must be a member in good standing for a period of 12 consecutive months, be a minimum of 19 years of age, and qualify subject to the Rules of LDCU.

In addition, each member in good standing of LDCU who is 19 years of age or older, is entitled to sponsor the nomination of one candidate. According to our Credit Union Rules, a member in good standing is a member, who at the date on which good standing is determined:

- has purchased, paid for, and holds, the number of Membership Equity Shares required by the Rules;
- has been a member of the Credit Union for at least ninety (90) days;
- is not more than ninety (90) days delinquent in any obligation to the Credit Union; and
- has paid an annual membership fee as determined from time to time by the Directors, (if required).

Please note:

- Where each member in joint tenancy individually holds sufficient Membership Equity Shares to meet membership requirements, (\$25 per separate member), both may nominate a candidate.
- A member that is a legal entity and not an individual, (i.e. limited company, registered society, or other legal entity), may authorize in writing, one person, on its behalf, to exercise its right to nominate a candidate.



LDCU Board Chair, Brian Childs, congratulates CEO John de Leeuw on 20 years of service

FORMER WWE CHAMPION INSPIRES LSS STUDENTS



Follow

Amazing day at Ladysmith Secondary School. Thank you to John De Leeuw and Ladysmith & District Credit Union! It was great meeting students!



RETWEETS
4

LIKES
12



Former professional wrestler Marc Mero, who has been a WCW and WWE champion had a powerful message for our LSS students, be "kinder to each other" and "stop with the name-calling and hurting other people."

During his almost two hour long presentation, Mero elaborated to students on the destructive path he took in life and the love and loss of his mother that left many students highly emotional and in tears. Although his descriptions were harrowing and controversial at times, there was an overall lesson he imparted from his experience. "I learned how precious this gift of life is, and how quickly it could be quickly taken away," Mero said. "I'm not worried about tomorrow. It's not what's in your pocket that matters; it's what in your heart that truly matters."

He then had a pointed message aimed at everyone in the audience. According to Mero, the pursuit of fame and fortune happened at the expense of destroying his personal life.

"If you have a mother or a father, tell them how much you love them," Mero said. "See, my whole life was about being rich and famous, that's all I cared about. I had to win the race at the expense of my marriage, my family, [and] my friends. That's not how it was intended to be."

To find out more about this inspirational speaker, checkout the many Youtube videos or visit the Champion of Choices website, www.thinkpoz.org.

Ladysmith Celeb



Smith Days oration



New digital banking tool
makes changing financial
institutions fast and simple.

◀ ClickSWITCH ▶

Ladysmith & District Credit union has signed an exclusive agreement with ClickSWITCH that gives our members the ability to move their recurring payments and deposits from one financial institution to another with just a few clicks of a button.

Integrated into the MemberDirect® Services and PaymentStream™ Direct platforms, ClickSWITCH automates and streamlines the switching process, making it easy for new and existing account holders to consolidate their banking products and services with one financial institution.

"It's a major hassle for consumers to move their pre-authorized credits and debits. The integration of ClickSWITCH into our online banking platform makes the experience painless," said John de Leeuw, CEO, LDCU.

"We chose to partner with ClickSWITCH because they understood the importance of a seamless user experience... I'm thrilled that Ladysmith & District Credit Union clients now have access to our fast and easy switch solution, which will provide great benefits to all our members." ♦

Are Automatic Payments
Pulling From Old Accounts?



Consolidate to One
Account Today!

Ask us about ◀ ClickSWITCH ▶ to get started.



*LCU Insurance representative
Nancy Hunter presents a cheque to
Haven Society*



*Nancy Hunter presents a cheque to
Little Rascals Pet Care*

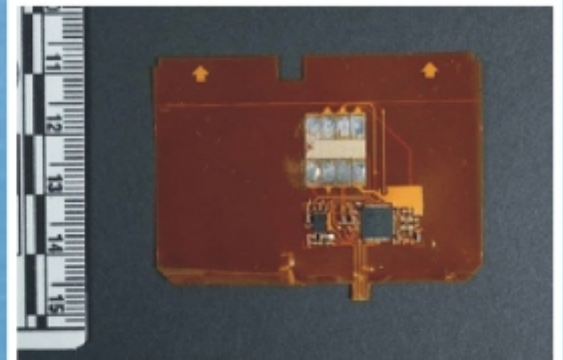


*John de Leeuw presents a cheque for
\$1,600 to Ladysmith Little Theatre*



'Shimmers' are the newest tool for stealing credit card info

by Karin Larsen, CBC News, January 26, 2017



The shimmers retrieved from a Coquitlam retailer even had handy arrows to help a fraudster install them correctly. (Coquitlam RCMP)

Consumers and retailers be on guard: there's a new and more devious way for fraudsters to steal your credit and debit card information.

"Shimmers" are the newest form of credit card skimmers, only smaller, more powerful and practically impossible to detect. And they're popping up all over the place", says RCMP Cpl. Michael McLaughlin.

Unlike skimmers, a shimmer fits inside a card reader and can be installed quickly and unobtrusively by a criminal who slides it into the machine while pretending to make a purchase or withdrawal. Once installed, the microchips on the shimmer record information from chip cards, including the PIN. That information is later extracted when the criminal inserts a special card — also during a purchase or cash withdrawal — which downloads the data. The information is then used to make fake cards.

Fraud clue: sticky card

"You can't see a shimmer from the outside like the old skimmer version," said Const. Alex Bojic of the Coquitlam RCMP economic crime unit. "Businesses and consumers should immediately report anything abnormal about the way their card is acting ... **especially if the card is sticking inside the machine.**"

"We want to get the word out," said McLaughlin. "Businesses really need to be checking for these kinds of devices and consumers need to be aware of them."

Bojic said using the tap function of a chip card is one way to avoid being 'shimmered.' "It's actually very secure. Each tap transfers very limited banking information, which can't be used to clone your card." ♦



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Exclusively from:

www.lcuinsurance.ca

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