



# Choice News

FIRST CHOICE CREDIT UNION'S QUARTERLY NEWSLETTER



WWW.FIRSTCHOICECREDITUNION.COM • FIND US ON FACEBOOK 

JUNE 30, 2026

## BRIGHT BEGINNINGS:

Hey Kids! Now that school is out and summer is here, it is the perfect time to bring in your report cards and get rewarded for all the hard work you did last semester. First Choice Credit Union will pay you \$0.50 for every A, B, or Satisfactory grade you earned, up to \$5.00. This is our way of saying thank you for saving with us. You must have a Bright Beginnings account to participate. If you are not signed up for Bright Beginnings, ask one of our friendly Member Service Reps for details. We want to make saving money and coming to the credit union fun for kids of all ages.

## CHRISTMAS CLUB

As we all know, Christmas can be a hard time financially for a lot of people. We have a great solution for you. By opening a Christmas Club account, with small deposits each time you get paid, you will have the money you need to make it a Merry Christmas. It's as easy as 1, 2, 3:

1. Let us know if you want to open a Christmas Club
2. Make your affordable weekly or bi-weekly deposits
3. We will disburse your money to checking, savings, or by check the first week of November.

Call us today to get the ball rolling. You'll be happy you did.

## UNITED WAY

### SUPPLIES 4 SUCCESS CAMPAIGN

First Choice Credit Union will once again be supporting the Marshfield Area United Way's "Supplies 4 Success" campaign for 2026. We will be collecting school supplies from our staff, members, and volunteers from July 20th, 2026 to August 2nd, 2026. For more information, please visit [marshfieldareaunderway.org](http://marshfieldareaunderway.org), go to the "Events" tab, then "Supplies 4 Success". All items collected will be donated and distributed to children of area schools.

We appreciate your support and are happy to support this project.



## EMPLOYEE SPOTLIGHT

### Alexa Miller - Full Time Teller



This quarter, our Employee Spotlight is on Alexa Miller. Alexa has been with First Choice Credit Union since June 2025 and is a full-time Teller. She moved to the Marshfield area in May of 2025 and had 1 and ½ years of prior teller experience. She is originally from the Tomah area. She is married and has a daughter and a son.

#### What is your favorite part of your job?

I enjoy talking with our members and helping them with their banking needs. I also enjoy working with my coworkers.

#### What are your plans for the future?

Eventually, my husband and I would love to remodel our home and move our family to the country and have a house with some land. Our son and daughter are getting into 4 wheelers and dirtbikes, so hopefully we can purchase these fun things.

#### What is your favorite pastime?

I love spending time with my family. Myself, my husband and children, love to go to car shows, go camping, and spending a lot of time outdoors. I also enjoy reading books.

#### Please share a little background about yourself:

I have lived in Tomah since 2009, and that is where I met my high school sweetheart. We started dating in 2013. We will be married for 10 years in October. Our daughter is 7 and our son is 4. We also own 3 vintage cars.

## First Choice Credit Union will be closed in observance of:

Independence Day - Saturday, July 4, 2026 • Labor Day - Monday, September 7, 2026



Please plan your financial needs in advance to avoid any inconvenience.  
And remember, you can access your accounts anytime online at  
[www.firstchoicecreditunion.com](http://www.firstchoicecreditunion.com)



# SCHOLARSHIP WINNERS ANNOUNCED

First Choice Credit Union is pleased to announce the winners of our two scholarships given out annually through First Choice Credit Union. The winner of the **Loraine Ross Scholarship** is Mindy Dix, from Granton High School. Congratulations to Mindy on the \$600 scholarship, which is paid out over 2 years. The winner of the **James Zahradka Memorial Scholarship** is Camryn Nelson, from Marshfield Senior High School. This \$500 scholarship is also divided up over a 2 year payout. We wish these 2 students, and all graduates, good luck and much success in the future.

---

## KEY FINDINGS FROM THE 2025 NATIONAL PROBLEM GAMBLING HELPLINE REPORT

Every month in 2025, more than 31,000 people reached out to the National Problem Gambling Helpline, often when they needed the support the most. The landscape is shifting younger and more diverse. Nearly half (49.48%) were between 18-34, continuing a trend toward younger help-seekers. How people are gambling is changing dramatically.

Traditional slot machines and electronic gaming are declining as a primary concern, dropping from 36% to 31% of contacts. Online and app-based gambling surged to 31% of reports, up from 23% the previous year. Sports Betting and card games are also on the rise. These aren't just statistics; they reflect real shifts in how gambling is marketed, accessed, and experienced in daily life.

Financial stress drives people to call. More than 73% of contacts reported financial struggles as motivation for reaching out, up from 66% in 2024. Mental health concerns (32%), and relationship problems (22%) rounded out the top three motivators. These overlapping pressures paint a picture of gambling harm as a deeply human crisis, one that affects wallets, minds, and families all at once.

If you are struggling with a gambling addiction, the Wisconsin Council on Problem Gambling has a 24-Hour Helpline at 1-800-GAMBLE-5, Text for Help: 1-850-888-HOPE, and a Chat line at [www.wi-problemgamblers.org](http://www.wi-problemgamblers.org). If you or someone you love, has a gambling problem, we encourage you to get the help you need by contacting one or more of the sources above. SOURCE: Wisconsin Council on Problem Gambling

---

## A NOTE FROM THE PRESIDENT'S DESK

It is hard to believe that 2026 is already halfway over. The beginning of this year has been "interesting" as we have all had to deal with very high gas prices. Everything seems to cost more these days, so being disciplined with your spending is crucial to your financial stability. Having an emergency fund set up can help alleviate the need to borrow money, but if needed, we are here for you. Mandy and Connie do a great job helping our members, so give one of them a call at (715)-387-8405 or stop into the credit union.

Please be careful with your account information, and be aware of scams. We mention this several times each year, but we have members getting scammed almost every month. A lot of scams start as phone conversations. If a call comes to your cell phone and you don't recognize the number, or it shows as "Scam Likely", please do not answer the phone. Do not engage with these people, or "tease them" as I've heard some people tell me they do. Just don't pick up. If anyone asks you to buy and send gift cards through the mail, or take photos of the front and back of the cards and send the photos to them, DO NOT DO IT. If someone tells you to mail them cash, this will be a fraud situation and you will lose your money. If someone tells you to not tell your financial institution or family members about what they want to do, this is a "red flag" that this may be a scam. We do not like seeing our members hurting financially or emotionally, so we ask that you be careful.

We urge you to call or come into the credit union to verify that you have a Payable on Death (POD) beneficiary or beneficiaries listed on your account. If you do not have this set up, we strongly recommend that you designate someone. We are happy to update your information and it only takes a few minutes. Whoever is in charge of your financial matters after you pass away, will appreciate that you've taken this step. Also, please be sure your beneficiary is aware you have accounts and money here.

Rob Schulz

---



1614 E. Fourth Street, Marshfield, WI 54449  
[www.firstchoicecreditunion.com](http://www.firstchoicecreditunion.com)  
(715) 387-8405 • Fax: (715) 389-1007

