

# INDEPENDENCE

Financial Freedom the Credit Union Way

BRINGING OUR BEST  
*to the Hub City*

Dakotaland  
FEDERAL CREDIT UNION

Dakotaland  
FEDERAL CREDIT UNION

TOGETHER STRONG

Check Out Our New Aberdeen Branch (Page 2-3)



# WARM UP

*this season*



with a  
**HELOC  
LOAN**



Bring a New Spark to Your Home  
with a Home Equity Line of Credit

## Dakotaland

FEDERAL CREDIT UNION

[www.DakotalandFCU.com](http://www.DakotalandFCU.com)  
NMLS # 657864 | \*annual percentage rate





# Welcome to the Team

## Meet Our New Branch Managers



**Cheryl Sivertsen**  
Branch Manager  
Aberdeen



**Dane Dornbusch**  
Branch Manager  
Brookings



**Erica Clements**  
Branch Manager  
Madison



**Macy Stover**  
Branch Manager  
Redfield

# Years of Service

## Celebrating Commitment



**Lorna Houge**  
40 Years  
Huron



**Lori Woodruff**  
25 Years  
Huron



**Amy Rueschenberg**  
20 Years  
Remote



**Laura Jones**  
20 Years  
Huron

## CREDITS & CONTACTS

Dakotaland Federal Credit Union | 2297 Kansas Ave. SE, Ste. 1 | Huron, SD 57350 | 800.440.6573

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# BRINGING OUR **BEST** to the Hub City



## HARNESS THE **POWER** of Your Local Financial Cooperative

- Savings | Checking
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- Auto & Rec Vehicle Loans
- Mortgage Loans
- Business Lending
- Student Loans
- VISA® Credit Cards
- Mobile Banking
- Individual Retirement Accounts

VISIT OUR NEW DRIVE UP

# ATM

# LOCAL

PAYMENTS | LOANS | DECISIONS

**SAFE • SOUND • SECURE**

since

# 1935

Visit Us At Any of Our

## BRANCH LOCATIONS

Aberdeen • Brookings • De Smet • Huron • Madison  
Mitchell • Redfield • Volga • Watertown • Woonsocket





Serving those who

**LIVE, WORK, WORSHIP or ATTEND SCHOOL**

in 27-East North Central SD Counties  
including Brown County



"Dakotaland wants to be your credit union and the opening of our new branch location is just one more step to fulfilling the commitment we have made to our members and the community of Aberdeen."

**CHERYL SIVERTSEN** | Aberdeen  
Dakotaland Branch Manager

**Dakotaland**  
FEDERAL CREDIT UNION  
**TOGETHER  
STRONG**

224 6th Ave SE, Suite 1 | Aberdeen  
225.7711 | [DakotalandFCU.com](http://DakotalandFCU.com)



"I'm honored to serve with the entire Dakotaland FCU group. With the expansion, the team here will have opportunities to serve Aberdeen in new ways while providing the community-forward service that they do so well."

**RACHEL DIX** | Aberdeen  
Dakotaland FCU Board of Directors



# IRA

## INDIVIDUAL RETIREMENT ACCOUNT

### One of the Most Under Utilized Saving Options Available



**Amy Busch**

Chief Operations Officer  
Huron Admin

Putting an IRA to work for you doesn't require a significant investment or a lot of time, yet it has the potential to pay off tremendously in the future

If you're fortunate enough to have an employer who offers a 401K or retirement plan as part of your benefits package, that's fantastic! We highly encourage you to take full advantage of one of the most common ways to invest in your retirement. However, what about those who don't have access to an employer-sponsored plan? Or maybe your employer's plan doesn't align with your retirement goals? What options are available for individuals who own a small business or are self-employed?

Open an Individual Retirement Account, or IRA. This type of investment account comes with tax benefits and can provide a simple solution to these questions and more. Surprisingly, the IRA is one of the most under-utilized savings options for the hardworking middle-aged Americans out there. When you're in

your 20s, 30s or even 40s, retirement can seem like it's light years away. Typically, during these stages of life, paychecks are dedicated to car payments, mortgages, student loans and raising a family. This often leaves thoughts of savings and retirement plans on the back burner.

But here's the upside: putting an IRA to work for you doesn't require a significant investment or a lot of time, yet it has the potential to pay off tremendously in the future. Opening an IRA is as easy as opening a savings account at most financial institutions. There's no minimum opening balance required, and setting up a direct deposit from your payroll to your new IRA will kickstart your savings plan on the right foot.

*article continues on page 13*





# Change COUNTS

Update your beneficiaries, especially if you have recently been through a life event such as getting married, divorced, death of spouse or having kids. Most people rarely consider this, but it's important to update your beneficiaries for life insurance policies, IRA's, 401K's, savings, checking and certificate of deposits. Call or stop in to visit with a member service representative to review your account with us.

## NOTICE OF AUDIT

The Supervisory Committee is verifying member records. Please compare your December statement balances with your records. If they do not agree, please report any differences immediately to:

**Dakotaland FCU — Supervisory Committee**  
1371 Dakota Ave S  
Huron, SD 57350

We will consider the balances correct unless we hear from you within 10 days of receiving the statement.

## The Annual Contribution Limits

to a Roth or Traditional IRA will go up in 2024



Tax Year Annual	Contribution Limit	Annual Contribution Limit if You are 50 or Older
2023	\$6,500	\$7,500
2024	\$7,000	\$8,000

# WHERE THERE'S **WORK**

...We'll Find A Way



Making Short Work of a Long Day

**BUSINESS LOAN**

rates as low as

**6.75%**

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FEDERAL CREDIT UNION

[www.DakotalandFCU.com](http://www.DakotalandFCU.com)

Offer Valid Through January 15, 2024

6.75% until January 15, 2025, fixed thereafter at Prime minus 50bps. Floor rate of 6.00%, ceiling rate of 9.25%.

APPLY  
TODAY





# COMPANIES MUST REGISTER BUSINESSES

with Federal Government effective Jan 1, 2024



**Ryan Fuchs**  
VP of Business Lending  
Huron

Effective January 1, 2024, businesses must register beneficial ownership information with FinCEN. Beneficial ownership information refers to identifying information about the individuals who directly or indirectly own or control a company. FinCEN, a department of the US Treasury, is scheduled to begin accepting registrations for existing businesses on January 1, 2024. Existing businesses covered by the rule have until January 1, 2025 to complete registration of their beneficial ownership information report. From January 1, 2024 to January 1, 2025, newly-formed businesses will have 90 days after registration with the SD Secretary of State to register with the federal government at [fincen.gov](https://fincen.gov). After January 1, 2025, newly-formed businesses will only have 30 days to register beneficial ownership information. Your business will be subject to severe daily penalties for nonregistration.

This final rule represents the culmination of years of bipartisan efforts by Congress, the Treasury, national security agencies, law enforcement, and other stakeholders to bolster the United States' corporate transparency framework. It addresses deficiencies in the U.S. anti-money laundering regime as identified by the Financial Action Task Force—the international standard-setting body for anti-money laundering and countering the financing of terrorism and proliferation of weapons of mass destruction standards. The rule delivers on commitments made by the United States ahead of the December 2021 Summit for Democracy and in the first-ever U.S. Strategy on Countering Corruption.

If you have any questions or would like to visit directly with our Business Lending staff, please call 605.352.2845. For more information on this rule and how it may affect your business, please visit [fincen.gov/boi](https://fincen.gov/boi) and [fincen.gov/boi-faqs](https://fincen.gov/boi-faqs)



**Brenda Gilbert**  
Business Loan Officer  
Huron

**We're Your Business Resource**  
800-440-6573



**Dane Dornbusch**  
Business Loan Officer  
Brookings

# DEBT MANAGEMENT

## *Advice from the Experts*

Interview with Certified Credit Union Financial Counselors and Consumer Loan Officers,  
Angie Hunke of Watertown and Mike Kluth of Mitchell.

**Independence:** Why would you recommend a debt management review?

**Angie Hunke:** It's confidential and one of the best ways to get a good overview of your financial condition.

**Mike Kluth:** A review is free and requires no commitment. It is an opportunity to have a beneficial planning session about your financial future.

**Independence:** As Consumer Loan Officers and Certified Financial Counselors, what do you find are the most common reasons someone seeks debt management assistance?

**Angie Hunke:** In my experience, when a member reaches out for assistance, it is usually because they realize their current financial condition has put them in a tough position and without some adjustment, they will have no success in reaching their future goals.

**Mike Kluth:** The top two reasons I see members coming in for advice is when they need to improve their credit score and/or lower their monthly payments. Both are related to improving their bottom line.

**Independence:** What advice do you have for a member who might be considering a debt consolidation review?

**Angie Hunke:** Don't be afraid to talk about it. The first step to managing debt is to get a full understanding of your financial situation. We are here to listen and guide our members in the right direction.

**Mike Kluth:** Before considering debt consolidation, it is important to be committed to making changes. This means being prepared to keep your debt under control going forward to avoid returning to the same condition you were in prior to the review.

**Independence:** When it comes to credit card debt or medical debt, what are some of the solutions you have shared?

**Angie Hunke:** One of the first questions I ask is to determine if a payment plan is an option and has one been established. For the most part, creditors are willing to work with you if you have shown an effort and have a plan that fits your budget.

**Mike Kluth:** There are many tricks and tips, but one that can make a positive impact is lowering your revolving credit limit to less than 30%. This will keep your credit score from being impacted in a negative way.

**Independence:** What kind of success are you seeing for those members who have adopted a debt management plan?

**Angie Hunke:** Seeing the relief and sense of accomplishment a member has after working through the program has been amazing.

**Mike Kluth:** The gratitude I see from members who have worked hard to get their debt under control makes it worth it for me.



*It is not our job to judge,  
but to help any way we can.*





# Certified Credit Counselors

Call for Your Free & Confidential Consultation Today  
800-440-6573



**Rochelle Pfitzer**  
Aberdeen



**Brittany Pettigrew**  
Aberdeen



**Alex Vogel**  
Aberdeen



**Amanda Christensen**  
Brookings



**Helen Johnson**  
Brookings



**Suzie Sinclair**  
De Smet



**Jodi Hanson**  
Huron



**Amy Hofer**  
Huron



**Natasha Melton**  
Huron



**Jennifer Peskey**  
Huron



**James Salinas**  
Huron



**Erica Clements**  
Madison



**Mike Kluth**  
Mitchell



**Brandon Thompson**  
Mitchell



**Barb Baus**  
Redfield



**Jordan Bartling**  
Watertown



**Angelica Hunke**  
Watertown



**Serena Boerger**  
Watertown



**Cheyann Johnson**  
Woonsocket



**Lisa Snedeker**  
Woonsocket

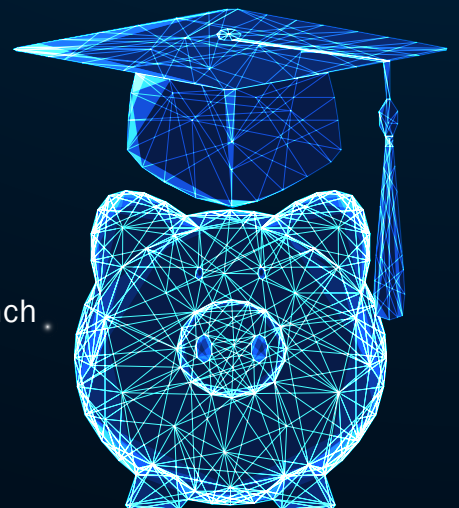
# Our Commitment to the NEXT Generation

We strongly believe in the continued education and success of our members by investing in their aspirations through scholarships and student loans.

Dakotaland grants \$10,000 in scholarship monies each year to area members. Interested individuals complete a written application, which is judged by a scholarship committee. Applications are available now at [www.dakotalandfcu.com/member-advantages/scholarships](http://www.dakotalandfcu.com/member-advantages/scholarships). The deadline to apply is Friday, January 19th, 2024.

- Ten \$1,000 scholarships awarded to a current Dakotaland Federal Credit Union member in good standing
- Must have at least six months of Credit Union membership at Dakotaland as of the application closing date
- Monies to be used toward continued secondary education expenses at an accredited university, college or technical institution for the upcoming school year
- Scholarships are available to full-time students of all ages
- Accepting one (1) entry per eligible member

For questions regarding student loans, please contact your local branch at 800.440.6573.







# A Changing Insurance Industry

In 2023, you may have noticed changes on your current insurance policies including increases in premiums, increased wind/hail deductibles, restrictions on roof coverage based on the age of your shingles and even non-renewals. There are many factors contributing to the hard insurance market we are experiencing today.

- An Increase in Catastrophic Claims Such as Wind and Hail Storms in the Midwest and Around the US
- Inflation: The Cost of Materials to Repair Homes and Autos
- Supply Chain Shortages
- Increase in Labor Costs Along with Labor Shortages
- Higher Reinsurance Rates

Due to these many challenges insurance companies are facing today, premium increases and policy changes seem to be unavoidable for the near future.

DFS Insurance wants our members and clients to know we are here to make sure you have the necessary coverage to protect your assets. You deserve an agent who will help you understand your policy and its coverages. Contact your local DFS Insurance agent to review your existing policies or ask about an insurance quote with our many great company options.



[www.dfsins.com](http://www.dfsins.com)  
605-352-7353

# Secured vs. Unsecured Debt



By: Kyla Thompson  
Consumer Lending Staff

None of us enjoy taking on debt, yet nowadays most of us are dealing with it in some form. While good standing debt can be a positive influence on your credit score, the issue that tends to arise is having too much debt. What do we do then? How do we manage when the payments start to feel overwhelming? Since disappearing to live off the grid in the wilderness isn't a realistic option, there are a few ways to get your debt under control so you can breathe easier when the due date for your bills comes around.

First step is knowing what types of loans you have. Are they secured loans, or unsecured? If you're unsure, the answer is simple. If there is collateral, or an asset, attached to the loan it is a secured loan. Unsecured simply means there is no collateral at all. To learn more about the types of debt and the ways to manage them, keep reading.

## Secured Debt

Mortgages, auto loans and secured credit cards all have a type of collateral attached making them great examples of secured loans. These types of loans are usually viewed as lower risk for lenders due to the assigned collateral. Collateral can also mean you have access to a better interest rate, but if you default, you will lose the pledged collateral. There may be other consequences like fees or penalties, yet those consequences can seem minimal compared to possibly losing your home or vehicle over non-payment.

Secured debt can be considered a 'priority debt' due to the collateral attached, so many suggest that you try to pay off these loans first or put more effort into ensuring you're making at least the minimal payment.

If you can't afford the payments on a secured debt, ALWAYS speak to your lender first. Many lenders will work with you and may be able to lower the payment amount for a while until you are able to get back on your feet. Another option is to consider selling the collateral attached to the loan, then paying off the loan with the funds from the sale. You must speak to your lender before selling any collateral, but in doing this, you'll be reducing your monthly bills, as well as the amount of your overall debt.

## Unsecured Debt

Traditional credit cards, personal loans, student loans and medical bills are all different examples of unsecured debt. There's no collateral attached to these types of loans, so if you default the consequences can differ a little from secured debt like larger fees and penalties, along with the chance these debts may end up going to collections.

If you're unable to make the minimum payments for unsecured loans, a debt consolidation may help reduce your payments to a single, lower interest payment to ease your financial burden. There are also debt relief options like debt management and settlements to help clear this type of debt faster. These options aren't available for secured loans.

If possible, avoid filing for bankruptcy. Within a bankruptcy, priority debts like taxes or child support are paid first. If there's anything left over it would go towards your unsecured loans, but there's no guarantee the funds would cover the cost of those or that you could get them fully discharged. In the case of student loan debt, a separate lawsuit would be filed for student loans since they are rarely discharged through bankruptcy.



## Paying Off Your Debts

For both types of debts, the steps to a final pay off can be similar. The Consumer Financial Protection Bureau (CFPB) offers two methods you might consider using to pay off your debt.

### Snowball Method

The snowball method involves paying off your smallest debt first. Make a list of ALL your secured and unsecured debt and order them lowest to highest based on how much you owe. For each debt besides the smallest one, make the minimum payment. Then put any additional money in your budget towards the smallest. Once that loan is settled, start the method again with the next smallest debt.

### Avalanche Method

The CFPB also refers to this method as the 'highest interest rate method'. This one is generally the most well-known and involves paying off your highest interest loan first. Instead of organizing your debts from the amount you owe you'll organize them by interest rate. Once again, you'll pay the minimum payment on the rest of your debts, but for the highest interest loan you'll put any extra money from your budget towards that one. Once that debt is paid off in full, start this method again with the next highest interest loan.

Debt affects us all no matter who we are or where we live. Sometimes it can be a struggle to make ends meet and you may feel overwhelmed and unsure where to start. If you're uncertain on how to manage your debt and at a loss at how to move forward, reach out to one of our certified staff at Dakotaland Federal Credit Union. You are not alone; our Financial Counselors are trained to help, and your success is our success ...Together Strong!

*article continued from page 4*

Now, let's address who can open an IRA. Anyone with earned income, which refers to income from a job that is claimed for tax purposes (not investment income or Social Security), is eligible to open an IRA account.

The big question is when should you start? While there's no minimum age to open an IRA, the earlier you start contributing, the better. If you can begin saving for retirement as soon as you get your first job, that's a fantastic head start. If it's too late for that, don't worry – now is still a great time to start securing your financial future. The longer your money is invested, the more you can benefit from the power of your contributions.

Next, let's talk about how much you can contribute. The annual contribution limit for an IRA is \$6,500 for 2023, and for savers over 50 years old, it's \$7,500. In 2024, these limits will increase to \$7,000 and \$8,000, respectively, for those over 50.

Now, let's delve into the tax benefits. The specific tax advantage you'll receive depends on the type of IRA you choose: Roth or Traditional.

What's the difference between Roth and Traditional accounts? A traditional IRA offers a tax deduction for the tax year in which the contribution was made. On the other hand, a Roth IRA allows investors to invest money after taxes and then withdraw both contributions and earnings tax-free during retirement, as long as you wait until you're 59 and a half years old.

If you have any more questions or need further assistance, please feel free to reach out to a Dakotaland Federal Credit Union Member Services Representative at 800-440-6573 or visit one of our branch locations near you.





# Celebrate

## Financial Freedom

Free, Confidential Debt Management  
*Services Available*

See a Certified Financial Counselor Today

**Dakotaland**  
FEDERAL CREDIT UNION



# Good Debt VS. Bad Debt



By: Kyla Thompson  
Consumer Lending Staff

[ Know the Difference ]

Debt is something that none of us are fond of, but many of us know it well. The different types of debt vary, from a credit card to a mortgage, and you might be wondering if there really is any “good” in debt while flipping through your bills and making payments. While it may come to a shock to some, there truly is a difference between the types of debt you may have.

The following are some of the key differences between the two main types of debt.

## Good Debt

Debt can be considered “good” if it has the potential to enhance your life. The debt can be a sensible investment if it has the chance to increase your net worth, generate income or improves your or your family’s life in the future. Though at first a loan would put you in the negative, good debt helps you overall and allows you to manage your finances more effectively to buy things you need and to prepare for any unexpected emergencies. The following examples show how debt can have a positive impact on your future financial success.

### EDUCATION | STUDENT LOANS

Generally, the more education someone has the greater their earning and hiring potential can be. This means there’s a higher chance of paying off the loan and being financially stable in the future.

### BUSINESS LOANS

Even though there is always the risk the business will fail, if you’re successful you will be building for your future and the debt will be deemed worthy.

### MORTGAGE LOAN

These loans can be classified as good debt since you’re able to earn equity and tax breaks as a homeowner. You can then sell your home for a profit, or you can generate income with this home by using it for a rental property.

## Bad Debt

Bad debt generally includes anything that has a very high interest which adds to the challenge of being able to pay back the debt. This also involves depreciating assets, which means it loses value quickly, and things that are more impulsive purchases than a necessity. There can be an array of debt which can hamper your future if you’re not careful. The following are just a few of these examples.

### CREDIT CARDS

While it’s not a terrible thing to have one, unless you’re able to pay it off completely every month, it can quickly become “bad” debt with a higher interest rate.

### QUICK PAYDAY LOANS

If you’re in a bind and need cash fast these loans sound too good to be true, and that’s typically because they are. Due to the staggering high interest rates attached to these types of loans, if you’re not careful you will end up in deeper debt than when you started.

### PERSONAL LOANS

These loans can depend on WHY you’re requesting the loan. If you’re taking out the loan to improve your house or your business, they can fall into the “good” debt area. However, taking out a personal loan for a vacation, clothes, and other consumables, can be considered bad debt since there’s no opportunity for future gain from the item you purchased. Understandably when times are hard and you’ve exhausted other options, you may need to consider this type of loan. When this happens, the key is to try to find the best interest rate possible. *article continues on page 16*

article continued from page 15

The above are a few examples of the different types of loans and their benefits or consequences, but it's important to remember one thing. At the end of the day debt itself isn't necessarily 'bad'. It greatly depends on the factors surrounding it, such as the individual's financial situation or the necessity of the debt. It's important to research and explore options before pursuing a loan, and to think carefully about the reason for the loan. Will it be of benefit to you five years from now? Ten years? Or is the purchase an impulse buy with no ability to benefit your life long-term. By criticizing your desire to purchase before obtaining a loan, you can protect your current finance condition, as well as your future financial status.

If you find your debt has become a struggle, because the bad outweighs the good, consider consulting with one of our Certified Credit Union Financial Counselors at your local Dakotaland branch. Now is the time to review your financial condition and explore your options for managing it. It is free, confidential and the first step to your financial freedom.



# EVENTS

## JANUARY

- 1 | **CLOSED**  
In Observance of New Year's Day
- 2 | DFCU Night with Iroquois/Lake Preston Sharks  
Iroquois
- 15 | **CLOSED**  
In Observance of Martin Luther King Jr, Day
- 16 | DFCU Night with The Bulldogs  
De Smet
- 18 | DFCU Night with The Pheasants  
Redfield
- 19 | DFCU Scholarship Deadline  
Drop Off at Any Branch Location

## FEBRUARY

- 3- 4 | Big Boy Toy Show\*  
Aberdeen
- 16 - 17 | Home Show\*  
Brookings
- 19 | **CLOSED**  
In Observance of Presidents' Day
- 24 - 25 | Outdoor Show\*  
Watertown

## MARCH

- 9 - 10 | Home Show\*  
Aberdeen & Watertown
- 16 | Outdoor Show\*  
De Smet
- 23 - 24 | Outdoor Show\*  
Huron

\*Sponsored in Part by DFCU

# Happy Retirement



**Debbie Lehman**  
Chief of Human Resources  
Huron Administration



**Sandy Lien**  
Branch Manager  
Redfield



**Vicki Peskey**  
Member Services Rep.  
Huron Main





# New Year NEW PLANS

## SERVICES OFFERED:

End of Year Bookkeeping and Payroll Reporting  
Full range of Payroll, Bookkeeping, and Tax services

# Dakotaland

FINANCIAL SERVICES

LLC

1371 Dakota Avenue South, Suite 100 | Huron, SD 57350  
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Dakotaland Financial Services, LLC. is a separate entity from Dakotaland Federal Credit Union.

## UPDATED IRS REGULATIONS EFFECTIVE FOR 2023 REPORTING:

If you file 10 or more information returns (1099-s & W-2's)  
they MUST be filed electronically.

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## Our Promise

Family is a cornerstone  
of the human spirit,  
and the foundation that  
Dakotaland was built upon.  
For over 80 years we've stood strong  
With the hard-working people  
of South Dakota  
through good times and adversity.  
Providing our members with  
loans to build a better way of life,  
and the savings to protect it  
for generations to come.  
As a member of Dakotaland,  
you'll enjoy the loyalty of a credit union,  
and the strength of a family.

# Together Strong

