



Simply *MORE*

What You Should Know About Gift Cards

So you can enjoy giving and receiving gift cards this holiday season

Gift cards can be a convenient present for the holidays and special occasions. While they seem simple, it is important that both the giver and the recipient read the details for each card to avoid any misunderstandings, and there might be additional policies set by the merchant or bank issuing the card.

Federal Law Offers Protection

The Credit Card Accountability Responsibility and Disclosure (Credit CARD) Act provides several protections for consumers who purchase certain types of gift cards, including store and restaurant gift cards. Bank gift cards, which carry the logo of a payment card network (e.g., Visa, MasterCard), are also subject to Credit CARD Act protections and can be used wherever the brand is accepted.

Under the law, a gift card cannot expire until at least five years from the date it was activated. The law also places general limitations on fees. For instance, the card issuer cannot charge a dormancy or inactivity fee on a gift card unless there has been no activity for one year and the card clearly states its policy toward that fee. In addition, some states have separate laws that provide added protection in certain circumstances.

Tips When Buying a Gift Card

- Avoid buying gift cards from unknown sites. The cards may be counterfeit or stolen, so be sure to buy gift cards from sources you know and trust.
- If you are buying a card from a retailer, check it before purchasing. Make sure that the codes on the back of the card haven't been scratched off to show the PIN number.
- Be sure to read the gift card's fine print. Know the terms and conditions. Is there an expiration date? Are there fees to use the card? Are there fees if the card is not used for a certain period of time?
- If possible, register your gift card. This may help protect you in case the card is lost or stolen.

Now that you are better informed, be sure to share this information with the receiver of your gift, so they can be prepared too!

For more information, check out this article:
<https://www.fdic.gov/consumer-resource-center/2024-05/your-business-your-deposits>

PCB

Newsletter Highlights

A MESSAGE FROM THE
PRESIDENT

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WELCOME!

FILL AN EMPTY TABLE
RAISES OVER \$3,900!

REALITY CHECK ON
YOUR RETIREMENT
SAVINGS

PCB CREW SHOWCASE
- ANDERSON LAW
OFFICE, LLC

FOCUS ON FRAUD

A Message from the President

We are here for you!

It's a new year and I hope this message finds you and yours doing well. With the changing of the calendar I'd like to express my gratitude for all the continued support we received once again in 2024. Your continued support of your local community bank is what allows us to continue to do what we are passionate about, continue to support the communities we live and work in, and continue to offer you "Simply Good Banking".

I want to express to you the joy our staff has in helping you reach your financial goals and obtain financial security. We all enjoy being able to find solutions and see the joy in others when we can be a part of that success for you. Should you ever need financial advice, we are here for you. Should you ever fall on hard times, we are here for you. Should you ever find that dream home or want to expand your business or farm, we are here for you. No matter where you are at in life, just know that we are here for you.

To expand on this and share with you the core values and guiding principles that our team is driven by, they include being: authentic, approachable, practical, community, committed, security, integrity, and efficiency. These guiding principles are chosen by our staff and are what they strive to adhere to each and every day.

Best wishes and Happy New Year!



Kevin Ravenscroft
President & CEO

Employee Spotlight



Jaszamin Lutz is our new Customer Service Representative in Richland Center. She is a Richland Center native and loves being involved in the community. Jaszamin attended UW-Platteville Richland where she earned her Associates Degree, then went on to UW-LaCrosse to complete her Bachelors Degree. She enjoys baking, going on walks in her spare time. We are so excited to have her on our team.
Welcome, Jaszamin!

Jaszamin Lutz

Kenzie is our new Customer Service Representative in Barneveld. She is originally from a small town in eastern Oregon where she was a Wildland Firefighter for seven years! Kenzie and her fiancé moved to the area about two years ago to be closer to family. She loves gardening, hiking, hunting and fishing - anything outdoors! We are so thrilled to have her as part of our team.
Welcome, Kenzie!



Kenzie Wilson

Fill an Empty Table Raises over \$3,900 for Local Area Food Pantries!

Our annual Fill an Empty Table fundraising campaign concluded at the end of November, and we're thrilled to share that we raised an incredible \$3,917.30 to support local food pantries in our communities! This fundraiser is a highlight of our year, showcasing the power of community coming together to make a meaningful difference for neighbors in need.



ATM LOCATIONS

Use your ATM or Debit Card free of surcharge fees at thousands of ATM locations in Wisconsin and Minnesota.

The Peoples Community Bank

222 W. Commercial St.
Mazomanie

The Peoples Community Bank

187 S. Central Ave.
Richland Center

The Peoples Community Bank

166 S. Lexington St.
Spring Green

Rite-Way Plaza

Hwy 14
Spring Green

Plain Kwik Stop

995 Wachter Ave.
Plain

Reality Check on Your Retirement Savings

Whether you're 23 or 35, it's important to know whether you are saving enough for your retirement. There is no time like the present to ensure you are allocating enough funds to your retirement account.

With folks routinely living into their 80s and 90s, it's more important than ever to ensure your money lasts your lifetime. Millennials have the advantage of time. You can benefit from compounding and the long-term trends that can make a real difference over the course of several decades.

A good savings target is 15% of your income.

That's a very general target, and in many cases, it's too conservative. That can be a real challenge if you are also saving for a house and/or paying off student loans. The important point is to make a commitment to your retirement savings by contributing a consistent amount with each paycheck (or if you are self-employed, every invoice). The absolute percentage is secondary; more important is to set a goal and stick to it.

How will your lifestyle change?

In retirement, you may no longer be drawing a salary, although many folks take up some form of self-employment that brings in an income. It's up to you whether earnings will be part of your retirement plan. If not, your retirement savings should be robust enough to supplement your Social Security without sacrificing your lifestyle. You can check you projected Social Security payments on the Social Security Administration's website.

Time may heal all wounds.

Millennials may have unpleasant memories of the Great Recession and the family turmoil it could have caused. A conservative attitude toward risk isn't surprising given those circumstances, but sticking to overly conservative investments has its own risks, such as not keeping up with inflation. You have time to recover from the inevitable ups and downs of the markets, which means you might want to consider adding some aggressive investments to your retirement account.

Figure out how long your savings will last.

To get a reasonably accurate figure, you should derive your annual "burn rate." That's the amount of savings you'll need to live on each year. You then see whether it will last for your estimated life expectancy, which you can check with any number of online calculators. If the answer is no, you'll have to increase the amount you save now and/or cut back on your retirement plans.

Your retirement finances are not set in stone. You have options at any age. Call or email me to review those and decide on the best course of action. Don't put it off—the sooner you understand your financial alternatives, the sooner you can take positive action to preserve your golden years.

*Securities and advisory services are offered through LPL Financial (LPL), a registered investment advisor and broker-dealer (member FINRA/SIPC). Insurance products are offered through LPL or its licensed affiliates. The Peoples Community Bank and PCB Wealth Management **are not** registered as a broker-dealer or investment advisor. Registered representative of LPL offer products and services through PCB Wealth Management, and may also be employees of The Peoples Community Bank. These products and services are being offered through LPL or its affiliates, which are separate entities from, and not affiliates of, The Peoples Community Bank or PCB Wealth Management. Securities and insurance offered through LPL or its affiliates are:

Not Insured by FDIC or Any Other Government Agency	Not Bank Guaranteed	Not Bank Deposits or Obligations	May Lose Value
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PCB Crew Spotlight Anderson Law Office, LLC.

Anderson Law Office, LLC . is conveniently located in downtown Richland Center. Specializing in areas of law important to the rural communities. Anderson Law Office LLC is prepared to represent you in any of these practice areas: Religious Liberty / Freedom of Speech, Family Law & Divorce, Estate Planning & Probate, Real Estate, Business Law, Traffic & Criminal Law, and Trial Practice.

Attorney Dominic Anderson is committed to helping the community he grew up in. Growing up on a small family dairy farm in rural Richland Center allowed him to develop a strong work ethic that his law firm is now established on.

As a PCB Crew member, receive 5% off services up to \$150 by showing your PCB debit or credit card



Anderson Law Office LLC, LPL Financial and PCB Wealth Management are separate entities.

Arena	Barneveld	Mazomanie	Plain	Richland Center	Spring Green
Phone: 608.753.2325 Drive-up Hours: Mon.-Fri. 8:00am-5:30pm Saturday: 8:00am-Noon	Phone: 608.924.4611 Lobby Hours: Mon.-Fri. 9:00am - 5:00pm Drive-up Hours: Mon.-Fri. 8:00am-5:30pm Saturday: 8:00am-Noon	Phone: 608.795.2120 Lobby Hours: Mon.-Fri. 9:00am - 5:00pm Drive-up Hours: Mon.-Fri. 7:00am-5:30pm Saturday: 8:00am-Noon	Phone: 608.546.2810 Lobby Hours: Mon.-Fri. 9:00am - 5:00pm Drive-up Hours: Mon.-Fri. 7:00am-5:30pm Saturday: 8:00am-Noon	Phone: 608.383.1333 Lobby Hours: Mon.-Fri. 9:00am - 5:00pm Drive-up Hours: Mon.-Fri. 8:00am-5:30pm Saturday: 8:30am-Noon	Phone: 608.588.7959 Lobby Hours: Mon.-Fri. 9:00am - 5:00pm Drive-up Hours: Mon.-Fri. 8:00am-5:30pm Saturday: 8:00am-Noon

Focus on Fraud

BBB Scam Alert: 'Card declined' may lead to multiple fraudulent charges

You're shopping online and decide to purchase from a retail website. Or, you receive an email from what you think is a reputable business for a discounted or free offer and decide to take advantage. You enter your personal information, including your email address, phone number, and shipping address.

When you enter your debit or credit card number for payment, the website tells you that your card was declined or you receive an error message, "Your card did not go through for some reason." This is unexpected since you have enough funds in your account. You decide to try another card for payment, but you receive the same error message!

You're concerned, so you call your bank or credit card company to ask about the declines. To your surprise, the representative tells you that your cards have not been declined; instead, you've been charged more than you anticipated for the purchase. You realize that either the website you were shopping on was a scam or the email you were sent from the business was fraudulent, and you gave your personal and financial information to a scammer.



New Check Vendor

Due to the increasing cost of our prior check vendor, we've partnered with a new vendor, Bank A Count. They are a local company out of Rudolph, WI offering the same checks for a reduced cost. We hope you enjoy them as much as we do!

Employee Anniversaries

We recognized these awesome employees' anniversaries in Q4

- Ben Schreiber - 1 year
- Brenda Bindl - 22 years
- Carol Meise - 23 years
- Christine Clement - 2 years
- Grant Ravenscroft - 1 year
- Hailey Seep - 3 years
- Jay Heibel - 12 years
- Katie Peterson - 6 years
- Kristina McCauley - 3 years
- Laura Sullivan - 25 years
- Mary Lynn Johnson - 25 years
- Maryann Ewing - 10 years
- Mike Nachreiner - 21 years
- Nicole Feiner - 7 years
- Rena Hohneke - 19 years
- Sami Schwartz - 6 years
- Stacy Dyreson - 35 years

Community Happenings

JANUARY

- 1 - New Years Day (bank closed)
- 20 - Martin Luther King Jr. Day (bank open)

FEBRUARY

- 7 - St. Luke's Fish Fry - Plain
- 14 - Valentine's Day

MARCH

- 5 - Spring Green Lions Club Spaghetti Dinner
- 7 - St. Luke's Fish Fry - Plain
- 15 - St. Luke's Gala - Plain

If you have a community event you'd like included in our Community Happenings for the next quarter, email aclemons@thepcb.bank or call us at 608-795-1170.



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