



# FINANCIAL Focus

February 2025



## NORTHERN HILLS FCU TAPS LOCAL TALENT AS NEW CEO



Misty Winter - CEO

Northern Hills Federal Credit Union proudly announces the promotion of Misty Winter from Executive Vice President to Chief Executive Officer. Winter, a Rapid City-area native, joined NHFCU in 2023 after spending decades serving members throughout western South Dakota.

The move strategically prepared Winter to take up the mantle following the retirement of long-time CEO, Floyd Rummel III, who helped expand the credit union to more branches in the Black Hills with physical locations in Sturgis, Deadwood, Spearfish, and Belle Fourche.

Timelines align for increased growth as Northern Hills Federal Credit Union has been given the opportunity to serve the entire state of South Dakota via the National Credit Union Association. NHFCU will provide services to all communities via its online and mobile banking technology, as well as through brick-and-mortar locations.

"Succession planning requires careful consideration," said Rummel after spending 11 of his illustrious 40-year career in financial services as CEO of NHFCU. "It all begins and ends with our

members. We needed to find a leader with 'boots on the ground' experience, preferably in our communities, to ensure the emphasis on our members remains. Next, we wanted an individual who could continuously bolster the culture we've been building. Lastly, we sought a candidate with the foresight to expand the credit union to serve all of South Dakota. Misty checked all the boxes and then some."

## 74<sup>TH</sup> ANNUAL MEMBERSHIP MEETING

**Northern Hills Federal Credit Union is a member-owned, democratically controlled financial cooperative. As a cooperative, you elect members to the Board of Directors. The Board of Directors' responsibility is overseeing the operation of the credit union.**

In accordance with the Bylaws of Northern Hills Federal Credit Union, the Board Chair appointed a Nominating Committee to nominate a slate of candidates to fill the two vacancies on the Board of Directors. The Nominating Committee has nominated the following NHFCU members who have expressed the desire to serve on the Credit Union Board of Directors and have qualified as candidates:

### Rory Maynard and Stuart Martin

When only one member is nominated for each position to be filled, and there are no petitions presented to add the name of a specified nominee to the ballot, there is no need for a vote and the nominees are elected by acclamation.



## PLEASE JOIN US!

**WHEN:** Thursday, March 27, 2025

**TIME:** Registration: 5:30 pm  
Meeting: 6:00 pm  
Meal: 6:30 pm

**WHERE:** Sturgis Armory  
1041 Junction Ave  
Sturgis, SD 57785

**RSVP BY:**  
Thursday, March 20  
by calling  
605.347.4527



## SCHOLARSHIPS AVAILABLE

Northern Hills Federal Credit Union is excited to support higher education and wants to announce the availability of our scholarships.

For **graduating seniors**, we will be offering three scholarships in the amounts of \$1,000, \$750, and \$500. Applicants must plan to attend an accredited college, university, or vocational/technical school.

For **non-traditional students**, we will be offering one scholarship for \$1,000. The applicant must not already hold a bachelor's degree and must be attending or planning to attend an accredited college, university, or vocational/technical school within the next calendar year.

To receive an application you can call, stop by any location, or download it from our website under **Quick Links**.

**Applications are due March 31, 2025.**

## TIME TO BUY A HOME?

The Federal Reserve has lowered the prime rate 100 basis points since September 2024. With these latest rate cuts, is now the right time to buy a home? Will mortgage rates continue to go down? That depends on who you talk to. Waiting to purchase a home to get a lower rate can be a risky business. Homebuyers waiting on the sidelines for prices or mortgage rates to fall in 2025 may be disappointed. Despite the latest rate cuts by the Federal Reserve, some say that the market has already priced these expectations in and they believe mortgage rates will hold steady in 2025.

Ultimately, whether this is a good time to buy a home depends on your financial situation, individual goals, and your readiness to become a homeowner. If you can afford a down payment, closing costs, mortgage payment, taxes, insurance, and maintenance costs, buying now can build your equity with the option to refinance if rates fall in the future. If you are in a financial position to afford the payments on a home you find and love, there is no need to wait.

**Let our mortgage experts help break it down for you to see what you qualify for. Call today or apply online at [northernhillscu.org](https://northernhillscu.org).** We participate in the Rural Development (RD), Federal Housing Authority (FHA), Veteran's Administration (VA), and conventional loan programs. We also offer a unique In-House First Time Homebuyer Program.



## INTRODUCING SAVVYMONEY TO ONLINE BANKING

We are committed to empowering our members with tools to achieve financial success. That is why we are excited to introduce SavvyMoney, a new free credit score monitoring program designed to give you more control and insight into your financial health. With this program, you will have:

- Free access to your credit score
- Personalized financial tips
- Loan and deposit account offers tailored to your credit score
- Real time monitoring alerts
- Educational resources
- And more!

**Log into your online banking or visit any of our locations to activate SavvyMoney today!**

## \$5,550.18 DONATED!

Thank you to all of our members, staff, and volunteers who donated at NHFCU locations to the United Way of the Black Hills fund drive. Together we donated \$5,550.18 to help those in need in our communities!

### Monitoring Alerts

### Credit Score. And More.

### Score Simulator

# INTRODUCING RECURRING ACH PAYMENTS – A NEW WAY TO SIMPLIFY YOUR FINANCES

We're excited to announce a new feature that makes managing your payments easier than ever! Our new Recurring ACH Payments platform allows you to set up automatic transfers for loan payments – so you never miss a payment again.

With this new option, you can:


- Schedule payments to occur automatically on a recurring basis
- Reduce the risk of missed due dates and late fees
- Enjoy a hassle-free way to manage your finances

Watch for the new link in your online banking/mobile app starting in March.



## CONTACTLESS DEBIT CARDS COMING SOON

Northern Hills Federal Credit Union is excited to announce a major upgrade coming soon to your debit card in 2025! As part of our commitment to providing you with the latest in banking convenience and security, we will be rolling out contactless debit cards. Soon you will be able to enjoy a faster, safer, and more seamless way to make payments with just a tap.



Contactless debit cards provide increased speed, convenience, and security for your payment experience. To make contactless payments, look for the contactless symbol on the payment terminal.

From there, simply tap your card close to the terminal and wait for confirmation, then you are done!

Contactless debit cards are also equipped with multiple layers of encryption to ensure your payment information remains secure, so you can rest assured knowing your transactions are safe.

Finally, our new debit cards will have a sleek new design. Here is a sneak peek!



Keep an eye on our website for more information to come!

## MOBILE CHECK DEPOSIT FOR BUSINESS ACCOUNTS

Mobile Check Deposit is now available for business accounts! With a couple of pictures and a click of a button, you can use your smartphone to post check deposits to your account in seconds. Log into your NHFCU mobile app or visit any of our locations to apply for Mobile Check Deposit today!



## PREVIOUS YEAR IRA OR HSA CONTRIBUTIONS

Remember, you can make IRA or HSA contributions for the 2024 tax year through April 15, 2025. The 5498 IRA and HSA forms reporting contribution information will be mailed out in mid-May. We have a full line of IRA products. Ask one of our friendly associates for details!





**Northern Hills**  
FEDERAL CREDIT UNION

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PO Box 759  
Sturgis, SD 57785

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NOW SERVING *All* OF SOUTH DAKOTA

## GOOD TIMES, A GOODBYE, AND GOOD LUCK TO ONE OF THE GREATS

After 40 years, Floyd Rummel III deserves plenty of rest and relaxation in retirement, but not before a proper send-off. Friends, family, members, partners, and esteemed members of the community turned out to celebrate Floyd's many achievements as not only the leader of Northern Hills, but as a steward and shining example of the right way to do business. Take a look at a few of our highlights from the evening. We'd share all the stories, but perhaps it's best to let the photos do the talking instead. Floyd, if you're reading this (presumably on a beach somewhere), thank you for everything you've done and for laying a foundation for the future success of Northern Hills FCU. You will be missed.

