

Dear CONE Credit Union Members:

As we head together into 2021, I wanted to thank you all for your support and dedication to your credit union this past year. Without a doubt, 2020 was challenging for all of us, and together we have pulled through! I am proud of our members for how well you've responded to some of the drastic measures we had to take this year to keep us all safe. I'm also proud of the staff for how well they've mitigated the risk of this pandemic and figured out how to continue to help you!

We have a lot of information to pass along, including important updates on the merger process and a note on our upcoming merger vote. Please read it through carefully and feel free to contact the CONE Crew with any questions or head over to our website conecu.org to see the most current news.

Sincerely,
Mike Mehlberg
President/CEO, CONE Credit Union

On behalf of all of us at CONE, we wish you all happiness, prosperity, and good health for 2021.

Michael J. Mehlberg

Shirley A. Kraus

Arlene M. Gruetzmacher

Ursula Hehl

Tammy M. Eastman

Pattina M.

Kaitlyn Dennis



AN UPDATE ON OUR NAME CHANGE

As you may know, we held a member vote and announced at our Annual Meeting in November 2020 that we would change our name to ChoiceONE Credit Union as a part of the merger process. We appreciate everyone who participated in that vote and all the support we've received from our members.

Unfortunately, another similarly named financial institution has stepped forward since then, even though we were led to believe this would not be an issue. Out of respect for their brand and the excellent work they do, your board has determined that we shouldn't move ahead with that name.

How Does That Change Our Plans?

While this has delayed some parts of the merger process, we quickly found the path ahead. Your Board of Directors has determined that the best course of action is to continue our planned merger with Simplicity Credit Union as a traditional merger rather than a network merger as was originally proposed. Among other benefits, a traditional merger will mean a clear and simple path to offering our members and employees all the benefits of being a part of the Simplicity Family without further delays.

One of the key benefits that we anticipated with a name change and the original network merger was that it allowed us to maintain a sense of the CONE Credit Union identity and honor our history here in Neenah. Our merger partners at Simplicity CU understand how important that is to us. We've been working hand-in-hand with their marketing team to form a plan that will keep CONE's history alive for years to come.

While there will be much more information over the coming months to detail the mechanics of our merger on our members and their accounts, our next steps are to invite your questions and comments and then hold a formal vote on the proposed merger. Some preliminary details on that event are below and we hope you'll join us.

DON'T MISS THIS IMPORTANT EVENT

There's more excitement on the way in 2021.

- The last step in the process will be the membership vote to merge with Simplicity Credit Union, which is tentatively scheduled for the end of May 2021.

Watch our website or like us on Facebook to stay up-to-date and find the registration links for this event when it's available.