

Northeastern Wisconsin Chapter Newsletter November/December 2014



1st Place Winner!

**FEI National Member
Development Award
7 out of last 8 Years!**

AND

**FEI National Chapter
Excellence Award
2012-2013 and 2013-2014**

MISSION STATEMENT

FEI of Northeastern Wisconsin strives to be the premier association exclusively for financial professionals. Our mission is to advance the success of senior-level financial professionals and their organizations.

NEWSLETTER CONTENTS

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Date/Location	Professional Development	Keynote Speaker
Tuesday, September 16, 2014 Rock Garden Conference Center Green Bay, WI	Presentation by Godfrey & Kahn and Wipfli Topic: <i>Estate Planning for Business Owners and Officers</i>	Craig Dickman , CEO Chief Innovation Officer – Breakthrough Fuel Topic: <i>Moving Markets Through Innovation</i>
Tuesday, October 21, 2014 Liberty Hall Banquet & Conference Center Kimberly, WI	Presentation by AON Topics: 1. <i>Supply Chain Risk Overview</i> 2. <i>Health & Benefit Best Practice Overview</i>	John Bykowski , Chairman of the Board – SECURA Insurance Topic: <i>The Relationship Business: Inspiring A Genuine Culture</i>
*Thursday, November 20, 2014 Rock Garden Conference Center Green Bay, WI	Presentation by Baker Tilly Topic: <i>How to Navigate Through the World of Corporate Fraud</i>	Mitch Danaher , Deputy Controller – General Electric Company Topic: <i>TBD</i>
Tuesday, January 20, 2015 Liberty Hall Banquet & Conference Center Kimberly, WI	Presentation by Red Shoes PR and Schenck Topic: <i>Crisis Management: Is your organization prepared for a crisis?</i>	Mike Weller , Group President – ITW Welding / Miller Electric Manufacturing Co. Topic: <i>Increasing the profitability and effectiveness of your organization through empowerment and 80/20</i>
Tuesday, February 17, 2015 Rock Garden Conference Center Green Bay, WI	Presentation by Associated Financial Group Topic: <i>TBD</i>	Jeff Joerres , Executive Chairman – ManpowerGroup Topic: <i>TBD</i>
*Wednesday, March 18, 2015 Bridgewood Conference Center Neenah, WI	Presentation by Experis and Right Management Topics: 1. <i>Cyber Threats: Are We Defenseless Against Emerging Attacks?</i> 2. <i>Talent Management Trends and the Various Tools and Processes to Help Meet Business Strategies.</i>	Jim Ostrom , Partner, President & CEO – Milk Source, LLC Topic: <i>TBD</i>
Tuesday, April 21, 2015 Rock Garden Conference Center Green Bay, WI	Presentation by Mason Wells Topic: <i>Case Studies in Private Equity and the Role of the CFO</i>	Kate Burgess , CEO – Elevate97 Topic: <i>TBD</i>
Diversity Group Events Tuesday, 9/9/14 Fox Cities Performing Arts Center Appleton, WI 2:00 pm – 5:00 pm	Peer Group Meetings Tuesday, 8/26/14 Thursday, 11/6/14 Thursday, 2/26/15 Thursday, 5/21/15	Golf Outing Monday, 8/3/15 Butte des Morts Country Club Neenah, WI 11:00 am – 7:30 pm

Chapter President's Message

Season's Greetings! We have had good turnouts for our monthly chapter meetings but are looking for more members and guests to attend. The member surveys that follow each meeting help us to provide more value to the attendees. Thanks for participating in the surveys. Those who attended the November meeting were treated to two good sessions. The professional development session on "How to Navigate Through the World of Corporate Fraud" was presented by Mike Mader with Baker Tilly. Mike shared many interesting stories in his presentation and left us with a case study to further our knowledge on fraud.

The keynote speaker session featured Mitch Danaher, Deputy Controller for GE. His topic of "Changing the Work Paradigm: A GE Perspective" was very informative as he explained where GE was going as a company and how they were changing their culture. In addition, Mitch is the Chairman of the Board for FEI for the 2014-15 fiscal year. He reviewed FEI's mission and informed us of some of the national initiatives.

Thanks to Greg Williams and Howard Bornstein for leading a planning meeting with our Strategic Partners on October 31st. It was well attended and we received valuable feedback to assist us in providing better value to our Strategic Partners and Members.

Our next monthly meeting is Tuesday, January 20, 2015 at Liberty Hall in Kimberly. Red Shoes PR and Schenck Business Solutions will present "Crisis Management" at the PD session. Mike Weller, President of Miller Electric Manufacturing/North American Welding will be our keynote speaker and talk on "Increasing Profitability".

I wish you and your family a Merry Christmas and a Happy New Year! I look forward to seeing you again in January.

Jim Kiekhaefer
2014-2015 Chapter President
Jim.kiekhaefer@bugtusselwireless.com



Photos from the October 21st Chapter Meeting: (pictured left) Brian Eklow & Jon Snead of AON spoke at the Professional Development Session, which focused on the following two topics: Supply Chain Risk Overview and Health & Benefit Best Practice Overview. Keynote Speaker John Bykowski of SECURA Insurance (pictured middle) giving his presentation on the power of strong business relationships. FEI Member, Kathryn Sieman, and John Bykowski (pictured right).



Photos from the November 20th Chapter Meeting: Mike Mader of Baker Tilly (pictured left) was the Professional Development Speaker, and gave a presentation on How to Navigate Through the World of Corporate Fraud. Attendance during Keynote Speaker Session with Mitch Danaher of GE (pictured middle). Mike McNamara, Mitch Danaher and Jim Kiekhaefer (pictured right) after Mitch's presentation on Changing the Work Paradigm: A GE Perspective.



Business Tax Reform Basic Principles

The votes have been counted and the winners are...

Thanks to the 50+ individuals who participated in the voting related to business tax reform principles. The overwhelming conclusion by the group was that **tax simplification** needs to be the number one focus in any type of tax reform. As a point of reference, taxpayers currently spend \$17 billion dollars on tax compliance annually.

The second highest vote getter was that any tax reform needs to be **globally competitive** so US based companies can compete on an equal footing with companies headquartered elsewhere.

The third highest vote getter was that the tax law needs to be **permanent in nature**. Past practices of Congress where certain tax incentives have sunset provisions are not sustainable over the long term.

The above three principles were clearly ahead of all other principles based on relative votes cast. Here are the remaining vote getters in order of votes cast:

Transitional tax relief for taxpayers who are "losers"

Level playing field for all industries

Tax reform should be either revenue neutral or result in an overall tax reduction

Single type of business entity taxation

Thanks again for those of you who took the time to express your thoughts on tax reform. It appears that some form of business tax reform is more likely now than it has been over the past six years.

Howard Bornstein
2014-2015 Board Member
Howard.Bornstein@Foth.com



Reminder to Save the Date!



2015 Chapter Golf Outing & Social Event
Monday, August 3, 2015
Butte des Morts Country Club
Neenah, WI

Time: 11:00 am – 7:30 pm

Event Schedule:

- **11:00 AM – Driving range / Practice Green**
- **12:30 PM – Shotgun Start**
- **5:30 PM – 19th Hole Social Period**
- **7:30 PM – Event Conclusion**

If you are interested in joining the planning committee, please contact Doug Stecker: dstecker@kellerbuilds.com

January Chapter Meeting

**TUESDAY
JANUARY 20, 2015**

LOCATION

Liberty Hall Banquet
& Conference Center
800 Eisenhower Drive
Kimberly, WI 54136
[Click Here for Map](#)

TIME

2:00 PM – 4:05 PM
Professional Development
Session

4:15 PM – 5:30 PM
Keynote Speaker Presentation

5:30 PM – 5:45 PM
Business Meeting

5:45 PM – 7:30 PM
Social Period & Buffet Style
Dinner

For this event the social period and dinner will be combined. We will have seating at the bar for those who wish to stand and enjoy a beverage and the buffet, as well as traditional dinner tables for those who prefer to be seated with their colleagues.

REGISTER BY: January 13, 2015

[Click Here to Register](#)

CPE CREDITS

Professional Development
Session Qualifies for 2.5 Credits.
Keynote Speaker Presentation
Qualifies for 1.5 Credits

CANCELLATION POLICY

Please send cancellations to
mwcomfoxcities@gmail.com
no later than 5:00 PM
Friday, January 16, 2015.

FEES

This meeting is free for FEI
members, strategic partners and
prospective member guests.

Keynote Speaker Presentation



MIKE WELLER

Group President
ITW Welding / Miller Electric Manufacturing Co.

*Increasing the profitability and effectiveness of your
organization through empowerment and 80/20*

Mike has enjoyed a 34 year long career at ITW Welding/Miller Electric Manufacturing Company, and will be retiring on March 31, 2015. Over the years, Mike has held the position of Vice President & General Manager of Sales/Marketing & Administration as well as the position of Vice President of Human Resources at Miller Electric. At present, Mike serves on several boards and was recognized by the Technical Colleges of Wisconsin in 2014 as a Technical Education Champion.

Mike's other notable accomplishments are as follows: he chaired the 2005 United Way Campaign in the Fox Valley with record results and will co-chair the 2015 Campaign. He also served 3.5 years as the President of the Timber Rattlers Baseball Franchise and was recognized as an "Industry Fellow"--by AWS.

Mike will share some of his experiences that has enabled Miller to be the global welding manufacturing leader by using empowerment and 80/20. These principles can be used in your business—and the resources are already in place.

Professional Development Session

CRISIS MANAGEMENT: IS YOUR ORGANIZATION PREPARED FOR A CRISIS?

Presented by Schenck S.C. and Red Shoes PR, Inc.

Every organization should expect the unexpected when it comes to communicating during a time of crisis. In today's era of transparency and 24/7 communication platforms, organizations need to be prepared and know how to stay ahead of communications to ultimately protect their brand.

Through this interactive presentation, participants will:

- Outline potential crisis situations you could face and how to prepare for them
- Think through the many communication channels - social media and traditional media and how to be best prepared to face social bullying
- The importance of communications timing and sequencing
- How to learn from others by using case studies as learning tools
- Build a toolkit that you can start implementing

From an organization's internal audience such as employees and board members to the community at large, crisis communications has never been more critical to a brand's reputation.

(continued on next page)

Professional Development Session (Continued)

January Professional Development Session Presenters



Kim Houlton
Human Resources Consulting Manager
Schenck S.C.



Kim has over 25 years of experience in leading human capital and human resources strategies in a variety of industries. She provides clients human resources guidance such as human resources strategy, talent management, employee benefits, compensation analysis, HR Department assessments, functional HR start-up guidance, compliance assistance, training and development.

Kim understands complex and sensitive situations. She applies relevant HR technical expertise to provide solutions that make good business sense for the client.

Prior to joining Schenck, Kim directed the human resources function for companies with multi-state operations and rapidly growing and changing work environments.



Karen Smith
Vice President
Red Shoes PR, Inc.



With more than nine years of full-service agency PR experience, Karen Smith has worked with clients in a variety of industries including construction, health care, financial, education, non-profit, government, professional services and more. With a passion for a fast-paced work environment, she has successfully led numerous crisis communications projects including company embezzlements, environmental issues and labor disputes.

Karen is a well-rounded PR professional who excels in campaign research and planning, media relations and thinking strategically about a client's social media and online presence. Her attention to detail and determination are crucial in exceeding the goals of a PR program. Karen also has an uncanny ability to read a situation for what it is and make sound recommendations.

As a graduate from the University of Wisconsin - Milwaukee, Karen is on the board of directors for the Fox Valley Sibling Support Network. She also serves as the publicity chair of the Public Relations Society of America - Northeast Wisconsin Chapter and is involved with the Pulse Young Professionals Network marketing committee.



Financial Executives International (FEI) is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org.

January 20, 2015 Chapter Meeting: Instructional Method: Group-live **Experience Level:** Basic **Prerequisites / Advance Preparation:** None **Field of Study:** Professional Development Session = Management Advisory Services; Keynote Speaker Session = Personal Development. **Recommended CPE Credits:** Professional Development Session = 2.5; Keynote Speaker = 1.5.

For FEI CPE credits, one credit hour equals 50 minutes according to NASBA guidelines. Some state boards may differ on how many minutes constitute a credit hour. Contact your state board for more information. For more information regarding administrative policies such as complaint and refund, please contact Michelle Weiss, Chapter Administrator: mwcomfoxcities@gmail.com.

Membership Update

Recruitment has been noticeably slow since the summer. National is currently offering a great membership price for new members for the first year. **The national dues are normally \$525.00. From now through Friday, December 5, they are offering a special rate of**

\$399.00. If you know of someone who would benefit from an FEI membership please reach out to them. If they have some interest please contact me and I will be happy to follow up from there.

A big thank you to all of you who have been completing our monthly Chapter meeting surveys. Approximately 70% of the members and strategic partners who have attended our first three meetings have completed the surveys. This is fantastic and we ask that you continue completing them. Your input is invaluable. It literally takes no more than two minutes to complete the survey each month. Your Chapter Executive Committee reviews your input very closely and uses it to improve the quality of our programs. While we cannot always incorporate all the comments made immediately, we take them very seriously. Through the first three meetings this year the average overall meeting experience rating is 4.2 (on a scale of 1 to 5), which is excellent. If you have any questions about the survey please do not hesitate to contact me or pull me aside at a meeting.

Thanks for all of your continued recruitment efforts!

Mike McNamara
Membership & Retention Chair

Mike.McNamara@tqmillwork.com
(920) 533-4860, extension 222 (office)
(920) 539-1255 (mobile)



Member Benefits 101 Getting to Know Your FEI

This one-hour webcast will give **all members** an insight into their FEI membership benefits and career services as well as updates on advocacy efforts, technical committee activities, and new research efforts from FERF (Financial Executives Research Foundation). The webcast will also cover upcoming conferences and webcasts of interest, provide a guided tour of the FEI website, and answer any questions you may have. We encourage all members to participate in this webcast that is usually held on the third Wednesday of each month at 1:00 p.m. CT.

The dates for the next webcast are Wednesday, October 15 and November 19, 2014 at 1:00 p.m. CT. To register for the webcast, go to www.financialexecutives.org and click on "Events" and then "Webcasts" to register. If you have any questions about this webcast, please feel free to contact Mike McNamara.

MEMBERS AS OF THE END OF COMPETITION YEAR:

2008	107
2009	119
2010	139
2011	170
2012	199
2013	210
2014	226
2015	245 (GOAL)

Members as of
November 21, 2014: 221

Due to terminations and transfers, our Chapter goal is to add **35 NEW members** this fiscal competition year ending March 31, 2015.

MEMBERSHIP RECRUITERS FOR CURRENT COMPETITION YEAR

GOLD RECRUITERS

Three or More Members

SILVER RECRUITERS

Two Members

Joe Toonen (Grant Thornton)

BRONZE RECRUITERS

One Member

Jon Bilodeau (AON)	Fred Bowes
Tony Ellis	Kurt Gresens (Wipfli)
Bill Guc	Mark Heffernan
Steve Huntington	Julie Kimps (Experis)
Dave Nelson	Amy Schilling
Terry Ver Straate	

Please Welcome Our Newest Chapter Member!

ANGIE LOM

Controller
Foxland Harvestore, Inc.
Little Chute
Recruiter: Joe Toonen

Money Back Guarantee!

In order to support our recruitment efforts this year, the Chapter Board has again approved offering a **MONEY-BACK GUARANTEE** for dues to new members if they do not find value in their membership. We are making this offer because we feel strongly about the value of our programs and networking opportunities. The details of this offer are as follows:

1. The Chapter will refund the national membership dues paid by any new members if they decide not to renew their membership after their first 12 months of membership.
2. Any new members whose applications are processed from July 1, 2014 through June 30, 2015, and who join the Northeastern Wisconsin Chapter, are eligible for this money-back guarantee.
3. Members who transfer in from or out to other chapters are not eligible.
4. The members must have attended at least four of the featured speaker presentations during the first 12 months of their membership.
5. As proof of their attendance, members must sign in and sign out on the attendance sheets for each meeting.
6. Within 60 days of their anniversary date of joining FEI, they must submit a written request for refund to Mike McNamara (mike.mcnamara@tqmillwork.com) and provide the reasons for FEI not meeting their expectations.
7. Any refunds approved will be issued in the same name and format (i.e. credit card, company check, etc.) as the amounts were originally paid.
8. In the event of any questions or disputes in administering this money-back guarantee, Mike McNamara will have sole authority to resolve the situation.
9. The effectiveness of this offer will be evaluated toward the end of the 2014-2015 fiscal year to determine whether to continue it for future years.

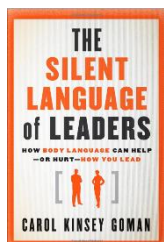
Please call someone today who you think might benefit from an FEI membership and invite them to this meeting. Thanks for your continued cooperation in helping to grow OUR Chapter.

Diversity Group

A date for a social/round table discussion has been scheduled for **Tuesday, February 24th** beginning at **5:30 pm at Appleton Beer Factory** (603 W. College Ave. Appleton, WI 54914). The Appleton Beer Factory is newer to the Fox Valley having a wide selection of home brews; of course great wine options are also available. Additional details on the Appleton Beer Factory can be found at www.appletonbeerfactory.com. Please join us! Register today by [clicking on this link](#).

The Diversity Group recommends a new book. *The Silent Language of Leaders: How Body Language Can Help – or Hurt – How You Lead* by Carol Kinsey Goman PhD

In The Silent Language of Leaders, Goman explains that personal space, physical gestures, posture, facial expressions, and eye contact communicate louder than words and, thus, can be used strategically to help leaders manage, motivate, lead global teams, and communicate clearly in the digital age. The book draws on compelling psychological and neuroscience research to show leaders how to adjust their body language for maximum effect. It stands out as the only book to address specifically how leaders can use body language to increase their effectiveness. Goman, a respected management coach, is widely considered as the expert in body language issues in the workplace. The Silent Language of Leaders will show readers how to take advantage of the most underused skills in the leadership toolkit-nonverbal skills-to improve their credibility and stay ahead of the curve.



You can purchase *The Silent Language of Leaders* on Amazon by [clicking on this link](#). The Book Club Review is scheduled for Thursday, March 12, 2015, at 7:30 am at Coffee & Chocolate Bistro in Kimberly. [Please click here to register for the event.](#)

Valorie Hamilton
Diversity Group Chair
valorie.hamilton@endries.com



Diversity Group meetings are open to *women* who are:
members of FEI NE Wisconsin Chapter; managers and executives within an FEI member's company;
representatives of our Strategic Partner companies; prospective chapter members; or guests of any of the above.

Peer Group Meetings

FEI Peer Group is an opportunity for our members to share ideas and thoughts on topics important to each of us and our businesses. All chapter members are welcome to share and gain information used daily in our financial positions. Specific discussion topics are determined by the members attending.

Next meeting: Thursday, February 26, 2015

2:00 PM – 4:30 PM

Location information to follow as the meeting approaches



Denise Kitzerow
Peer Group Chair

dkitzerow@lakesidefoods.com

We keep the discussions **confidential** so participants can feel free to get into the specific details of issues they are facing in their profession. To give you a better idea of what subjects might be covered, below is a sample list of agenda items from recent Peer Group meetings. The discussion topics for each meeting are determined by the member participants.

Sample List of FEI Peer Group Discussion Topics

- | | |
|--|---|
| <ul style="list-style-type: none"> • Human Resources: <ul style="list-style-type: none"> - HR Policy Manuals - Employee Benefit Statement • Administration: <ul style="list-style-type: none"> - Cell Phone Usage Policy: <ul style="list-style-type: none"> ➤ Do you let employees use their own personal smart phones to download work emails? ➤ Do you have a wiping policy if the employees leave employment? - Has anyone used a firm to audit payables to see if you are paying too much in sales & use tax? - Has anyone used a firm to audit utility bills? - What pay range is used for Accountants and Accounting Supervisors? - Structure of Accounting area - Information Technology Consultants – any recommendations? - Recruiting - Anyone using JobBoss? - Acquisition Integration - Pay Increases for coming year - Internal Compliance or use of outside professional providers? • Banking/Financing: <ul style="list-style-type: none"> - Banking & Financing Trends - Ideas for improving cash flow - Financing Terms/Arrangements - Anyone using Purchasing Cards – positives/negatives - Hedging Interest Rates – anyone looking at a SWAP? - Direct Deposit for payroll required? Are bonus payments also direct deposited? • IT: <ul style="list-style-type: none"> - Internal IT department structures versus external IT vendors. | <ul style="list-style-type: none"> • Insurance: <ul style="list-style-type: none"> - Wellness Programs <ul style="list-style-type: none"> ➤ What is everyone doing? ➤ Do you use a Third Party to help with Wellness Programs? - Planning for ObamaCare - Property and other Insurance pricing trends - Fees paid to consultants for group benefit plans (health, dental, STD, LTD, vision, etc.) - Overhead cost Absorption Allocations & Methods - Special instructions for handling claims for General Liability or other insurance - Prevention Training in Employee Practices Liability or Fiduciary/Fraud - Coverage for Cyber Liability/Pollution • Retirement Plan Administration: <ul style="list-style-type: none"> - Does your company offer a Profit Sharing Plan or 401K Plan with a match? <ul style="list-style-type: none"> ➤ Criteria to payout – do you need to attain certain profit goals? ➤ How much does the company contribute? ➤ How do your employees react? - Retirement Plan third party administrative fees and services – any creative ideas for low money market rates? • Taxes: <ul style="list-style-type: none"> - Highlights and lowlights of recent income or sales tax audits - State Nexus issues - Tax Trends • General: <ul style="list-style-type: none"> - Business risks, does anyone define and actively manage? - Economic outlook and general business climate |
|--|---|

2014-2015 Chapter Leaders

Contact Information

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Jim Kiekhaefer	President and Programs Committee Chair
Doug Stecker	President-Elect, First Vice President and Professional Development Committee Chair
Jim Rubright	Second Vice President & VP Membership
Martha VandeLeest	Secretary and Publicity Chair
Barb Ristau	Treasurer
Mike McNamara	Membership & Retention Committee Chair and Headquarters Liaison
Greg Williams	Strategic Partner Liaison
Valorie Hamilton	Diversity Committee Chair
Denise Kitzerow	Peer Group Chair
Nick Guerrieri	Nominations Committee Chair
William Lepley	Academic Relations Committee Chair
Scott Dell	Career Management Committee Chair
Howard Bornstein	Board Member
Pam Turicik	Board Member
Mark Heffernan	Board Member

FEI Northeastern Wisconsin Chapter Strategic Partners

Click on each company to visit their web site.

