## Northeastern Wisconsin Chapter Newsletter September/October 2014



### 1<sup>st</sup> Place Winner!

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

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
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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: Estate Planning for Business Owners and Officers	Craig Dickman, CEO   Chief Innovation Officer – Breakthrough Fuel Topic: Moving Markets Through Innovation
Tuesday, October 21, 2014 Liberty Hall Banquet & Conference Center Kimberly, WI	Presentation by AON Topic:  1. Supply Chain Risk Overview — Review of key elements of supply chain risk and how organizations can understand and address their risks from both upstream and downstream providers  2. Health & Benefit Best Practice Overview — Discussion of best practices employers are utilizing in the design, implementation, and operation of their health & benefit plans	John Bykowski, Chairman of the Board – SECURA Insurance Topic: The Relationship Business: Inspiring A Genuine Culture
*Thursday, November 20, 2014 Rock Garden Conference Center Green Bay, WI	Presentation by Baker Tilly Topic: How to Navigate Through the World of Corporate Fraud	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>TBD</i>	Mike Weller, President – Miller Electric Manufacturing/North America Welding Topic: Increasing the profitability of your company through empowerment and 80/20
Tuesday, February 17, 2015 Rock Garden Conference Center Green Bay, WI	TBD	Jeff Joerres, Executive Chairman – ManpowerGroup Topic: TBD
*Wednesday, March 18, 2015 Bridgewood Conference Center Neenah, WI	Presentation by Experis and Right Management Topic: TBD	TBD
Tuesday, April 21, 2015 Rock Garden Conference Center Green Bay, WI	Presentation by Mason Wells Topic: Case Studies in Private Equity and the Role of the CFO	TBD

<sup>\*</sup>Note: These meetings will take place on a day of the week other than Tuesday.

Diversity Group Events Tuesday 9/9/14	Peer Group Meetings Tuesday 8/26/14	Additional Peer Group Meetings Thursday, 11/6/14
Fox Cities Performing Arts Center Appleton, WI 2:00 pm – 5:00 pm	Wisconsin Wireless Communications Little Chute, WI 12:30 pm – 2:30 pm	Thursday, 2/26/15 Thursday, 5/21/15

Chapter President's Message We had good attendance at our first meeting of the chapter year. We introduced a new venue by meeting at Rock Garden in Green Bay. This is an easy on and off Highway 41, similar to our meetings at Bridgewood in Neenah. Those of you who attended also had a chance to meet Michelle Weiss, our new Chapter Administrator. David Patzer with Godfrey & Kahn and Ryan Laughlin with Wipfli presented the Professional Development Session. Their topic of Estate Planning for Business Owners and Officers drew much interest from the attendees resulting in many questions for the presenters

to address. Craig Dickman, CEO | Chief Innovation Officer of Breakthrough Fuel, was our keynote speaker. His presentation on the unique topic of Moving Markets Through Innovation was found to be very interesting by the attendees. Mr. Dickman guided us through the development of Breakthrough Fuel and shared the many things he learned along the way.

On the next page are the summarized results of our first-ever meeting survey. 74% of the members and strategic partners who attended the September 16<sup>th</sup> Chapter Meeting completed the survey, which is outstanding. Based on a rating scale of 1 to 5, with 5 being "Excellent", it is obvious we had a great meeting. The overall weighted average rating for the meeting was 4.3. All categories had a weighted average rating of 3.9 or above. We will use the detailed results of these surveys in planning future meetings when possible.

We will be asking for your help by participating in a few more surveys this year. We promise to keep them short. The information is very valuable to us in providing the members good service and looking for ways to operate more efficiently.

In our last newsletter, I indicated that the Board and Executive Committee would again prioritize the initiatives of the chapter's Strategic Plan and select additional initiatives for implementation in this chapter year. Following is a summary of the initiatives. They are in addition to our annual goals of membership growth and of providing meetings with excellent content.

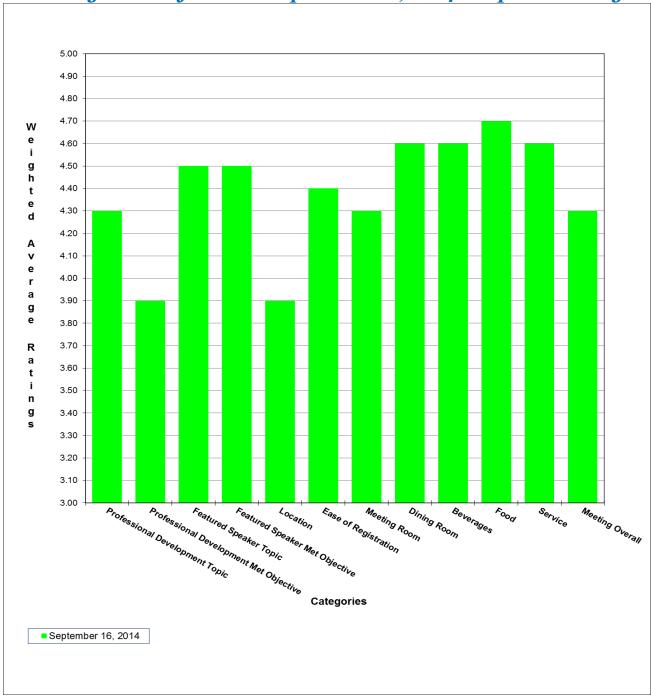
- 1. <u>Strategic Partners (Greg Williams, Chair)</u> Enhance the Strategic Partner Program within the chapter. Hold formal meetings with the Strategic Partners to review expectations of both parties and discuss goals and improvements.
- 2. <u>Develop Public Relations and Improve Communications (Martha VandeLeest, Chair)</u> Further develop and implement by continuing to work with Red Shoes PR firm. Enhancements will include transitioning to an eNewsletter, improving the web site experience, promoting other communications vehicles, and pursuing media outreach opportunities.
- 3. <u>Chapter Administrator Training & Documentation (Jim Kiekhaefer, Chair)</u> With the assistance of Michelle Weiss, document the duties and procedures of the Chapter Administrator and President in order to provide future continuity and ease of annual leadership transitions.
- 4. <u>Communication of National Agenda (Mike McNamara, Chair)</u> Communicate to and educate the Board and Members on important opportunities and changes at FEI National.

I look forward to visiting with you at future meetings. Please join us at our meetings and events as we are planning for an exciting year.



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

## Survey Results from the September 16, 2014 Chapter Meeting



### Rating scale:

1 = Poor4 = Very good2 = Fair5 = Excellent

# 3 = Good

Response rate:

09/16/14 = 74% (55 out of 74 member and strategic partner attendees)

**Photos from the September 16<sup>th</sup> Chapter Meeting:** Keynote Speaker Craig Dickman, (pictured top left) provided insight into Breakthrough Fuel's Moving Markets Through Innovation Presentation. David Patzer of Godfrey & Kahn, and Ryan Laughlin of Wipfli (pictured top right) spoke at the Professional Development Session, which focused on the Topic of Estate Planning for Business Owners and Officers.

Pictured in the middle are FEI Members, Strategic Partners and Guests in attendance. Located at the bottom left are Professional Development Speakers, David Patzer and Ryan Laughlin, and Doug Stecker, President Elect and VP of Programs. Pictured at the bottom right are Rob Fleming of AON, Jim Kiekhaefer, Chapter President, and Keynote Speaker, Craig Dickman.











## October Chapter Meeting

## TUESDAY October 21, 2014

#### **LOCATION**

Liberty Hall Banquet & Conference Center 800 Eisenhower Drive Kimberly, WI 54136 920-731-0164

## 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

For this event the social period and dinner will be combined. We will have pub tables 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** October 14, 2014

## 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 <a href="mwcomfoxcities@gmail.com">mwcomfoxcities@gmail.com</a> by **no later than** 5:00 PM Friday October 17, 2014.

#### **FEES**

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

## **Keynote Speaker Presentation**



JOHN BYKOWSKI
Chairman of the Board
SECURA Insurance

## The Relationship Business: Inspiring a Genuine Culture

John Bykowski joined SECURA in 1997 as President and CEO, and was named Chairman of its Board of Directors in 2004. On July 1, 2014, he retired after 17 years with the company. John continues as the company's board chair. Prior to SECURA, he was Senior Vice President of Marketing for West Bend Mutual Insurance.

A Marquette University graduate, John also spent part of his 40-year property and casualty insurance career with Wisconsin Employers, Allstate, and Milwaukee Insurance. He currently serves on the Board of Directors for the Fox Cities Building for the Arts, and is a Board member for Ministry Health Care, as well as serving on its Finance Committee.

Mr. Bykowski's presentation, *The Relationship Business: Inspiring a Genuine Culture*, will focus on the following:

- Strengthening service and relationships with agents & associates
- Aligning management and engaging associates
- Operational performance and efficiency

## **Professional Development Session**

# Supply Chain Risk Overview & Health & Benefit Best Practice Overview Presented by AON

An Analytical Approach to Supply Chain Management and Risk Assessment

Supply chain risk issues are nothing new and exist in both boom and bust economies. Recently, weather, customer demand shortfalls, competitive pressures, IT disruptions, and interruption events involving key suppliers are just some of the risks that have significantly impacted supply chain management effectiveness and/or eroded shareholder value in the last 24 months. In addition, supply chains are increasingly encompassing distant locations, some in less-than-politically stable regions, which is introducing new risks. Examples include political instability, regulatory action, embargo, import or export license cancellation, third-party blockade, governmental interference with a supplier, and forced abandonment. Risks can even include political actions of individuals, such as riots, strikes, sabotage, and terrorism.

This session will provide an overview on organizational assessment and quantification of supply chain risk as well as discussion on business continuity management as a means to mitigate such risk.

(continued on next page)

## **Professional Development Session (Continued)**

#### **Framework for Effective Healthcare Programs**

While many of the compliance issues with the Affordable Care Act have passed, organizations are still left to deal with some of the other challenges associated with their healthcare programs including trend mitigation, attraction and retention of talent, improving workforce productivity, and wellness.

This session will provide an overview of challenges organizations face in developing and maintaining a healthcare program. It will focus on the "how, what, and why" related to key strategies in the areas of people, processes, and technology, performance measurements & key performance indicators, and annual operating plans.

## October Professional Development Session Presenters



Brian Eklow, PE
Senior Consultant
Aon Global Risk Consultants

Aon Global Risk Consultants

As a member of Aon's Global Risk Consulting team, Brian has been providing supply chain risk and business continuity planning consultation, as well as property risk control engineering consultations, to a wide variety

Brian maintains more than 30 years of experience working in insurance and brokerage as a Loss Control Engineer; initially, as a Property Specialist in the highly protected risk category. This work involved identification of property and business interruption risks and development of engineering or administrative controls to reduce exposure to adverse risks. During this time, Brian provided loss control engineering to clients in both property and casualty areas, including workers' compensation, general liability, product liability, and commercial vehicle coverage lines.

of clients within the manufacturing and food, agriculture, and beverage industries.



Jon D. Snead
Senior Vice President & Local Practice Leader
Aon Hewitt Employee Benefits Group – Grand Rapids Office

Jon's primary responsibilities include delivering consulting services to over 20 customers in Michigan, as well as providing consulting services to other Aon customers throughout the United States

Prior to joining Aon Hewitt, Jon spent 14 years working with employee benefits as a senior leader in human resources, which has given him a unique perspective from both sides of the Customer-Consultant relationship.

His experience has allowed him to assist clients with plan design, administration development, plan funding analysis, and communication programs to employees. Jon has also become involved in consulting on wellness assessment and wellness programs for some of his largest clients. Since joining Aon Consulting in 1997 from Amway Corporation, Jon has designed Health and Benefits programs with several large employers such as Herman Miller, Inc., Sara Lee Foods, Grand Valley State University, Tower Automotive and Donnelly Corporation.

Mr. Snead holds a BA in Psychology from The University of Michigan and a Masters of Arts from Central Michigan University. Jon also serves on the Aon Hewitt Central Region Sales Committee and is a board member of the Greater Michigan Chapter of the March of Dimes.

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.

of Study: Professional Development Session = Personal Development; Keynote Speaker Session = Specialized Knowledge. 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



Welcome to another Chapter meeting year! We look forward to seeing many of you at our upcoming monthly meetings.

We had a very successful membership recruitment campaign in early July that included a reduction in the executive membership categories fees from \$525 to

\$399. The individuals in the right-hand column recruited 11 new chapter numbers (see below) during this campaign. Nationally, 25 new members were recruited during this campaign. Our Chapter alone was responsible for a very high percentage of the 25 new numbers.

The national office is currently sponsoring a member-get-a-member promotion which lasts through October 31, 2014. In November we will be conducting a membership recruitment campaign in conjunction with support from the national office. I will provide you with the details in the next several weeks.

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 <a href="https://www.financialexecutives.org">www.financialexecutives.org</a> 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 September 20, 2014: 223

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

## **BRONZE RECRUITERS**

#### One Member

Jon Bilodeau (AON)

Tony Ellis

Bill Guc

Steve Huntington

Dave Nelson

Terry Ver Straate

Fred Bowes

Kurt Gresens (Wipfli)

Mark Heffernan

Julie Kimps (Experis)

Amy Schilling

Joe Toonen

(Grant Thornton)

## **Please Welcome Our Newest Chapter Members!**

#### JOHN KLUTH, CPA

CFO

Independent Printing Co.
De Pere
Recruiters: Amy Schilling

Recruiters: Amy Schilling & Steve Huntington

#### **KELLY ROTTIER, CPA**

CFO

Marion Plywood Corporation Marion

Recruiter: Kurt Gresens

#### **MATT WILD**

CFO

NPS Corporation
Green Bay

Recruiter: Jon Bilodeau

(AON)

**CPA** 

## SHARI

#### **KRONSCHNABEL**

Controller

The Stiegler Company,

Inc. Green Bay

Recruiter: Fred Bowes

#### AMANDA LENNARTZ

Director of Finance & Human Resources
The Wasmer Company,

LLC

New Holstein Recruiter: Terry Ver

Straate

#### JAY BEIERSDORF

Controller Ameridrives Power Transmission Green Bay

Recruiter: Tony Ellis

## PETER ORNOWSKI,

Corporate Controller Plexus Corp.

Neenah

Recruiter: Julie Kimps

(Experis)

#### **RYAN HARTMAN**

Controller Ver Halen, Inc. Green Bay Recruiter: Mark Heffernan

#### **RAYMOND SUENNEN**

Director Governmental Contacts Compliance Integrys Energy services

Inc. De Pere

Recruiter: Bill Guc

## BOB WASIELESKI,

**CPA**Director of Finance
Dean Distributing, Inc.

Green Bay Recruiter: Joe Toonen

(Grant Thornton)

#### **KYLE KLEIST**

Controller Great Lakes Calcium

Corp. Green Bay

Recruiter: Dave Nelson



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@tgmillwork.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.



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

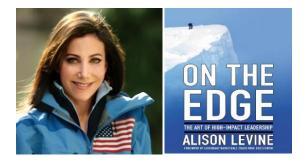


For those that were able to participate in the event on September 9<sup>th</sup> at the PAC, there were over 1000 in attendance and an amazing networking event following Alison's presentation. "Very helpful, informative & inspiring, Alison Levine's journey with challenges, outlook on success, failures and taking one step forward requiring a step or "hike" backward per her analogy with the "climb".

Below are some excellent highlights, and a few notes to share from the presentation:

- Networking and building relationships is important. You never know when a strong network is needed to support a situation.
- Leadership is not title or tenure, it is everyone's job. Leadership includes the responsibility to look out for each other.
- Take action based on the situation at the time, don't necessarily do what always has been done.
- Judgment is a key element, poor judgment can bring down an entire team.
- Ask the question. Just because it has always been done is not always the correct path. Progress happens when you ask the
  question.
- Lessons are learned along the way.
- Freedom to fail, making a mistake creates opportunity to improve and gain the next time.
- Nobody gets to the top by yourself, it is a team effort.
- You have to be willing to push yourself to make progress.
- People need to care for each other to develop a team.

If you are interested, Alison's journey and elements of the presentation are shared in her New York Times Best-Seller Book: On the Edge: The Art of High-Impact Leadership.



Alison Levine
Team Captain of the First American
Women's Everest Expedition

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.



**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, November 6, 2014

2:00 PM – 4:30 PM at Wisconsin Wireless Communications 2305 Kelbe Drive, Little Chute WI 54140

We keep the discussions *confidential* so that 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

#### Human Resources:

- HR Policy Manuals
- Employee Benefit Statement

#### Administration:

- Cell Phone Usage Policy:
  - > 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:

- 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:

- Internal IT department structures versus external IT vendors.

#### Insurance:

- Wellness Programs
  - 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:

- Does your company offer a Profit Sharing Plan or 401K Plan with a match?
  - 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:

- Highlights and lowlights of recent income or sales tax audits
- State Nexus issues
- Tax Trends

#### • General:

- Business risks, does anyone define and actively manage?
- Economic outlook and general business climate

2014-2015	
Chapter	
Leaders	

Jim Kiekhaefer President and Programs Committee Chair

Doug Stecker President-Elect, First Vice President and Professional

**Development Committee Chair** 

<u>Contact Information</u>

Jim Rubright Second Vice President & VP Membership

Barb Ristau

Jim Kiekhaefer

Chapter President Martha VandeLeest Secretary and Publicity Chair

(920) 819-4710

Mike McNamara

(920) 750-9110

(920) 533-4860 ext. 222 - office

Jim.Kiekhaefer@bugtusselwireless.com

Mike McNamara Membership & Retention Committee Chair

and Headquarters Liaison

Treasurer

Membership & Retention Chair Greg Williams Strategic Partner Liaison

(920) 539-1255 - mobile Valorie Hamilton Diversity Committee Chair

<u>mike.mcnamara@tqmillwork.com</u>

Denise Kitzerow Peer Group Chair

Michelle Weiss

Nick Guerrieri

Nominations Committee Chair

Chapter Administrator

Newsletter Editor William Lepley Academic Relations Committee Chair

mwcomfoxcities@gmail.com

Scott Dell

Career Management Committee Chair

Howard Bornstein Board Member
Website:

www.financialexecutives.org Pam Turicik Board Member

Mark Heffernan Board Member

# FEI Northeastern Wisconsin Chapter Strategic Partners Click on each company to visit their web site.





Attorneys at Law





















