

1st Place Winner!

FEI National Member Development Award
7 out of last 9 Years!

AND

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



Northeastern Wisconsin Chapter Newsletter

May/June 2015

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.

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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
WEDNESDAY October 21, 2014 Liberty Hall Conference Center, Kimberly, WI	Presentation by AON Topics: 1. Supply Chain Risk Overview 2. Health & Benefit Best Practice Overview	John Bykowski, Chairman of the Board – SECURA Insurance Topic: The Relationship Business: Inspiring a Genuine Culture
November 20, 2014 Presentation by Baker Tilly Tonics How to Navigate Through the World of General Electric Compa		Mitch Danaher, Deputy Controller – General Electric Company Topic: Changing the Work Paradigm: a GE Perspective
TUESDAY January 20, 2015 Liberty Hall Conference Center, Kimberly, WI	Presentation by Schenck and Red Shoes PR Topic: Crisis Management: Is Your Organization Prepared for a Crisis?	Mike Weller, Group President – ITW Welding/Miller Electric Manufacturing Co. Topic: Increasing the Profitability of Your Company Through Empowerment and 80/20
TUESDAY February 17, 2015 Rock Garden Conference Center, Green Bay, WI	Presentation by Associated Financial Group Topic: The Future of Executive Compensation: An Essential Conversation	Jeff Joerres, Executive Chairman – ManpowerGroup Topic: Human Age/Human Capital
*WEDNESDAY March 18, 2015 Bridgewood Conference Center, Neenah, WI	Presentation by Experis & Right Management Topics: 1. Talent Management Trends 2. Cyber Threats	Jim Ostrom, Partner, President & CEO – Milk Source, LLC Topic: Large Scale & Sustainable
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	Kate Burgess, CEO – Elevate97 Topic: Transformation Through Rapid Growth: The Elevate97 Story
*Please note	these meetings will take place on a day of the weel	k other than a Tuesday.

Chapter President's Message Our 2014-2015 Chapter Year is coming to an end. We held seven successful Chapter Meetings, and our Professional Development Sessions were a success thanks to our Strategic Partners. Thanks to all who were involved in securing some great Keynote Speakers. It definitely takes a team effort, and many Members and Strategic Partners stepped up to the challenge.

The FEI Summit Leadership Conference was held May 17-19 in Boca Raton, Florida. Six representatives from our Chapter attended. Sunday's agenda consisted of the National Annual Meeting followed by meetings with the National Staff and Chapter Leaders. It was an enjoyable

day with valuable exchanges of information. There was a marked improvement from the previous year under the new leadership. The FEI National Staff received a standing ovation at the annual meeting. Howard Bornstein from our Chapter was elected to the National Board of Directors. The Monday and Tuesday agenda consisted of keynote speakers and concurrent sessions on hot topics. Howard Bornstein was on the panel for one of the sessions. He did a great job and represented our Chapter well. Our Chapter Group, led by Mike McNamara, was able to secure a national keynote speaker (and maybe another one) for the upcoming Chapter Year. The 2016 Summit will be held at the Broadmoor in Colorado Springs, Colorado on May 22-24. I encourage you to attend. It is both a great and valuable event.

In our 2014 September/October Newsletter, I summarized the initiatives the Board and Executive Committee prioritized from the Chapter's Strategic Plan to be emphasized in this chapter year. Following is a summary of the initiatives along with a brief update on the progress. The initiatives were in addition to our annual goals of membership growth and providing meetings with excellent content.

- Strategic Partners (Greg Williams, Chair) Enhance the Strategic Partner Program within the chapter. Greg Williams and Howard Bornstein held a formal meeting with the Strategic Partners to review expectations of both parties and discuss goals and improvements. A lot of good feedback was received from the Partners. It has been summarized by Board Committee. Currently, each committee is reviewing the comments and preparing a written response to be provided to the Partners.
- 2. Develop Public Relations and Improve Communications (Martha VandeLeest, Chair) Further develop and implement by continuing to work with Red Shoes PR Firm. Progress was delayed partly due to a change in personnel at Red Shoes. Progress is now getting back on track. Over the next few months and into the next chapter year the members should see an online member directory, transition to an eNewsletter, improvement of the web site experience, promotion of other communications vehicles, and pursuing of media outreach opportunities.
- 3. Chapter Administrator Training & Documentation (Jim Kiekhaefer, Chair) 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. Duties and procedures have been documented. Jim K is still in the process of fine-tuning the duties and procedures of the President.
- 4. Communication of National Agenda (Mike McNamara, Chair) Communicate to and educate the Board and Members on important opportunities and changes at FEI National. Mitch Danaher, Deputy Controller of GE and Chair of FEI National, was the Keynote Speaker at our November Chapter Meeting. He reviewed FEI's Mission and informed us of some of the national initiatives. Mike has kept the membership apprised of opportunities and changes at FEI National via the newsletter and reports at chapter meetings.

Doug Stecker, incoming Chapter President, led a Program Planning Meeting on March 11th. It was well attended by Directors and Strategic Partners. There were many great ideas generated for the 2015/2016 chapter meetings relative to improvement of our Professional Development Sessions and continuing our history of top notch Keynote Speakers. Doug has already secured the majority of our Keynote Speakers and has done an excellent job getting our chapter off to a good start for the 2015/2016 fiscal year.

Maintaining the success of our chapter is truly a team effort. I would like to thank the Board of Directors and Executive Committee for their time and efforts. They helped make my job easy. I would especially like to thank Mike McNamara and Michelle Weiss. They are crucial to the success of our chapter and have been there for me throughout the year.

I look forward to a great summer and the 2015/2016 Chapter Year.

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



Congratulations again to our 2015 FEI Student Achievement Award Recipients!

Every year the Northeastern Wisconsin Chapter recognizes outstanding college students by presenting a \$500.00 check to the top students that have demonstrated academic excellence and exhibited the potential to become a senior financial officer. The awards were presented at our April 21st Chapter Meeting.

Lakeland University

Betty Lukulu Melanie Westphalen

St. Norbert University

Ben Matheys Breanna Schuett

University of Wisconsin - Oshkosh

Callie Blakely Ben Syverston Marian University

Mark Keller

John Quella

University of Wisconsin - Green Bay

Kelly Connell Ryan Streicher

Callie Blakely

April 21st Chapter Meeting Photos

Pictured left: Jay Radtke & Ben Holbrook (both Managing Directors at Mason Wells). Ben and Jay hosted the PD Session and their topic was Case Studies in Private Equity and the Role of the CFO.



Pictured right:
Duane Hovick
(Director of Finance)
and Kate Burgess,
(CEO) both of
Elevate97, after Kate's
Keynote Presentation
which addressed
Transformation
Through Rapid
Growth.



FEI NEW CHAPTER GOLF OUTING

MONDAY AUGUST 3, 2015

LOCATION

Butte des Morts Country Club 3600 West Prospect Avenue Appleton, WI 54914 Click Here for Map

TIME

11:00 AM - 7:30 PM

REGISTER BY: JULY 23, 2015

Click Here to Register

REFUND POLICY

*Fees are non-refundable unless the event is cancelled.

CANCELLATIONS

Please send cancellations to mwcomfoxcities@gmail.com by no later than 5:00 PM on Thursday, July 23, 2015.

Pre-registration is required for those that golf and those that are just attending the social.

<u>Let's make this a great</u> event!

FEI of Northeastern Wisconsin invites you to attend our August 3rd Golf Outing, Social and Networking Opportunity!

The FEI Board continues to hear from its members that they would like additional opportunities to network within the FEI Membership. As a result, the Board has decided to plan an FEI Golf Outing & Social Event. This outing is designed to be a fun golf event for *all members and skill levels*.

Golfers will be responsible for their own green fees, lunch and on-course beverages. Non-golfers are also welcome to join us for the 19th Hole Social Period. Guests are welcome!

Format

Play your own ball or have a four-person scramble – you can select either format through online registration. Please register yourself or your foursome now, and feel free to sign up and bring a guest. We will do our best to assign teams for those that register individually.

Event Schedule

11:00 AM – Driving Range/Practice Green
12:30 PM – Shotgun Start
5:30 PM – 19th Hole Social Period (Cash Bar) and delicious food.
7:30 PM – Event Conclusion

*Fees - Golfers

\$75.00 per person for 18 holes and cart (see below for refund policy). Lunch and on-course beverages at cost of participants.

Fees - Non-Golfers

There is no cost to attend the Social. Cash bar still applies. Checks should be made payable to FEI Northeastern Wisconsin Chapter and mailed to:

Barb Ristau, Chapter Treasurer 1205 West Cherrywood Court Appleton, WI 54914

Event Planning Committee

Peter Kerwin – pjknd84@yahoo.com

Diane Roundy – diane.roundy@schencksc.com

Doug Stecker – dstecker@kellerbuilds.com

Joe Topp – joseph.topp@francisinvco.com

^{*}Please note fees are **non-refundable** unless the event is cancelled.



Trisha Lemery, President & CEO of Winsert.

May 19th Diversity Group Breakfast Summary

Trisha Lemery, President & CEO of Winsert, gave a fantastic and dynamic presentation to the FEI Diversity Group on May 19th at Rock Garden Conference Center in Green Bay. During her time with our group, Trisha shared her personal journal, the challenges she faces in a male dominated industry, and how she manages millennials. Some key elements included giving constant feedback, keeping millennials challenged, and providing opportunities for input and idea sharing. Millennials need to be engaged.

Many of the elements Trisha shared mirrored the Career Management Workshop Presentation given by Chad Kopitzke of NextGen Advantage which also focused on attracting and hiring talent. Trisha was recently featured in April 2015 Issue of Insight, titled Polished to Perfection. To read the full Insight online article, click here.

Thank you to those that attended the Diversity Breakfast Event and enjoyed the networking opportunity prior to the presentation. I'm looking forward to our next event scheduled event in September.

Announcing the 2015 FEI Diversity Group Women's Leadership Event – Save the Date!



Lynne Lancaster

Date
Tuesday, September 29, 2015

Location

The Appleton Performing Arts Center in downtown Appleton

Speaker

This year's featured speaker is Lynne Lancaster, Co-founder of Bridgeworks, generational expert, keynote speaker and co-author of best-selling books. To learn more about Lynne please access the following link: http://www.a-speakers.com/speakers/lynne-lancaster

Other Details

- Once the event timing is finalized, Michelle Weiss will distribute a communication announcing the details and the opening of registration.
- This event is free of charge to those who qualify. Please review the information on the following page addressing who is eligible to attend.
- When registration is available, pre-registration will be required.
- This event is eligible for 2 CPE Credits to those that attend and sign the appropriate CPE Sign-in Sheets.

What is the FEI Diversity Group?

FEI National continues to encourage local chapters to focus on diversity within our membership. Women executives face a unique set of challenges in balancing their careers and personal lives. This special interest group is focused on exploiting the talents of individuals and creating opportunities to improve personally and professionally. As a result, we hope to increase membership in our chapter and create additional ways for our female members to be engaged in the FEI experience.

This Diversity Group event is open to the following individuals:

- Members of FEI NE Wisconsin Chapter
- Managers and executives within an FEI Member's Company
- Representatives of our Strategic Partner companies
- Prospective chapter members
- Guests of any of the above
- While this event is primarily targeted towards women, men are also welcome to attend



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



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.

September 29, 2015 Diversity Group Leadership Event: Instructional Method: Group-live Experience Level: Basic Prerequisites / Advance Preparation: None Field of Study: Personal Development; Recommended CPE Credits: 2.0.

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.



This has been a challenging year for membership as recruitments have decreased and severances have increased in comparison to previous years. This resulted in a net loss of seven members (see right-hand

column). The severances have been mainly members who have not been able to be active and attend the Chapter functions.

On a very positive note thanks to the recruiters (see right-hand column) who recruited our 22 new members during this competition year that recently ended.

Finally, thanks to everyone completing our monthly chapter meeting surveys. On average, 67% of the members and strategic partners who have attended our seven chapter meetings for the year have completed the surveys. This is fantastic and we ask for your continued cooperation! Your input is invaluable. For the 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.

Mike McNamara Membership & Retention Chair <u>Mike.McNamara@tqmillwork.com</u>

Office: (920) 533-4860, extension 222

Mobile: (920) 539-1255



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 webcasts are Wednesday, June 17 and Wednesday, July 15, 2015 at 1:00 p.m. CT. To register for a 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	219
2016	230 (GOAL)

Members as of May 26, 2015: 218

Due to terminations and transfers, our Chapter goal is to add 30 NEW members for the fiscal competition year ending April 30, 2016.

MEMBERSHIP RECRUITERS
FOR CURRENT COMPETITION YEAR

GOLD RECRUITERS

Three or More Members

Joe Toonen (4) Grant Thornton (GT)

SILVER RECRUITERS

Two Members

Fred Bowes

BRONZE RECRUITERS

One Member

Jon Bilodeau (AON) Tony Ellis
Mark Fischer (Associated) Kurt Gresens (Wipfli)
Amy Grinnell Bill Guc
Mark Heffernan Amy Henselin (GT)
Steve Huntington Julie Kimps (Experis)

Theresa Lauer Bob Mathews
Dave Nelson Mike Panas
Dick Rupiper (Aon) Amy Schilling

Terry Ver Straate

Please Welcome Our Newest Chapter Members!

JOANNE HORVATH

VP Finance Ministry Healthcare Appleton Recruiter: Amy Grinnell



NANCY KAISER

VP Finance Marathon Cheese Corp. Marathon Recruiter: Dick Rupiper (Aon)

No Picture Available

JERI SCHOLL

Senior Accountant Atkore International -Tectron

De Pere Recruiter: Mike Panas



JULIA VERHAAGH

Amerilux International, LLC De Pere Recruiter: Mark Fischer (Associated)



ADAM WUNDERLIN

Controller J.F. Ahern Co. Fond du Lac

Recruiter: Bob Mathews



LOOKING FOR YOUR CPE CREDITS? START HERE:

Access www.financialexecutives.org, log-in and click on the "cpe" Tab



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 contact someone today who you think might benefit from an FEI membership and invite them to a meeting or event. Thanks for your continued cooperation in helping grow OUR Chapter.



Our most recent Peer Group meeting was held on May 21. We discussed timely topics including: cybersecurity and our actions to mitigate risk, the Affordable Care Act and who is helping us implement the new regulations, wage increases, paid sick time and payout of vacation and personal days, and even personal investment advisors we use.



Denise Kitzerow Peer Group Chair dkitzerow@lakesidefoods.com

Join us for our next meeting at 2:00 PM on Tuesday, August 25th!

Location: Keller in Kaukauna

Flyer and registration link will be released as the date approaches

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.

We keep the discussions *confidential* so participants can feel free to get into the specific details of issues they are facing in their professions. To give you a better idea of what subjects might be covered, below is a sample list of agenda items from previous 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

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Michelle Weiss

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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 **Contact Information**

Martha VandeLeest Secretary and Publicity Chair Jim Kiekhaefer

Chapter President Barb Ristau Treasurer

Mike McNamara Membership & Retention Committee Chair Jim.Kiekhaefer@bugtusselwireless.com

and Headquarters Liaison

Board Member

Mike McNamara **Greg Williams** Strategic Partner Liaison

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(920) 539-1255 - mobile Denise Kitzerow Peer Group Chair

Nick Guerrieri Nominations Committee Chair

Academic Relations Committee Chair William Lepley Chapter Administrator

Newsletter Editor Scott Dell Career Management Committee Chair

(920) 750-9110 Howard Bornstein

Website: Pam Turicik **Board Member**

Bob Qualls Board Member

FEI Northeastern Wisconsin Chapter Strategic Partners Click on each company to visit their website.





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