

WISCONSIN ESOP MEMBERS *KEEP YOUR ESOP CRUISIN'* AT THE 2011 SUMMER CONFERENCE



Winneconne, WI - August 9, 2011 --- Members continued the 2011 *Keep Your ESOP Cruisin'* theme aboard Fin N' Feathers Showboats in Winneconne, WI on August 9, 2011. Fifty-eight representatives from twenty-two member and prospective member companies expanded their knowledge of ESOP communication issues at the Wisconsin ESOP Chapter Summer Conference.

The morning meeting included roundtable discussions on the ESOP Employee Life Cycle. Members talked about the major events in the life cycle of an employee owner, exchanging ideas on promoting the ESOP at each stage. Attendees also had the opportunity to share tips on how to make learning about the technical items of how an ESOP works and how an ESOP company operates fun. Participants took home several games and activities to educate employee owners in a way that they will remember and enjoy.

ESOP games continued as attendees boarded the Fin N' Feathers showboat for an afternoon cruising the scenic Wolf River enjoying a picnic lunch and networking.

A 50-50 Raffle netted \$232; split equally between The Employee Ownership Foundation and the lucky raffle winner!

The Chapter will close out a very successful year by joining the Illinois, Iowa-Nebraska and Minnesota-Dakotas ESOP chapters in hosting the [Midwest ESOP Regional Conference on September 23-24](#), at the Marriott Airport Hotel in Minneapolis.

Special Thanks to Event Sponsors



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