



# Wisconsin Chapter of The ESOP Association

January, 2010

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(l-r) Renee Stadtmueller, Sandy  
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Sherri McDermott, Mickey Maier,  
Donna Walseth, Ken Williams.

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## From the President

### From the Incoming President



I am so excited to be appointed as the 2010 Wisconsin Chapter President. I will be looking forward to the opportunity to continue in Pam Klute's footsteps in promoting employee ownership and the benefits of being a TEA member.

Looking back at 2009 we had many program successes and changes for the Wisconsin Chapter including our new format of half day meeting in February, our full day, multi-track April in Appleton conference, ESOPs on Site, CEO/CFO roundtable, and the first, what we hope to be annual, Midwest Conference of ESOP Champions. This conference was a joint effort for the Illinois, Minnesota Dakotas, Iowa Nebraska, and Wisconsin Chapters and will be back by popular demand in September 2010. Other areas of focus that we worked on and hope to continue is our emphasis on advocating ESOPs through various lobbying activities including congressional visits in connection with the national conference in Washington DC. We also embarked on new communication tools via email on an ongoing basis throughout the year.

Looking forward, the Wisconsin Executive Committee has been working hard on providing new educational and networking opportunities with our 2010 March in Madison meeting and ESOP's On-Site in February and July. We also have plans to launch our 'wiesop.org' website in 2010 to keep all of our members informed about recent and upcoming events.

Finally, as a state chapter we are part of a national organization: The ESOP Association sponsors many terrific conferences throughout the year. For more information on all the local and national conferences, please check out the national website ([www.esopassociation.org](http://www.esopassociation.org)), and watch for details on the new Wisconsin Chapter website coming soon.

I look forward to seeing you at our 2010 Wisconsin Chapter meetings and functions.

***Betty Bollis***

Betty Bollis  
*President*

The ESOP Association, Wisconsin Chapter

### From the Outgoing President



I'd like to thank everyone for allowing me the opportunity to serve as your President of the Wisconsin Chapter for the past 5 years. We have a wonderful chapter where collectively we keep employee ownership alive and thriving. Educational sessions, networking, innovative ideas - just to name a few - all make our chapter special. Of course all of this would not be possible without your officers and the executive committee. The time and energy that is put into planning and execution of our events is incredible.

As I step down from my tenure as President, I will still stay involved in our chapter. And, with my successor Betty Bollis from Amerequip, I know you are in good hands. Betty has been a champion for years helping as an officer and serving on committees. Her leadership will take the chapter even further as we grow.

I'd also like to extend my thanks to my firm, Trachte Building Systems for their support of my involvement in the Wisconsin Chapter. That is true of all ESOP firms - providing support for employee owners to attend meetings, be an active participant and advocate for ESOPs.

See you at future sessions!



Pam Klute  
*Past President*  
The ESOP Association, Wisconsin Chapter



### WisconsinTEA Awards

Pictured from left to right:

Sandy Paavola, Pam Klute, Sherri McDermott

*Wisconsin ESOP Employee of the Year*

**Sherri McDermott**, Sentry Equipment Corporation

*ESOP Champion Award*

**Sandy Paavola**, Enterprise Services, Inc.



### National TEA Awards

Pictured from left to right:

Mike Festge, Sherri McDermott, Sandy Paavola

*Outstanding Board of Governors Member*

**Mike Festge**, Amerequip Corporation

*Membership Recruitment Award*

**Sandy Paavola**, Enterprise Services, Inc.

Thank you to the following hosts and sponsors  
of our 2009 Meetings and Conferences:



The Wisconsin Chapter of the ESOP Association is seeking nominations for **ESOP Company of the Year** and **ESOP Employee Owner of the Year**. Each year the chapter honors a member company that actively promotes the ideals of employee ownership. The chapter also recognizes a worthy individual who stands out within his or her company as representing the epitome of an employee owners. For additional information, please go to: [www.esopassociation.org/chapters/chapters\\_newsletters\\_WI.asp](http://www.esopassociation.org/chapters/chapters_newsletters_WI.asp)

**Nomination deadline is January 22nd**

## Winter Conference February, 2009

Chapter award winners were recognized at “The ABC’s of Positive ESOP Communications” February Meeting and Awards Social. The half-day meeting format provided a valuable learning and networking experience, while keeping the price affordable and time away from the office brief for attendees. A group of 54 members and prospective members, representing 16 companies, participated.

ESOP Association President, J. Michael Keeling delivered an engaging and timely keynote address on keeping the ownership spirit alive during these tough economic times.

A panel of chapter members experienced in the process, provided insight and tips on the value of advocacy and engaging local government officials.

The event closed with a reception honoring the award winners.

“Format very productive - like the afternoon 1/2 day.”

Meeting attendee

Thank you to our sponsors Chartwell Capital Solutions, Enterprise Services, and ESOP Insourcing.



Attendees at the Winter Conference.

### 2010 AACE Awards

You’re invited to submit an entry for the **2010 AACE Awards** sponsored by The ESOP Association. Presented in recognition of members’ outstanding ESOP communications programs, the deadline for entries is March 1st.



Start documenting everything you do to communicate the ESOP. Get a little crazy with your camera—photos always help to “dress up” and clarify an entry. Visit the AACE section of the TEA web site ([www.esopassociation.org](http://www.esopassociation.org).) and begin deciding how you want to showcase your program. Read the brochure from the 2008 AACE, always being mindful that there may be minor changes in the program and/or the deadlines.

## April in Appleton April, 2009

“I thought the conference was great. All of the breakout sessions I went to were very informative.”

Meeting attendee

April in Appleton was the theme of the chapter’s Spring conference held on April 2nd. Thank you to our sponsors Amerequip, Crowe Horwath, Enterprise Services, ESOP Insourcing, and Keller Structures.

The meeting opened with a session for everyone on ESOP Sustainability.

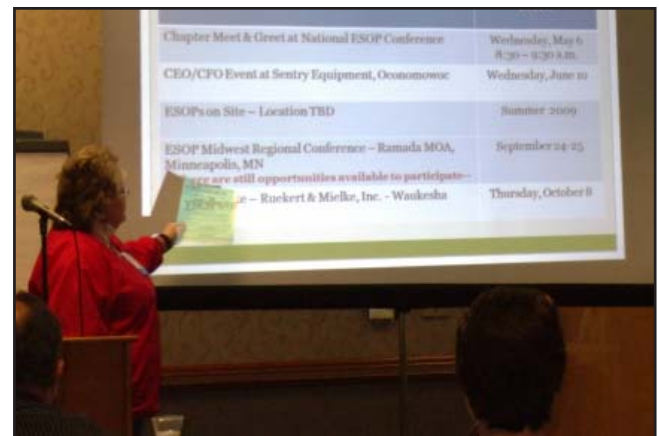
For the remainder of the day, the 61 meeting participants were able to choose between two tracks providing useful information from employee owners, TEA Directors, and other guests.

Whether someone had an interest in legal topics, leadership development, administrative/recordkeeping issues, or ESOP committees, the halls were crowded with attendees going back and forth between sessions.

At the close of the day, our chapter held a raffle for the Employee Ownership Foundation, where \$211 was raised.



Panelists at the April Conference.



Chapter President Pam Klute outlines upcoming meetings.

## Midwest Regional Conference September, 2009

The *Midwest Conference of ESOP Champions* was held in Minneapolis on September 24th & 25th. This first-time event was a collaborative effort by members of TEA chapters from Illinois, Iowa-Nebraska, Minnesota-Dakotas, and Wisconsin.

The conference opened with a talk by Barry Boyer, President/CEO of ESOP company Van Meter Industrial, on tapping the true potential of an Employee Owned organization.

Afterwards, the 332 attendees representing 81 corporate member companies and 53 professional member companies were able to choose from a variety of sessions in communications, technical or roundtable during the remainder of the two day conference.



*Pam Klute, WI Chapter President, runs the EOF Raffle.*



*Chapter Presidents and Michael Keeling.*

Thank you to our Wisconsin sponsors, Enterprise Services, ESOP Insourcing, and Principal Financial Group.

This conference was such a success that plans are already underway for a similar event in 2010 - to be held September 23rd and 24th.

## CEO/CFO Roundtable June, 2009

The seventh annual *CEO/CFO Roundtable* was hosted on June 10th by Sentry Equipment Corporation in Oconomowoc and was attended by 15 individuals representing 9 ESOP companies. The agenda for this meeting was driven by attendees and focused on such issues as: creating an ownership culture, best practices concerning corporate governance, and repurchase obligation planning. The format for this even provided an opportunity for CEO's and CFO's to gather for open discussions with their peers on leading an effective ESOP company.

Thanks to our facilitators: Mike Farrell, CEO, from Sentry Equipment, Randy Baumgart, CFO, from Hatco, and Mickey Maier, Senior Consultant from Alpha Investment Consulting Group. A special thanks to our sponsors: Hatco Corporation, Chartwell Capital Solutions, and ESOP Insourcing.

Next year's *CEO/CFO Roundtable* is scheduled for June 15th at Sentry Equipment.

*"Since there are different participants, it helps to hear all experiences. Well worth the time."*

*Meeting attendee*

## ESOPs On-Site October, 2009

On October 9th, civil engineering firm Ruckert & Mielke was the host of this year's ESOPs On-Site event in Waukesha. 23 TEA members enjoyed a continental breakfast during this informal morning meeting where they learned about the company and its ESOP story.



*Ken Williams, CFO  
Ruckert & Mielke.*

In 2010, there are plans to host two on-site events. The first has been scheduled for February 11th at Amerequip Corporation in Kiel. The second is scheduled for July 22nd at Wildeck in Waukesha.

*"Very interesting and informative. I really took some great ideas to utilize at our company."*

*Meeting attendee*

These meetings are informal half-day opportunities to visit other ESOP companies in the area, see how they do things, and network with other employee owners.