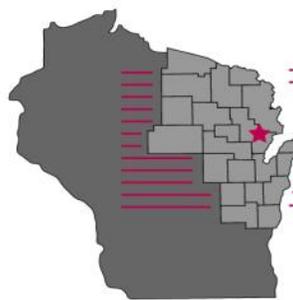


N_{orth} E_{astern} W_{isconsin} S_{LETTER}

Spring/Summer 2014



Maple Valley Mutual
Insurance Company

"The Promise You Can Trust"



This is my wish for you:
Comfort on difficult days,
Smiles when sadness intrudes,
Rainbows to follow the clouds,
Laughter to kiss your lips,
Sunsets to warm your heart,
Hugs when spirits sag,
Beauty for your eyes to see,
Friendships to brighten
your being,
Faith so that you can believe,
Confidence for when you doubt,
Courage to know yourself,
Patience to accept the truth,
Love to complete your life.
Anonymous

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DON'T MISS!!

Agent Meeting/
17th Annual Golf Classic
August 19, 2014
Golden Sands Golf Course
Cecil

President's Message

First Quarter -- 2014

As summer approaches, it certainly is easier to look back at the harsh winter that most of us experienced during the first part of the year. A March 10, 2014 **State Bulletin** from the Wisconsin State Climatology Office tells us how unusual it was during this past winter:

"A Record Long Winter: Persistent Cold, Snow, & Extremes

The three meteorological winter months of December 2013 - February 2014 have produced a season of persistent, intense cold and extremes that will be long remembered and impact the beginning of the spring season. Some headlines:

Persistent Cold -- 50-100 year records for average cold, below normal daily temperatures, below zero days, and hours of extreme wind chill temperatures (below -20 degrees F) were common throughout Wisconsin.

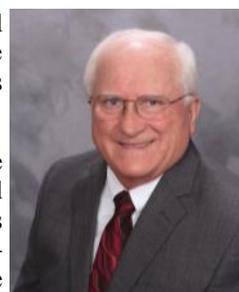
Persistent Snow -- Frequent fluffy snowfalls produced long periods of above normal snow coverage, 1-2 feet at the end of February, although the water content was only moderately above normal amounts.

Ice -- The Great Lakes ice coverage peaked above 90% for all lakes, a modern record and one which has probably occurred only a few times in the past 100 years. River ice is unusually extensive, and ice thickness on all lakes is much greater than normal. Ground frost has penetrated to 3 feet in many counties, with deeper penetrations under local paved locations."

Just like the storm activity last year, these extreme winter conditions have also had a negative impact on the Company's results. On page 5 of this newsletter, you will note that the \$978,205 in gross losses for this period were significantly higher than the previous year. Approximately \$500,000 of these losses, however, were caused by collapse

due to the weight of ice and snow and water damage resulting from frozen pipes and ice damming.

Otherwise, corporate performance for this period is good. Direct premiums written have increased, non-weather related losses were 36% of written premiums, expenses are less than the previous year and surplus is up \$39,129 from year-end. The Company's financial condition remains excellent. A more complete report can be found on page 5.



Al Schuettpelz

Robert Vanderheiden Retirement

On April 23rd, the Company held a retirement dinner for Bob at The Bavarian Inn in Lena. He retired as the Company's Claims Manager on March 15th after more than six years of service to the Company. Bob has spent 35 years in the insurance industry handling property and casualty claims. We all wish him well in his retirement.

Below -- President Al Schuettpelz (right) presents Bob with an award and gift for his years of service to the Company.



On March 25th, Maple Valley Mutual Insurance Company held its 123rd Annual Meeting for policyholders at The Ravine Pub & Grill on Manitowoc Road in Green Bay. Approximately 220 policyholders, guests and employees were in attendance.

In presenting his reports, President Al Schuettpelz reported that storm activity last year had a negative impact on the Company's performance. He shared information on the two storms that occurred and noted that over \$2.8 million in losses and related expenses were incurred by the Company as a result of these storms. He noted that the \$346,397 increase in written premiums last year was good and that the Company has now shown decent growth in the past 3 years. He also talked about reinsurance costs, reinsurance program changes and a recently completed Catastrophe Analytical Report for the Company. He then commented on recent legislative changes and the retirement of the Company's Claims Manager. He concluded his remarks by thanking the policyholders for their support and for attending the Annual Meeting.

In his Report to the Policyholders, Chairman John Matravers talked about the revisions that were made to Company programs and changes related to some of the agencies representing the Company. He also reported on the Wisconsin Insurance Department's five year audit of the Company that was completed in November of last year. He then noted that the Company's A- (EXCELLENT) rating with the A.M. Best Company will continue for another year. He finished his remarks by talking about the retirement of the Company's Claims Manager.

Re-elected to the Board of Directors for a three year term were Thomas Bitters, Lena, Kenneth Rosner, Crivitz and Al Schuettpelz, De Pere. Other Directors of the Company are Dr. Gary Kotecki, Pound, Duane Magnin, Oconto Falls, John Matravers, Oconto, Linda Sinkula, Kewaunee, Patrick Van De Hey, De Pere and Francis Wranosky, Oconto Falls.

A number of service awards were presented -- see Page 3.

A number of door prizes were also awarded to those in attendance.

At the Board of Director's following meeting, the Board re-elected John H. Matravers, Chairman, Thomas A. Bitters, Vice-Chairman and Secretary and Alvin H. Schuettpelz, President, CEO and General Manager.



Re-elected to the Board of Directors for three year terms (L to R): Al Schuettpelz-- President, CEO & Treasurer; Kenneth Rosner; and Tom Bitters - Vice Chairman & Secretary.



Company Officers: (L to R) Renee Wirtz - Vice President - Operations; Al Schuettpelz - President & CEO; John Matravers - Chairman; Tom Bitters - Vice Chairman & Secretary



Al Schuettpelz, President & CEO gives his report. Other Directors (L to R): John Matravers - Chairman, Thomas Bitters - Vice Chairman/Secretary, Patrick Van De Hey, Duane Magnin, Kenneth Rosner, Linda Sinkula and Francis Wranosky

The President presented the following Service Awards:

- ◆ Wanda McCarthy was presented with a 15 year service award and gift in recognition of her dedication and service as an employee of Maple Valley Mutual. Wanda joined the Company back in November of 1999 and is our underwriter for our Homeowners and Mobilehomeowners Programs.
- ◆ Francis Wranosky was presented with a 20 year service award and gift in recognition of his dedication and service as a Director of Maple Valley Mutual. Fran joined the Company back in March of 1994.
- ◆ Thomas Bitters, Vice Chairman and Secretary, was presented with a 5 year service award and gift in recognition of his dedication and service as a Director and Officer of the Company. Tom joined the Company back in December of 2008.

The Chairman presented the following Service Award:

- ◆ Al Schuettpelz, President & CEO, was presented with a 40 year Outstanding Service Award and gift in recognition of his dedication and exemplary service as a Director, Officer and Employee of Maple Valley Mutual. Al joined the Company in November of 1973, became Secretary/Treasurer/General Manager in January of 1975 and President/General Manager in September of 1989. He currently serves as President/CEO/General Manager.



Al Schuettpelz, President & CEO (right) presents Wanda McCarthy, Personal Lines Underwriter, with a 15 year service award and gift.



Al Schuettpelz, President & CEO (right) presents Fran Wranosky, Director, with a 20 year service award and gift.



John Matravers, Chairman (left) presents Al Schuettpelz, President & CEO, with a 40 year service award and gift.



Al Schuettpelz, President & CEO (right) presents Tom Bitters, Vice Chairman & Secretary, with a 5 year service award and gift.

One of the most tragic things I know about human nature is that all of us tend to put off living. We are all dreaming of some magical rose garden over the horizon instead of enjoying the roses that are blooming outside our windows today. Dale Carnegie



W. McCarthy, M. Koch, M. Ziesmer & R. Wirtz



B. Bonnin, B. Vanderheiden & C. Schuettpelz



C. Schuettpelz, W. McCarthy & J. Matravers



J. Matravers, D. Gilles & A. Schuettpelz



Make plans now to join us on **August 19th** for our **Seventeenth Annual Golf Classic and Agent Meeting**. This event will be held at **The Golden Sands Golf Course** in Cecil.

During the meeting, Aaron Madison, IMT Computer Services, will introduce their Vector - Agent Quotation System. Major revisions to the Company's Farmowners Program, Loss Prevention Information and other items of interest will also be discussed.

For the non-golfers, there will be tours of **Seagrave Fire Apparatus** and **Arty's Legendary Cocktails** in Clintonville. Registration forms will follow the end of June.

Golf Course Information:

The 18 hole Golden Sands Golf Course in Cecil features 6,122 yards of golf from the longest tees for a par of 71. This hilly and wooded course has tree-lined fairways. The greens are medium sized and have moderate speed. Water hazards (ponds) come into play on five holes. The signature hole is #2, a 183 yard, par 3, requiring a straight tee shot to the green. The course rating is 69.2 and it has a slope rating of 117 on Bent grass. Golden Sands opened in 1970 and is owned and managed by James Acker.

Company Personnel and Information

PERSONNEL

Al Schuettpelz, President & CEO
 Renee Wirtz, Vice President - Operations
 Chad Schuettpelz, Claims Manager
 Bob Bonnin, Loss Prevention
 Carol Reinhardt, Finance
 Wanda McCarthy, Personal Lines Underwriter
 Mary Koch, Farm Underwriter
 Michelle Ziesmer, Comm. & Pers. Lines Underwriter
 Diane Tisch, Receptionist & Claims Assistant
 Karen Shehow, Office & Loss Prevention Assistant

E-MAIL ADDRESSES

al@maplevalleymutual.com
 renee@maplevalleymutual.com
 chad@maplevalleymutual.com
 bobb@maplevalleymutual.com
 general@maplevalleymutual.com
 wanda@maplevalleymutual.com
 mary@maplevalleymutual.com
 michelle@maplevalleymutual.com
 diane@maplevalleymutual.com
 karen@maplevalleymutual.com

ADDRESS

304 North Rosera (Old Hwy 141)
 P.O. Box 59
 Lena, WI 54139-0059

WEBSITE

www.maplevalleymutual.com

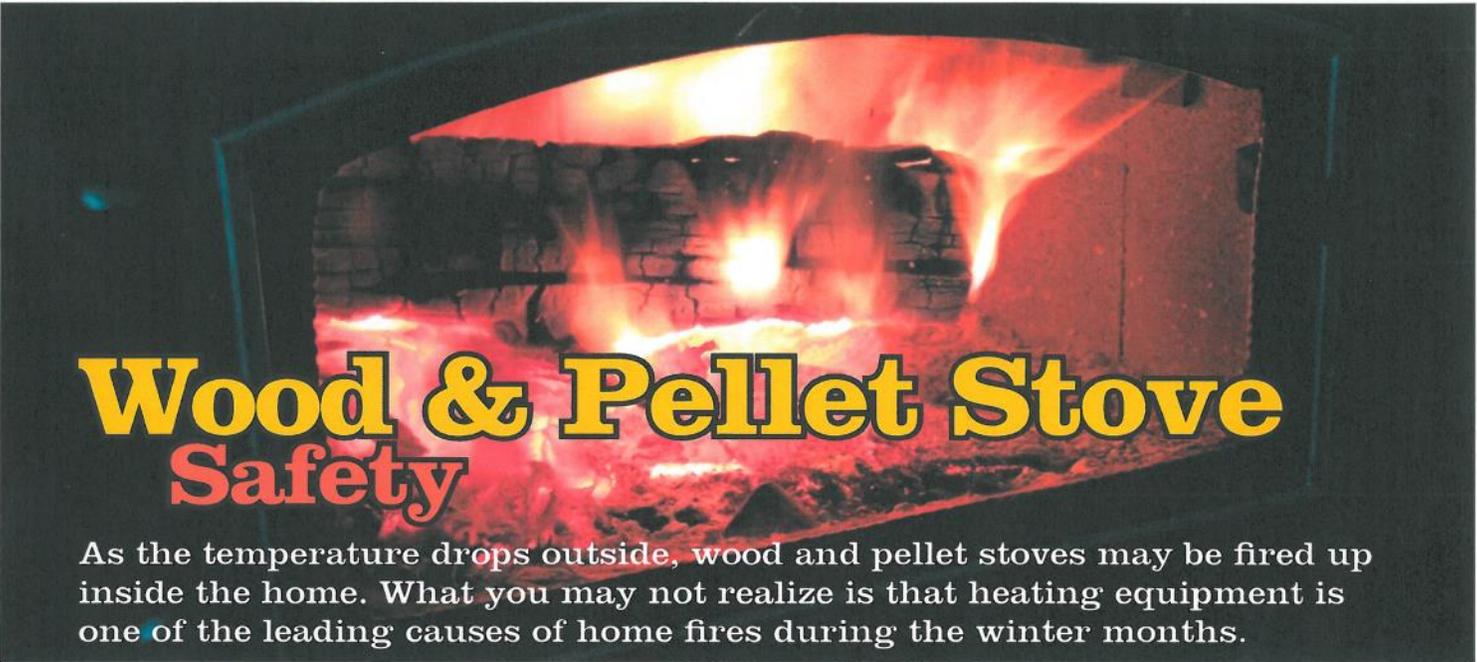
PHONE NUMBERS

(920) 829-5525 or
 800-23MAPLE

Company Results For First Three Months

The following are Maple Valley Mutual's Operating Results for the first three months as compared to previous years:

	<u>2014</u>	<u>2013</u>	<u>2012</u>
UNDERWRITING INCOME			
Direct premiums written	\$ 1,328,914	\$ 1,291,871	\$ 1,164,074
Premiums earned	1,499,386	1,443,355	1,303,693
Cost of reinsurance	<u>308,405</u>	<u>311,647</u>	<u>312,359</u>
Net premiums earned	1,190,981	1,131,708	991,334
LOSSES INCURRED			
Losses incurred	978,205	170,321	588,698
Reinsurance recoveries	<u>172,454</u>	<u>1,411</u>	<u>250,979</u>
Net losses incurred	805,751	168,910	337,719
NET LOSS ADJUSTMENT EXPENSES	85,602	80,685	87,458
OTHER UNDERWRITING EXPENSES	387,969	421,374	379,369
TOTAL LOSSES/EXPENSES INCURRED	1,279,322	670,969	804,546
NET UNDERWRITING INCOME	(88,341)	460,739	186,788
INVESTMENT/OTHER INCOME	121,720	104,856	132,004
NET INCOME BEFORE TAXES	33,379	565,595	318,792
SURPLUS	7,313,116	7,679,517	7,157,988
COMBINED RATIO	112.8%	65.1%	87.3%



Wood & Pellet Stove Safety

As the temperature drops outside, wood and pellet stoves may be fired up inside the home. What you may not realize is that heating equipment is one of the leading causes of home fires during the winter months.

- »» Have a **QUALIFIED** professional install stoves, chimney connectors, and chimneys.
- »» Stoves should have the **LABEL** of an independent testing laboratory.
- »» In wood stoves, burn only **DRY**, seasoned wood. In pellet stoves, burn only dry, seasoned wood pellets.
- »» Have your chimney and stove **INSPECTED** and cleaned by a certified chimney sweep every fall just before heating season.
- »» **CLEAN** the inside of your stove periodically using a wire brush.
- »» Allow ashes to **COOL** before disposing of them. Place ashes in a covered metal container. Keep the container at least 10 feet away from the home and other buildings.
- »» Keep a **CLOSE EYE** on children whenever a wood or pellet stove is being used. Remind them to stay at least 3 feet away from the stove.
- »» Stoves need **SPACE**. Keep anything that can burn at least 3 feet away from the stove.
- »» **INSTALL** and maintain **carbon monoxide alarms** (CO) outside each sleeping area and on every level of the home. For the best protection, interconnect the CO alarms. When one sounds, they all sound.

SMOKE ALARM SENSE

Install and maintain smoke alarms on **EVERY** level of your home, outside each sleeping area and inside each bedroom. For the best protection, interconnect the alarms. When one sounds, they all sound. **TEST** all smoke alarms at least monthly.

