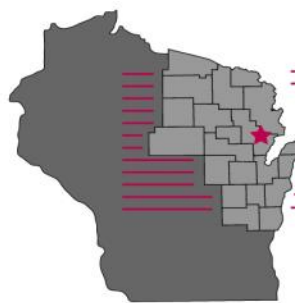


N_{orth} E_{astern} W_{isconsin} S_{LETTER}

Spring/Summer 2015



Maple Valley Mutual
Insurance Company

"The Promise You Can Trust"



President's Message

First Quarter -- 2015

The first three months of 2015 were very favorable for the Company. Surplus increased by \$313,306 from year-end to a new total of \$7,854,811. Income for the quarter came to \$471,784 and our combined ratio came in at a very good 80.3%. A more complete report is on page 5.

Vector Agent Quotation System

This quotation system for our Farmowners, Homeowners, Dwelling and Mobilehomeowners Programs has finally been completed and is ready for use by our agents. A webinar held on May 20th discussed and explained this new system to Agents. A Bulletin was issued the same day to clarify several issues that were discussed. With C. L. U. E. and Credit Score information included in the system, the time necessary to quote a risk should be reduced.

Dick Gilles' term as Chairman Emeritus ends

During a recent Executive Committee Meeting, Dick Gilles was honored for his 48 years of

service to Maple Valley Mutual Insurance Company. Dick was first elected a Director in January of 1967 and has had a long and distinguished career with the Company. He served in his latest capacity as Chairman Emeritus for the past 3 years, was Chairman of the Board from 1989 to 2012, was



Al Schuettpelz

President from 1975 to 1989 and a member of the Executive Committee from 1975 to 2012. President & CEO Al Schuettpelz presented Mr. Gilles (see photo below) with a plaque in recognition of his many contributions and years of exemplary service to the Company. Chairman John Matravers and Vice Chairman/Secretary Thomas Bitters also thanked Mr. Gilles for his many years of service to the Company. Dick thanked the Executive Committee for the plaque and the opportunity to serve the Company for so many years. He certainly has enjoyed the time that he spent with the Company.



(L to R) John Matravers, Chairman, Dick Gilles, Al Schuettpelz, President & CEO & Tom Bitters, Vice Chairman/Secretary

Go placidly amid the noise
and the haste,
and remember what peace
there may be in silence.
As far as possible without
surrender be on good terms
with all persons.
Speak your truth quietly
and clearly;
and listen to others, even to
the dull and the ignorant,
they too have their story.
In the noisy confusion of life,
keep peace in your soul.
With all its sham, drudgery
and broken dreams,
it is still a beautiful world.
Be cheerful.
Strive to be happy.

Max Ehrmann

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DON'T MISS!!

Agent Meeting/
18th Annual Golf Classic
August 18, 2015
The Woods Golf Course,
Green Bay

On March 24th, Maple Valley Mutual Insurance Company held its 124th 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 corporate performance for calendar year 2014 showed both favorable and unusual results. Premiums written increased by \$220,338, the Company's surplus increased by \$267,518, admitted assets were up \$1,397,022 and incurred losses were down from the previous year with a gross loss ratio coming in at 52.6%. The unusual part, he reported, was that with these favorable results, the Company's combined ratio came in at a very high 107.4%. The reason for this, he explained, was the significant difference between the cost of reinsurance and reinsurance recovered. Last year, the Company paid their reinsurance carrier \$1,275,000 and will recover only \$277,000 on incurred losses. This large difference, he noted, is why the Company experienced an underwriting loss and their combined ratio exceeded 100%. He also talked about reinsurance costs, reinsurance program changes and the structural imbalance that exists between the Company's reinsurance costs and reinsurance recovered. He also commented on recent legislative changes on both a state and federal level. 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 recent agency appointments and the continued work that is being done on the Company's Agency Quotation System. He also spoke briefly on the significant changes that were made to the Company's Farmowners program and other changes that were made to the Dwelling and Mobilehomeowners programs. He also noted that the Company's A- (EXCELLENT) rating with the A. M. Best Company was continued for another year.

Re-elected to the Board of Directors for a three year term were Francis Wranosky, Oconto Falls, Linda Sinkula, Kewaunee, and Duane Magnin, Oconto Falls.

Other Directors remaining on the Board are: Thomas Bitters, Lena, Dr. Gary Kotecki, Pound, John Matravers, Oconto, Kenneth Rosner, Crivitz, Alvin Schuettpelz, De Pere and Patrick Van De Hey, De Pere.

A number of service awards were presented -- see Page 3. Door prizes were also awarded to those in attendance.



Re-elected to the Board of Directors for three year terms (L to R): Duane Magnin, Linda Sinkula and Francis Wranosky



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



Company Directors: Back Row (L to R): Dr. Gary Kotecki, Linda Sinkula, Francis Wranosky, Ken Rosner, Patrick Van De Hey and Duane Magnin
Front Row (L to R): Al Schuettpelz, John Matravers and Tom Bitters

The President presented the following Service Awards:

- ◆ Michelle Ziesmer was presented with a 5 year service award and gift in recognition of her dedication and service as an employee of Maple Valley Mutual. Michelle joined the Company back in January of 2010 and is our Commercial and Personal Lines Underwriter.
- ◆ Bob Bonnin was presented with a 15 year service award and gift in recognition of his dedication and service as an employee of Maple Valley Mutual. Bob joined the Company back in February of 2000 and is our Loss Prevention Manager and Field Person.
- ◆ John Matravers, Chairman, was presented with a 20 year service award and gift in recognition of his dedication and service as an Officer and Director of the Company. John joined the Company back in 2005, became Vice Chairman and Secretary in June of 2008 and Chairman of the Board in March of 2012. He has also been a member of the Executive Committee since 2008.
- ◆ Paul Mueller was presented with a 35 year service award in recognition of his dedication and service as an Agent of the Company. Paul purchased the Arthur Risner Agency in Coleman back in 1980. During the next 25 years, Maple Valley Mutual’s book of business in this Agency increased significantly due to Paul’s efforts. After he sold the Agency in 2005 to Wisconsin-Michigan Insurance Agency, he then worked until February of this year for this Agency when he finally retired.



Al Schuettpelz, President & CEO (left) presents Michelle Ziesmer, Commercial/Personal Lines Underwriter, with a 5 year service award and gift.



Al Schuettpelz, President & CEO (left) presents Bob Bonnin, Loss Prevention Manager, with a 15 year service award and gift.



Al Schuettpelz, President & CEO (right) presents Paul Mueller, retiring agent with a 35 year service award.



Al Schuettpelz, President & CEO (left) presents John Matravers, Chairman, with a 20 year service award and gift.

Success is not the key to happiness. Happiness is the key to success.
If you love what you are doing, you will be successful.
Albert Schweitzer

124th Annual Meeting—Continued



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



D. Gilles, D. Gilles & C. Schuettpelz



G. Pagel and A. Schuettpelz



Make plans now to join us on **August 18th** for our **Eighteenth Annual Golf Classic and Agent Meeting**. This event will be held at **The Woods Golf Course** in Green Bay.

During the meeting, we will focus on new coverages, program revisions, Agency Agreement updates, Company results, Vector Quotation System, Loss Prevention, claim information and other items of interest.

For the non-golfers, there will be tours of **Solaris Farms** and **Trout Springs Winery**. Registration forms will follow the end of June.

Gannett Media Golf Guide's description of The Woods Golf Course:

Green Bay's only 18 hole public golf course. The Woods has a full service pro shop, bar and grill and banquet facility serving up to 400 people, perfect for any outing or other special occasion. The Woods prides itself in being the area's leading golf outing specialist. The Golf Course has a rating of 69.2, slope of 127 and yardage of 6,181 and plays to a par 71. The front nine is longer and more open, while the back nine requires positioning as it winds its way around a portion of Baird's Creek Parkway. A fun course for the golfer of any level.

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

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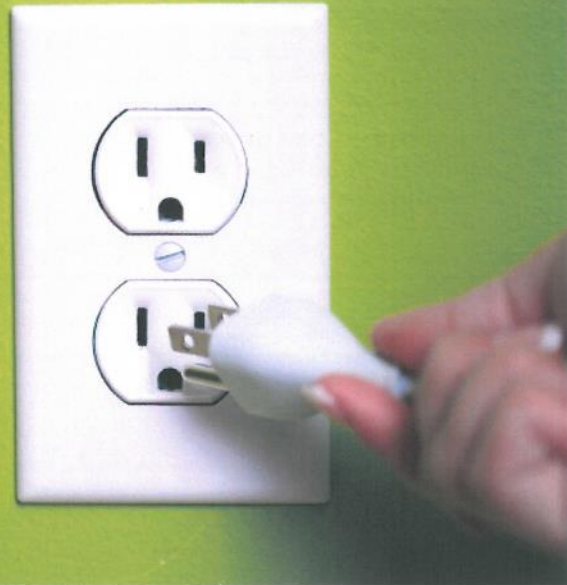
Company Results For First Three Months

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

	<u>2015</u>	<u>2014</u>	<u>2013</u>
UNDERWRITING INCOME			
Direct premiums written	\$ 1,323,854	\$ 1,328,914	\$ 1,291,871
Premiums earned	1,548,488	1,499,386	1,443,355
Cost of reinsurance	<u>317,309</u>	<u>308,405</u>	<u>311,647</u>
Net premiums earned	1,231,179	1,190,981	1,131,708
LOSSES INCURRED			
Losses incurred	647,507	978,205	170,321
Reinsurance recoveries	<u>260,881</u>	<u>172,454</u>	<u>1,411</u>
Net losses incurred	386,626	805,751	168,910
NET LOSS ADJUSTMENT EXPENSES	94,206	85,602	80,685
OTHER UNDERWRITING EXPENSES	414,923	387,969	421,374
TOTAL LOSSES/EXPENSES INCURRED	895,755	1,279,322	670,969
NET UNDERWRITING INCOME	335,424	(88,341)	460,739
INVESTMENT/OTHER INCOME	136,360	121,720	104,856
NET INCOME BEFORE TAXES	471,784	33,379	565,595
SURPLUS	7,854,811	7,313,116	7,679,517
COMBINED RATIO	80.3%	112.8%	65.1%

Electrical Safety

Flipping a light switch. Plugging in a coffeemaker. Charging a laptop computer. These are second nature for most of us. Electricity makes our lives easier. However, we need to be cautious and keep safety in mind.



SAFETY TIPS

- »» Have all electrical work done by a qualified electrician.
- »» When you are buying or remodeling a home, have it inspected by a qualified electrician.
- »» Only plug one heat-producing appliance (such as a coffee maker, toaster, space heater, etc.) into a receptacle outlet at a time.
- »» Major appliances (refrigerators, dryers, washers, stoves, air conditioners, etc.) should be plugged directly into a wall receptacle outlet. Extension cords and plug strips should not be used.
- »» Arc fault circuit interrupters (AFCIs) are a kind of circuit breaker that shuts off electricity when a dangerous condition occurs. Consider having them installed in your home. Use a qualified electrician.
- »» Use ground fault circuit interrupters (GFCIs) to reduce the risk of shock. GFCIs shut off an electrical circuit when it becomes a shock hazard. They should be installed inside the home in bathrooms, kitchens, garages and basements. All outdoor receptacles should be GFCI protected.
- »» Test AFCIs and GFCIs once a month to make sure they are working properly.
- »» Check electrical cords to make sure they are not running across doorways or under carpets. Extension cords are intended for temporary use. Have a qualified electrician add more receptacle outlets so you don't have to use extension cords.
- »» Use light bulbs that match the recommended wattage on the lamp or fixture. There should be a sticker that indicates the maximum wattage light bulb to use.

IMPORTANT REMINDER

Call a qualified electrician or your landlord if you have:

- Frequent problems with blowing fuses or tripping circuit breakers
- A tingling feeling when you touch an electrical appliance
- Discolored or warm wall outlets
- A burning or rubbery smell coming from an appliance
- Flickering or dimming lights
- Sparks from an outlet



www.nfpa.org/education



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