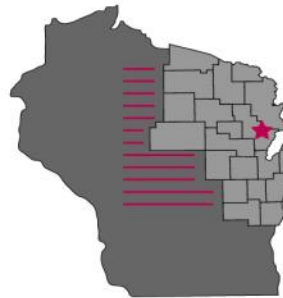


N_{orth} E_{astern} W_{isconsin} S_{LETTER}

Spring/Summer 2019



Maple Valley Mutual
Insurance Company

"The Promise You Can Trust"



President's Message

First Quarter – 2019

As we enjoy the spring season, it is easier to look back at the unusual amount of snowfall that many of us experienced during February of this year. A National Weather Service Bulletin (Green Bay Office) "Record Snowfall Set in February Including All-time Monthly Records" includes the following information:

"February 2019 will go down in the record books as cold and snowy. February and all-time monthly snowfall records were set during the month at Rhineland and Wausau. At Green Bay, it was the 2nd snowiest February on record. Only February of 1890 had more snow with 30.2 inches. It was cold as well, with temperatures averaging 2 to 6 degrees below normal at most places."

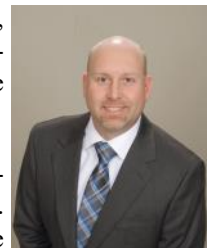
Their NOAA Online Weather Data tells us that in the past 50 years February snowfall records were also set during the month at the following locations:

City/Village	Snowfall Inches
Eagle River	60.3
Crivitz	44.1
Sturgeon Bay	39.0
Shawano	38.4
Suring	35.5
Marinette	33.3
Clintonville	31.3
Appleton	29.4
Kewaunee	28.8

This heavy snowfall, as well as more snow in March, has had a negative impact on the Company's results. On page 5 of this Newsletter, you will note that the \$1,278,491 in losses incurred for this period are significantly higher than the previous year. Approximately

\$900,000 of these losses, however, were caused by collapse of buildings due to the weight of ice, snow and rain.

Otherwise, corporate performance for this period is good. Direct premiums written have increased to \$1,388,894, non-weather related losses were 27% of written premiums and surplus decreased only \$36,367 from year-end. The Company's financial condition remains excellent. A more complete report can be found on page 5.



John Matravers Retirement

John Matravers retired as a Director and Officer at our Annual Meeting on March 26, 2019. John has served on our Board of Directors since March of 1995, served as Chairman of the Board from 2012 to 2018, was Vice Chairman and Secretary from 2008 to 2012 and a member of the Executive Committee from 2008 to 2018. I would like to thank him for his many contributions and 24 years of distinguished service to the Company.

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



On this road called life,
you have to take
the good with the bad,
smile with the sad,
love what you got,
and remember
what you had.
Always forgive,
but never forget,
learn from your mistakes,
but never forget.
People change.
Things go wrong.
But just remember,
the ride goes on.

Netcancerawareness.org

Inside this issue:

President's Message	1
Annual Meeting	2-5
Company Personnel	5
Company Results	5
Agent Meeting/Golf Outing - August 20th	6

DON'T MISS!!

Agent Meeting/
22nd Annual Golf Classic
August 20, 2019
The Woods Golf Course
Green Bay

The best and most beautiful things in the world
cannot be seen or even touched -
They must be felt with the heart.

Helen Keller

On March 26th, Maple Valley Mutual Insurance Company held its 128th Annual Meeting for policyholders at The Ravine Pub & Grill on Manitowoc Road in Green Bay. Approximately 200 policyholders, guests, agents and employees were in attendance.

In presenting his reports, President Chad Schuettpelz reported that corporate performance for calendar year 2018 showed very favorable results. Premiums written increased to \$6,734,454, the Company's surplus increased by \$986,000, underwriting income increased to \$816,473, incurred losses were down from the previous year with a gross loss ratio coming in at 36.6% and the Company's combined ratio came in at an excellent 85%.

He also talked briefly about the difference between reinsurance costs and recoveries with Wisconsin Reinsurance Corporation and the improvement that was again made this past year.

He also reviewed the updates in technology last year including a new claims module and the release of Real Time Comparative Rating for our Homeowners program. He also mentioned that the Company will be implementing agency downloading yet this year. With regard to cyber security, he noted the new firewall protection, the external and internal penetration testing and the training necessary to mitigate cyber security risks. The Company's enterprise risk management capabilities, as determined by A. M. Best, were also briefly discussed.

He concluded his remarks by thanking the policyholders and agents for their support and for attending the Annual Meeting.

In his Report to Policyholders, Chairman Tom Bitters talked about several agency changes and updates to the Company's Dwelling, Farm, Farmowners, Homeowners, Mobilehomeowners and Farm and Personal Umbrella programs. He also mentioned that a new Home-Based Business option was now available to the agents that represent the Company.

(Annual Meeting continued on next page)



Company Officers: (L to R): Renee Wirtz - Vice President - Operations; Tom Bitters - Chairman; Duane Magnin - Vice Chairman & Secretary; Chad Schuettpelz - President & General Manager; & Al Schuettpelz - CEO



Company Directors: Back Row (L to R): Al Schuettpelz, Linda Sinkula, Garrett Weber, James Kugel, Patrick Van De Hey & Francis Wranosky
Front Row (L to R): Duane Magnin, Tom Bitters & Chad Schuettpelz



Officers, Directors and Employees who received service awards and gifts: (L to R) Al Schuettpelz, John Matravers, Tom Bitters, Wanda McCarthy, Chad Schuettpelz & Fran Wranosky

Think positively about your problem. Attitudes are more important than facts. The person with positive faith looks at a problem creatively, and finds a way to go around, under, or over it, or hit it straight on. The positive thinker activates things positively and draws back positive results.
Norman Vincent Peale

He also noted the Wisconsin Insurance Department's five-year audit of the Company last year.

Improvements that were made to the Company's properties were also explained to those in attendance.

He also noted that the Company's A- (EXCELLENT) rating with the A. M. Best Company and the A+ rating with the Better Business Bureau were continued for another year.

Re-elected to the Board of Directors for a three-year term were Patrick Van De Hey, De Pere, Garrett Weber, Green Bay and Chad Schuettpelz, De Pere. Other Directors of the Company are Thomas Bitters, Lena, James Kugel, Lena, Duane Magnin, Oconto Falls, Alvin Schuettpelz, De Pere, Linda Sinkula, Kewaunee, and Francis Wranosky, Oconto Falls.

Chad Schuettpelz was honored for his 5 years of service as an Officer, Director and Employee of the Company, Thomas Bitters was honored for his 10 years of service as a Director and Officer of the Company, Wanda McCarthy was honored for her 20 years of service as an Employee of the Company, Francis Wranosky was honored for his 25 years of service as a Director of the Company, Alvin Schuettpelz was honored for his 45 years of service as an Officer, Director and Employee of the Company and John Matravers was honored for his 24 years of service as an Officer and Director of the Company.

At the Board of Director's following meeting, Thomas Bitters was elected to succeed himself as Chairman of the Board, Duane Magnin was elected to succeed himself as Vice Chairman and Secretary and Chad Schuettpelz was elected to succeed himself as President, General Manager and Treasurer.

On May 23, 1891, the Company was established by 44 residents in Oconto County for the purpose of providing themselves and their local communities with fire and lightning insurance protection. The newly formed Company was incorporated as a town mutual insurer under the laws of Wisconsin and called Maple Valley Home Mutual Fire Insurance Company. In 1939, the current name was adopted. On January 1, 1987, the Company reorganized from a town mutual to a non-assessable domestic mutual insurance carrier writing business in northeastern Wisconsin.

Today, the Company writes Farmowners, Homeowners, Home-Based Businesses, Businessowners, Commercial, Dwelling, Mobilehomeowners, Inland Marine and Umbrella Coverages for residents who live and/or own property in the Company's writing territory of twenty-one counties in northeastern Wisconsin.



W. McCarthy, M. Koch, J. Angus, N. Skrobel & K. Shehow



D. Wranosky, D. Van De Hey, P. Van De Hey, D. Gilles, K. Bitters & F. Wranosky



B. Schuettpelz, L. Schuettpelz, B. Schuettpelz, E. Schuettpelz & S. Bougie



W. McCarthy, J. Angus, M. Koch, G. Van Drisse & E. DeBruin



R. Jensen & D. Wittmann



J. Krueger, B. Vanderlogt, D. Van De Hey, K. Bitters & D. Wranosky



C. Modschiedler, T. Willems, K. Shehow & N. Skrobel



K. Chaudoir, N. Kirsten

G. Weber & J. Kugel

Company Personnel and Information

PERSONNEL

Chad Schuettpelz, President & General Manager
 Al Schuettpelz, CEO
 Renee Wirtz, Vice President - Operations
 Tony Willems, Claims Manager
 Josh Schonfeld, Loss Prevention
 Colin Modschiedler, Claims Representative
 Wanda McCarthy, Personal Lines Underwriter
 Mary Koch, Farm Lines Underwriter
 Michelle Ziesmer, Accountant & Underwriter
 Jessica Angus, Commercial & Personal Lines Underwriter
 Nikki Skrobel, Personal Lines Underwriter
 Diane Tisch, Receptionist & Claims Assistant
 Karen Shehow, Office & Loss Prevention Assistant

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 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>2019</u>	<u>2018</u>	<u>2017</u>
UNDERWRITING INCOME			
Direct premiums written	\$ 1,388,894	\$ 1,355,954	\$ 1,378,287
Premiums earned	1,661,429	1,649,312	1,639,268
Cost of reinsurance	<u>311,297</u>	<u>308,300</u>	<u>301,887</u>
Net premiums earned	1,350,132	1,341,012	1,337,381
LOSSES INCURRED			
Losses incurred	1,278,491	368,169	1,241,440
Reinsurance recoveries	<u>129,879</u>	<u>72,117</u>	<u>535,325</u>
Net losses incurred	1,148,612	296,052	706,115
NET LOSS ADJUSTMENT EXPENSES	177,382	167,783	119,780
OTHER UNDERWRITING EXPENSES	466,877	461,352	428,131
TOTAL LOSSES/EXPENSES INCURRED	1,792,871	925,187	1,254,026
NET UNDERWRITING LOSS/INCOME	(442,739)	415,825	83,355
INVESTMENT/OTHER INCOME	109,260	88,224	94,313
NET LOSS/INCOME BEFORE TAXES	(333,479)	504,049	177,668
SURPLUS	10,921,796	10,341,656	9,320,685

Make plans now to join us on **August 20th** for our **Twenty-Second Annual Golf Classic and Agent Meeting**. This event will be held at **The Woods Golf Course** in Green Bay.

TENTATIVE SCHEDULE FOR THE DAY

8:30 AM Coffee and Sweet Rolls

9:00 AM Agent's Meeting - Chad Schuettpelz, President/General Manager

- Review of IT Updates
- Other Program Changes
- Commercial Programs - General Overview
- Company Results (First 6 Months)
- Other Items of Interest

Al Schuettpelz, CEO

- Artisans Program (New)
- BOP Program Changes
- Commercial Combination Program Changes
- Commercial Property Program Changes
- Liability Program Changes

Tony Willems, Claims Manager

- February/March Collapse Losses
- Other Loss Information

Josh Schonfeld, Loss Prevention

- Loss Prevention Information

Representative - 1st Auto & Casualty

- Program Updates

Cam Rusch - Loss Control Group

- New Inspection Processes

Mark Maynard, The Chimney Guy

- Common Issues and Problems—Woodburning Chimneys

Door Prizes

11:30 AM Buffet Lunch (open bar) and Golf Registration

12:15 PM Golfing - Golf Course Information:

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.

Non-Golfers - Will experience a boat tour featuring recently restored lock system on the Fox River. Then a tour at Shillcox Alpaca farm, where the landscape is peppered with a multi-colored herd of Alpacas and shopping products from their fleece.

4:45 PM Buffet Dinner and Presentation of Awards and Door Prizes

Open Bar Before and After Dinner

LOOKING FORWARD TO SEEING ALL OF YOU ON THE 20TH!!