

North Eastern Wisconsin SLETTER

Spring/Summer 2012



Maple Valley Mutual
Insurance Company

"The Promise You Can Trust"



And Spring arose on the
garden fair,
Like the spirit of love felt
everywhere;
And each flower and herb
on earth's dark breast,
Rose from the dreams of its
wintry rest.

- Percy Bysshe Shelley

Inside this issue:

President's Message	1
Annual Meeting	2-4
Agent Meeting/Golf Outing - August 21st	5
Company Personnel	5
Company Results	5
Is Your Home Safe?	6

DON'T MISS!!

Agent Meeting/15th
Annual Golf Classic
August 21, 2012

Golden Sands Golf
Course
Cecil

To Our Policyholders, Agents & Friends

Welcome to the fourth edition of our North Eastern Wisconsin Newsletter. We hope that you enjoy reading it and find it useful in some way.

If you have any comments on this issue or suggestions for future issues, just e-mail the President at: al@maplevalleymutual.com

President's Message

First Quarter—2012

The first three months of 2012 were very favorable for the Company. Direct premiums written were up \$135,881 (13%) from the previous year. Income was \$318,792 and the Company's surplus increased by \$305,674 for the year to a new total of \$7,157,988. A more complete report is on page 5.

Director Changes—March 27, 2012

During our Annual Meeting on March 27th, the following changes were made to our Board of Directors:

Richard E. Gilles retired as a Director and Chairman of the Board. Dick was first elected a Director in January of 1967 and has a long and distinguished career as a Director and Officer of Maple Valley Mutual. He served as Chairman of the Board since 1989, was President from 1975 to 1989 and a member of the Executive Committee since 1975. He also served on the Investment Committee since 1976 and the Adjusting Committee since 1975. He is the longest serving Director in Company history. I certainly have enjoyed working with him over the years. I would like to thank him for his many contributions and 45 years of exemplary service to the Company. Mr. Gilles will remain with the Company in an advisory capacity as Chairman Emeritus.

John E. Van Drisse also retired as a Director of the Company. John joined Maple Valley Mutual's Board as a result of the Kossuth Mutual Insurance Company merger in 1995. He was elected a Director of Kossuth in 1988 and continued in that

capacity until the merger. I would also like to thank him for his many contributions and 24 years of dedicated service to both companies.

Linda S. Sinkula was elected to succeed Mr. Van Drisse as a Director of the Company. Linda and her husband, David, are in partnership with David's



Al Schuettpelz

brother and own and operate Sinkula Farms in Keweenaw County. She has been Clerk for the Town of Carlton for the past 26 years. She has also served as a Keweenaw County Board Supervisor for the past 12 years and is currently County Board Vice Chairperson. She has also attended NWTC. Linda and David reside in the Town of Carlton and have four children and three grandchildren.

Duane J. Magnin was elected to succeed Mr. Gilles as a Director of the Company. Duane is employed at Our Own Construction in Lena as a Project Manager involved with estimating and sales for new construction. He has attended University of Wisconsin-Green Bay and has an Associates Degree in Architectural Drafting from NWTC. Duane has been President of the Oconto Falls Snow Jokers Snowmobile Club since 1996 and was recently elected to serve as a Director on the Oconto County Fair Board. He is also active in 4-H with his two daughters. Duane, his wife Danna and daughters reside in the Town of Oconto Falls.

More Annual Meeting information can be found on pages 2, 3 and 4.

Yesterday the twig was brown and bare; today the glint of green is there; tomorrow will be leaflets spare;
I know no thing so wondrous fair, no miracle so strangely rare. I wonder what will next be there!

- L.H. Bailey

On March 27th, Maple Valley Mutual Insurance Company held its 121st Annual Meeting for policyholders at The Ravine Pub & Grill on Manitowoc Road in Green Bay. Approximately 220 policyholders, guests and employees were in attendance.

Following an invocation by Randall Gomoll, a chicken dinner was enjoyed by all.

In presenting his reports, President Al Schuettpelz reported that calendar year 2011 was another successful year for the Company. He noted that written premiums increased by \$404,805 (8.4%) and the Company's gross loss ratio came in at 52.4%. He also reported that the Company's admitted assets increased by \$129,845 to a new total of \$10,380,649. He also talked about reinsurance costs and reinsurance recoveries for the past 11 years and noted that the Company paid \$3.4 million more for reinsurance than what was recovered the past 5 years. He also commented on recent legislative changes and the retirement of two Directors. He concluded his remarks by thanking the policyholders for their support and for attending the Annual Meeting.

In his Report to Policyholders, Chairman Richard Gilles talked about the changes that were made to the Company's Umbrella, Farmowners, Dwelling and Inland Marine programs. He also spoke briefly on the changes related to some of the agencies representing the Company. He also reported on the Company becoming an accredited business with the Better Business Bureau and a Meet & Greet that was held last October at the Company's Home Office with the Commissioner of Insurance, Deputy Commissioner of Insurance and the Company's Directors and Employees. He finished his remarks by talking about the continuation of the Company's A- (EXCELLENT) rating with the A.M. Best Company.

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

The President presented the following Service Awards:

- ◆ Carol Reinhardt was presented with a 25 year Service Award and gift in recognition of her dedication and service as an employee of Maple Valley Mutual from 1986 - 2011;



Al Schuettpelz, President & CEO (right) presents Richard Gilles, retiring Chairman, with a clock and gift in honor of his 45 years of exemplary service to the Company.



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



Company Directors: Back Row (L To R): Ken Rosner, Crivitz; Randy Gomoll, Green Bay; Linda Sinkula, Kewaunee; Duane Magnin, Oconto Falls; Gary Wolf, Bonduel; Fran Wranosky, Oconto Falls; Front Row (L to R): Tom Bitters, Lena; John Matravers, Oconto; Al Schuettpelz, De Pere

- ◆ Robert Vanderheiden was presented with a 5 year Service Award and gift in recognition of his dedication and service as an employee of Maple Valley Mutual from 2007—2012; and
- ◆ Randall Gomoll was presented with a clock and gift in recognition of his dedication and service as a Director and Officer of Kossuth Mutual and Maple Valley Mutual from 1972—2012.

John Van Drisse was honored for his 24 years of service to Kossuth Mutual Insurance Company and Maple Valley Mutual Insurance Company. Since John was still down in Florida and unable to attend the meeting, President Schuettpelz presented a plaque and gift in recognition of his dedication and service to both companies to his son, Gary, who accepted this award on his behalf.

Richard Gilles was honored for his 45 years of service to Maple Valley Mutual Insurance Company. President Schuettpelz presented Mr. Gilles with a clock and gift in recognition of his many contributions and 45 years of exemplary service to the Company. Dick spoke briefly on his many years of service to the Company including the many changes that took place during his service as a Director and Officer. He also thanked the policyholders and Directors present for the opportunity to serve on this Board of Directors for such a long period of time.

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

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



Al Schuettpelz, President & CEO (right) presents Gary Van Drisse with a plaque and gift in honor of John Van Drisse's 24 years of service as a Director with Kossuth Mutual and Maple Valley Mutual.



Al Schuettpelz, President & CEO (right) presents Randall Gomoll, Director, with a 40 year service award and gift.



Al Schuettpelz, President & CEO presents Carol Reinhardt, EDP/Accounting with a 25 year service award and gift.



Al Schuettpelz, President & CEO (right) presents Robert Vanderheiden, Claims Manager, with a 5 year service award and gift.

Expect to have hope rekindled. Expect your prayers to be answered in wondrous ways.
The dry seasons in life do not last. The spring rains will come again.

- Sarah Ban Breathnach

121st Annual Meeting continued



Make plans now to join us on **August 21st** for our **Fifteenth Annual Golf Classic and Agent Meeting**. This event will be held at **The Golden Sands Golf Course** in Cecil.

During the meeting, we will focus on an Agency Quotation System, Company results, the insurance marketplace and other items of interest.

For the non-golfers, there will a tour of the **Apple Creek Whitetails Ranch** and other stops. Registration forms will follow the end of June.

Golf Course Information:

The 18 hole Gold 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	E-MAIL ADDRESSES	ADDRESS	WEBSITE	PHONE NUMBERS
Al Schuettpelz, President	al@maplevalleymutual.com	304 North Rosera (Old Hwy 141)		
Renee Wirtz, Vice President - Operations	renee@maplevalleymutual.com	P.O. Box 59		
Bob Vanderheiden, Claims Manager	bobv@maplevalleymutual.com	Lena, WI 54139-0059		
Bob Bonnin, Loss Prevention	bobb@maplevalleymutual.com			
Carol Reinhardt, Finance	general@maplevalleymutual.com		www.maplevalleymutual.com	
Wanda McCarthy, Personal Lines Underwriter	wanda@maplevalleymutual.com			
Mary Koch, Farm Underwriter	mary@maplevalleymutual.com			
Michelle Ziesmer, Comm. & Pers. Lines Underwriter	michelle@maplevalleymutual.com			
Diane Tisch, Receptionist & Claims Assistant	diane@maplevalleymutual.com			(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 the previous year:

	<u>2012</u>	<u>2011</u>
UNDERWRITING INCOME		
Direct premiums written	\$ 1,164,074	\$ 1,028,193
Premiums earned	1,303,693	1,172,155
Cost of reinsurance	<u>312,359</u>	<u>303,445</u>
Net premiums earned	991,334	868,710
LOSSES INCURRED		
Losses incurred	588,698	701,805
Reinsurance recoveries	<u>250,979</u>	<u>322,924</u>
Net losses incurred	337,719	378,881
NET LOSS ADJUSTMENT EXPENSES	87,458	92,853
OTHER UNDERWRITING EXPENSES	379,369	345,692
TOTAL LOSSES/EXPENSES INCURRED	804,546	817,426
NET UNDERWRITING INCOME	186,788	51,284
INVESTMENT/OTHER INCOME	132,004	115,961
NET INCOME BEFORE TAXES	318,792	167,245
SURPLUS	7,157,988	7,016,109
COMBINED RATIO	87.3%	102.0%

Maple Valley Mutual Insurance

Bulletin No. 12-0001

May 2012

Type: Loss Control—Loss Prevention

Subject: Arc Fault Circuit Interrupters

Is Your Home Safe?

According to the American Red Cross, "fires kill more Americans each year than all natural disasters combined, affecting people from all backgrounds and geographical locations." Unlike natural disasters, electrical fires ARE preventable. Smoke alarms, fire drills and fire extinguishers help save lives AFTER the fire occurs. But what can stop an electrical fire from happening?

What causes electrical fires ?

In the last thirty years, our homes have been dramatically transformed by electricity. Common causes of electrical fires are overburdened or stressed wires and cords, unknowingly damaged wires, worn or deteriorated electrical insulation, or wires or cords in contact with vibrating metal. When wires are overburdened, stressed, worn or damaged, the electrical current inside the wire, arcs and sparks causing intense heat. The temperatures of the arcs can exceed 10,000 degrees Fahrenheit easily igniting surrounding materials such as wood framing or insulation, causing a fire in areas of the home hidden from view or early detection.



What is an AFCI?

An Arc Fault Circuit Interrupter (AFCI) is a newly designed high tech circuit breaker that detects an arc or spark from a wire inside the wall and shuts off power, preventing a fire. AFCI's replace standard breakers in your electrical panel.



How can an AFCI protect my home?

Unlike a standard circuit breaker that detects only overloads and short circuits, AFCI's provide a higher level of protection by detecting hazardous arcing and shuts off electricity before a fire can start. The U.S. Consumer Product Safety Commission (CPSC) estimates that AFCI's could prevent more than 50 percent of the electrical fires occurring each year. Safety requirements in the National Electric Code (NEC) now include installation of AFCI's in bedroom, dining, living and family room circuits in newly constructed homes. However, older homes with aging wiring systems can also benefit from the added protection of AFCI's. Depending on the size of a given home, the additional cost for installing AFCI protection is \$140-\$350 according to the Electrical Safety Foundation International (ESFi). For more information and a video demonstration on AFCI's go to <http://www.afcisafety.org>. Get your home protected today!

