

# N<sub>orth</sub> E<sub>astern</sub> W<sub>isconsin</sub> S<sub>LETTER</sub>

Spring/Summer 2017



Maple Valley Mutual  
Insurance Company

*"The Promise You Can Trust"*



We must never remain silent  
in the face of bigotry.  
We must condemn those  
who seek to divide us.  
In all quarters and  
at all times,  
we must teach tolerance  
and denounce racism,  
anti-Semitism and all  
ethnic or religious bigotry  
wherever they exist as  
unacceptable evils.  
We have no place for haters  
in America — none,  
whatsoever.  
Ronald Reagan

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## DON'T MISS!!

Agent Meeting/  
20th Annual Golf Classic  
August 15, 2017  
The Woods Golf Course  
Green Bay

## President's Message

### First Quarter -- 2017

The March 8, 2017 windstorm and several larger fire losses had a negative impact on the Company's results during this period. On Page 5 of this Newsletter, you will note that the \$1,241,440 in gross losses for this period were significantly higher than the previous years. Otherwise, corporate results are good. Premiums written have increased, underwriting expenses are less than the previous year and surplus is up \$195,963 from year-end. The Company's financial condition remains excellent. A more complete report is on Page 5.

### Director Change — March 28, 2017

During our Annual Meeting on March 28th, the following changes were made to our Board of Directors:

Kenneth H. Rosner retired as a Director of the Company. Ken was first appointed a Director in December of 1975 and has a long and distinguished career as a Director of the Company. I would like to thank him for his many contributions and 41 years of dedicated service to the Company.

James J. Kugel was nominated to succeed Mr. Rosner as a Director of the Company. JJ grew up in the village of Lena and graduated from Lena High School. He then received degrees in Biology and Business Administration and Accounting from UW-Green Bay. In 2009, JJ purchased Kugel's Cheese Mart in Lena, Wisconsin from his father and has been operating this business ever since. This is a third generation business started in 1952 by Bernice and George Kugel as a cheese store and LP gas and appliance store, and purchased by his father, Jim Kugel in 1974. He resides on a hobby farm east of Lena.

### Real Time Personal Lines Rating Update

On May 1, 2017, Maple Valley Mutual signed a Carrier Interface Services Agreement with Vertafore for their Real Time Personal Lines Rating Software to be used for the Company's Homeowners Program. We are currently in the development process with regard to the implementation of this system.

has been put in place and is ready for use, Maple Valley Mutual will join other companies in Wisconsin in this rating system for our Homeowners Program. We will let all Agencies know when this system is ready for use.

### Carol Reinhardt Retirement

Carol Reinhardt retired as the Company's Accountant, Financial and EDP person on December 31st of last year. She joined the Company back in 1986 and helped with many of the updates to our accounting and EDP systems. We started with Bird Island Computer Systems, then went to Rural Computer Consultants and are now with IMT Computer Services. She will stay on as a consultant for as long as needed.

A small retirement party was held on December 29th to honor her contributions and dedicated service to the Company. We wish her well in her retirement.

Below -- President Al Schuettpelz presents Carol with an award and gift in recognition of her many contributions and 30 years of service to the Company.



Al Schuettpelz



On March 28<sup>TH</sup>, Maple Valley Mutual Insurance Company held its 126<sup>th</sup> Annual Meeting for policyholders at The Ravine Pub & Grill on Manitowoc Road in Green Bay. Approximately 185 policyholders, guests and employees were in attendance.

In presenting his reports, President Al Schuettpelz reported that corporate performance for calendar year 2016 again showed very favorable results. Premiums written increased to \$6,577,871, the Company's surplus increased by \$1,056,000, underwriting income increased to \$906,447 and incurred losses were down from the previous year with a gross loss ratio coming in at 28.3%. He also noted that the Company's combined ratio came in at a remarkable 82.3%.

He also talked briefly about reinsurance costs and why this is still a concern for the Company. For the past 8 years, Maple Valley Mutual has paid \$10,077,003 to Wisconsin Reinsurance Corporation for reinsurance coverages; but recovered only \$3,678,898 on incurred losses. He also briefly reviewed the reinsurance changes that have been made for this year that should help close the gap between reinsurance paid and reinsurance recovered.

He also commented briefly on Real Time Personal Lines Rating Systems, possible future premium revisions, the March 8, 2017 wind storm, the retirement of Kenneth Rosner as a Director and the retirement of Carol Reinhardt as an employee.

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 updates to the Company's Mutual Insurance Processing System and IMT Computer Services' Dashboard.

He also spoke briefly on the changes to the Company's Umbrella Program, Farmowners Program, Dwelling Program and Homeowners Program.

He then explained the extensive updates and improvements that were made to the Company's Home Office building, premises and related equipment.

Finally, he noted that the Company's A-(EXCELLENT) rating with the A. M. Best Company was continued for another year.



Elected to the Board of Directors for three year terms (L to R): Al Schuettpelz—President & CEO, James Kugel, and Tom Bitters - Vice Chairman & Secretary



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



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



Re-elected to the Board of Directors for a three year term were Thomas Bitters, Lena and Al Schuettpelz, De Pere. Newly elected to the Board of Directors for a three year term was James Kugel, Lena. 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

Kenneth Rosner was honored for his 41 years of service as a Director of Maple Valley Mutual Insurance Company. Ken was first appointed a Director in December of 1975 and has a long and distinguished career as a Director of the Company. Ken was unable to attend the meeting due to medical reasons. President Schuettpelz presented a plaque and gift in recognition of his dedication and service to his daughter, Becky, who accepted this award on his behalf.

Linda Sinkula was honored for her 5 years of service as a Director of the Company.

Duane Magnin was honored for his 5 years of service as a Director of the Company.

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

Maple Valley Mutual was established as a town mutual in 1891 by 44 residents in Oconto County. In 1987, the Company became a non-assessable mutual insurance carrier and has now expanded its writing territory to 21 counties in northeastern Wisconsin. The Company currently writes Farm, Commercial and Personal Lines insurance coverages for their policyholders in northeastern Wisconsin.



Al Schuettpelz, President & CEO presents Becky Babiarz with a plaque and gift in honor of Kenneth Rosner's 41 years of service as a Director.



Al Schuettpelz, President & CEO presents Linda Sinkula, Director with a 5 year service award and gift.



Al Schuettpelz, President & CEO presents Duane Magnin, Director with a 5 year service award and gift.



The man is a success who has lived well, laughed often and loved much.... Who leaves the world better than he found it, whether by an improved poppy, a perfect poem, or a rescued soul.... who looked for the best in others and gave the best he had.

Robert Louis Stevenson



C. Schuettpelz, J. Kugel, P. Van De Hey & D. Van De Hey



W. Mc Carthy, M. Koch, M. Ziesmer & R. Wirtz



A. Schuettpelz, S. Hansen, L. Schuettpelz, T. Willems, C. Schuettpelz & J. Braun



It is the VETERAN, not the preacher, who has given us freedom of religion.  
 It is the VETERAN, not the reporter, who has given us freedom of the press.  
 It is the VETERAN, not the poet, who has given us freedom of speech.  
 It is the VETERAN, not the campus organizer, who has given us freedom to assemble.  
 It is the VETERAN, not the lawyer, who has given us the right to a fair trial.  
 It is the VETERAN, not the politician, who has given us the right to vote.

Anonymous

Make plans now to join us on **August 15th** for our **Twentieth Annual Golf Classic and Agent Meeting**. This event will be held at **The Woods Golf Course** in Green Bay.

Our guest speaker will be Cassidy Kuchenbecker with Environmental Initiatives. Commercial Revisions, Custom Farming Liability, Real Time Personal Lines Rating, Company Results, Claims Review, Loss Prevention items and other items of interest will also be discussed.

For the non-golfers, there will be tours of **Pagel's Ponderosa Dairy** and **Parallel 44 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	E-MAIL ADDRESSES	ADDRESS
Al Schuettpelz, President & CEO	al@maplevalleymutual.com	304 North Rosera (Old Hwy 141)
Renee Wirtz, Vice President - Operations	renee@maplevalleymutual.com	P.O. Box 59
Chad Schuettpelz, Claims Manager	chad@maplevalleymutual.com	Lena, WI 54139-0059
Josh Schonfeld, Loss Prevention	josh@maplevalleymutual.com	
Tony Willems, Claims Representative	tony@maplevalleymutual.com	<b>WEBSITE</b>
Wanda McCarthy, Personal Lines Underwriter	wanda@maplevalleymutual.com	www.maplevalleymutual.com
Mary Koch, Farm Lines Underwriter	mary@maplevalleymutual.com	
Michelle Ziesmer, Accountant & Underwriter	michelle@maplevalleymutual.com	<b>PHONE NUMBERS</b>
Diane Tisch, Receptionist & Claims Assistant	diane@maplevalleymutual.com	(920) 829-5525 or
Karen Shehow, Office & Loss Prevention Assistant	karen@maplevalleymutual.com	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>2017</u>	<u>2016</u>	<u>2015</u>
<b>UNDERWRITING INCOME</b>			
Direct premiums written	\$ 1,378,287	\$ 1,345,203	\$ 1,323,854
Premiums earned	1,639,268	1,579,269	1,548,488
Cost of reinsurance	<u>301,887</u>	<u>314,405</u>	<u>317,309</u>
Net premiums earned	1,337,381	1,264,864	1,231,179
<b>LOSSES INCURRED</b>			
Losses incurred	1,241,440	305,430	647,507
Reinsurance recoveries	<u>535,325</u>	<u>(-77,910)</u>	<u>260,881</u>
Net losses incurred	706,115	383,340	386,626
<b>NET LOSS ADJUSTMENT EXPENSES</b>	119,780	110,112	94,206
<b>OTHER UNDERWRITING EXPENSES</b>	428,131	471,389	414,923
<b>TOTAL LOSSES/EXPENSES INCURRED</b>	1,254,026	964,841	895,755
<b>NET UNDERWRITING INCOME</b>	83,355	300,023	335,424
<b>INVESTMENT/OTHER INCOME</b>	94,313	106,224	136,360
<b>NET INCOME BEFORE TAXES</b>	177,668	406,247	471,784
<b>SURPLUS</b>	9,320,685	8,375,678	7,854,811
<b>COMBINED RATIO</b>	101.6%	84.7%	80.3%





Doing laundry is most likely part of your every day routine. But did you know how important taking care of your clothes dryer is to the safety of your home? With a few simple safety tips you can help prevent a clothes dryer fire.

- » Have your dryer installed and serviced by a professional.
- » Do not use the dryer without a lint filter.
- » Make sure you clean the lint filter before or after each load of laundry. Remove lint that has collected around the drum.
- » Rigid or flexible metal venting material should be used to sustain proper air flow and drying time.
- » Make sure the air exhaust vent pipe is not restricted and the outdoor vent flap will open when the dryer is operating. Once a year, or more often if you notice that it is taking longer than normal for your clothes to dry, clean lint out of the vent pipe or have a dryer lint removal service do it for you.
- » Keep dryers in good working order. Gas dryers should be inspected by a qualified professional to make sure that the gas line and connection are intact and free of leaks.
- » Make sure the right plug and outlet are used and that the machine is connected properly.
- » Follow the manufacturer's operating instructions and don't overload your dryer.
- » Turn the dryer off if you leave home or when you go to bed.

## AND DON'T FORGET...

Dryers should be properly **grounded**.

Check the **outdoor vent flap** to make sure it is not covered by snow.

Keep the area around your dryer **clear** of things that can burn, like boxes, cleaning supplies and clothing, etc.

Clothes that have come in contact with **flammable substances**, like gasoline, paint thinner, or similar solvents should be laid outside to dry, then can be washed and dried as usual.

## FACT

- ❗ The leading cause of home clothes dryer fires is failure to clean them.



Your Source for **SAFETY** Information

NFPA Public Education Division • 1 Batterymarch Park, Quincy, MA 02169