

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

Spring/Summer 2011



Maple Valley Mutual
Insurance Company

The Promise You Can Trust



To Our Policyholders, Agents & Friends

Welcome to the second edition of our North Eastern Wisconsin Newsletter. We again hope that you enjoy reading it and find it useful in some way. We did have some comments on our first newsletter.....

"I really like your newsletter. It's colorful, clean and informative."

"Very nice.... Looked very professional."

"Very impressive."

Thank you for taking the time to send them to us. If you have any comments on this issue or suggestions for future issues, just e-mail the President at: al@maplevalleymutual.com

And Joy is Everywhere;

It is in Earth's green covering of grass;

In the blue serenity of the Sky,

In the reckless exuberance of Spring;

In the severe abstinence of gray Winter;

- Rabindranath Tagore

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DON'T MISS!!

Agent Meeting/14th

Annual Golf Classic

August 17, 2011

The Woods Golf Club

Green Bay

President's Message

This year marks the 120th anniversary of Maple Valley Mutual Insurance Company. Back in 1891, the Company was established by forty-four residents of Oconto County because the larger companies would not provide them with the insurance coverages they needed. The Company has steadily progressed from a town mutual insurer writing seventy-one fire and lightning policies in seven townships in Oconto County to a non-assessable regional mutual insurance corporation writing business in all of northeastern Wisconsin.

As I noted back in 1991, the Company's success can be attributed to:

- ◆ The many people who have served through the years to benefit the Company;
- ◆ The loyalty and support of our policyholders; and
- ◆ The modernization process of the Company.

The dedication and contributions of the officers, directors, agents and employees who served the Company during this past 120 years is quite noteworthy. Their service exemplifies the "neighbor helping neighbor" philosophy that is a big part of the Company's history.

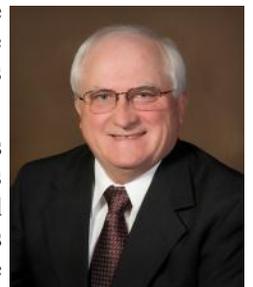
Our policyholders are also the owners of the Company. Their loyalty and support over the

years has enabled the Company to grow and take advantage of opportunities as they became available.

The Company's modernization process began in the 1960s and continues today. This process involves the identification of trends, coverages and innovations that may have a favorable impact on the Company's operations. This information is then evaluated and if the product or service would be beneficial to our policyholders, it is usually adopted. These changes, over the years, have allowed the Company to operate successfully in our capitalist system. I might also add that it has been an interesting process and enabled the Company to remain competitive in a somewhat difficult marketplace. As you can see from the milestones listed below, there have been many changes to the Company's operations that have benefited our policyholders:

1961 - Company began writing windstorm and hail coverages.

1966 - The Company promoted and celebrated its 75th anniversary.



Al Schuettpelz

1970 - Company began writing Farmowners and Homeowners policies.

1982 - The Company expanded into Commercial lines and began offering a comprehensive package policy to small businesses.

1986 - A computerized insurance processing system was installed to improve productivity and hold down costs.

1987 - The Company became a nonassessable regional insurance carrier and expanded its writing territory to fourteen counties in northeastern Wisconsin.

- Following an extensive remodeling project, the Company moved its home office to our present location at 304 North Rosera (Old Hwy 141), Lena, Wisconsin.

1989 - Farm and Personal Umbrella policies were made available to the Company's Policyholders.

1991 - The Company celebrated its centennial at St. Charles Parish grounds, East Main Street, Lena, Wisconsin.

1992 - The Company was one of the first smaller mutuals in the nation to receive an A (EXCELLENT) rating from the A.M. Best Company.

1995 - Kossuth Mutual Insurance Company, Francis Creek, Wisconsin merged into Maple Valley Mutual Insurance Company.

2005 - The Company established a website at www.maplevalleymutual.com.

- Company's surplus (net worth) exceeds \$5 million.

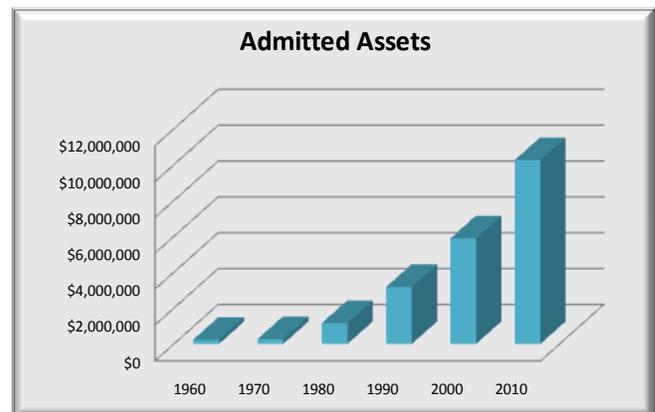
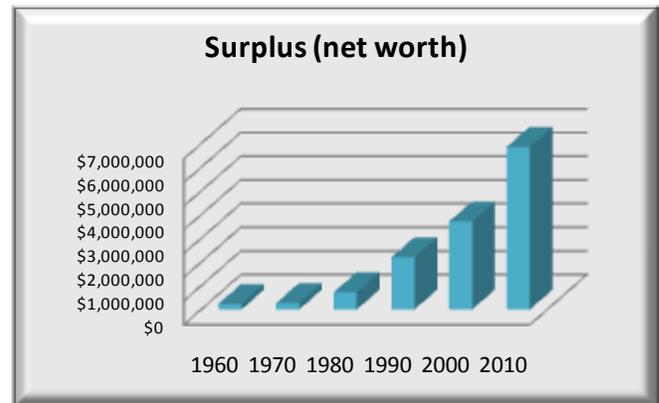
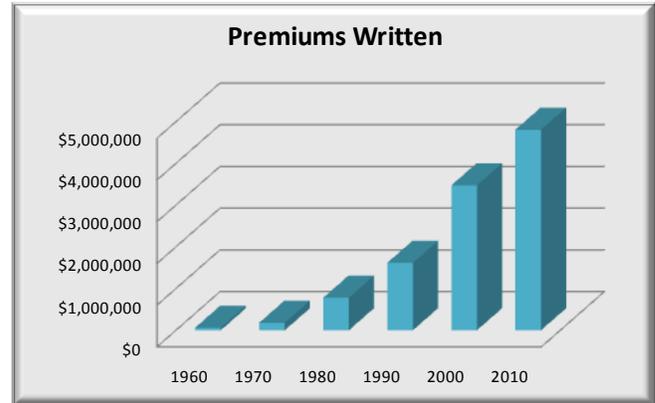
2007 - A Businessowners policy was made available to small businesses in the Company's writing territory.

2010 - Company's admitted assets exceed \$10 million.

- The Company finished the expansion of its writing territory to twenty one counties in northeastern Wisconsin, updated the Company's logo and established the following slogan for the Company.....

"The Promise You Can Trust."

Growth of the Company - 1960 to 2010



We grow great by dreams. All big men are dreamers. They see things in the soft haze of a spring day or in the red fire of a long winter's evening. Some of us let these great dreams die, but others nourish and protect them; nurse them through bad days till they bring them to the sunshine and light which comes always to those who sincerely hope that their dreams will come true.

- Woodrow Wilson

On March 22nd, Maple Valley Mutual Insurance Company held its 120th Annual Meeting for policyholders at The Ravine on Manitowoc Road in Green Bay. Approximately 200 policyholders, guests and employees were in attendance.

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

Chairman Richard Gilles called the annual meeting to order at 12:15. Special guests, agents, directors and company personnel were introduced by the President.

In his Report to the Policyholders, Chairman Richard Gilles talked about the changes that were made to the Company's Farmowners, Dwelling, Commercial and Homeowners programs. He also spoke briefly on the changes related to some of the agencies representing the Company. He also reported on the changes that were made to the Company's mutual insurance processing system and the continuation of the Company's A-(EXCELLENT) rating with the A. M. Best Company.

In presenting his reports, President Al Schuettpelz reported that calendar year 2010 was another successful year for the Company. He noted that written premiums increased by \$42,513, the Company's gross loss ratio came in at a favorable 47% and underwriting expenses showed a decrease of 9.9%. He also reported that the Company's net worth (surplus) increased by \$264,000 to a new total of \$6,870,575. Mr. Schuettpelz also talked about the Company's reinsurance costs versus reinsurance recoveries, the expansion of the Company's writing territory to twenty-one counties in northeastern Wisconsin, the Company's new logo and a new Agency plaque that has been placed in the agencies that represent the Company. He also spoke briefly about the Company's 120th anniversary and some of the highlights of the past years and what the Company has tried to accomplish during this time. He concluded his remarks by thanking the policyholders for their support and for attending the Annual Meeting.

Re-elected to the Board of Directors for three year terms were: Thomas Bitters, Lena, Kenneth Rosner, Crivitz and Al Schuettpelz, De Pere. Other Directors of the Company are Richard Gilles, Lena, Randall Gomoll, Green Bay, John Matravers, Oconto, John Van Drisse, Luxemburg, Gary Wolf, Bonduel and Francis Wranosky, Oconto Falls.

Renee Wirtz was honored for her 20 years of service as an Employee and Gary Wolf was honored for his 10 years of service as a Director.

At the Board of Director's following meeting, the Board re-elected Richard E. Gilles, Chairman of the Board, Alvin H. Schuettpelz, President and General Manager and John H. Matravers, Vice-Chairman and Secretary.



(L to R) Re-elected to three year terms as Director were: Tom Bitters, Ken Rosner and Al Schuettpelz.



Al Schuettpelz, President, presents Renee Wirtz, Vice President – Operations with a 20 year service award & gift.



Al Schuettpelz, President, presents Gary Wolf, Director with a 10 year service award and gift.

Is it so small a thing to have enjoy'd the sun, to have lived light in the spring, to have loved,
to have thought, to have done.....
- Matthew Arnold

120th Annual Meeting continued



Chairman R. Gilles



Vice Chmn/Sec. J. Matravers



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



G. VanDrise, B. VanDrise, M. Walston & B. Siebold



Al Schuettpelz, President & CEO gives his report. Other Directors (L to R): Richard Gilles, Chairman, John Matravers, Vice Chairman/Secretary, Randall Gomoll, Kenneth Rosner, Gary Wolf and Thomas Bitters

Make plans now to join us on **August 17th** for our **Fourteenth Annual Golf Classic and Agent Meeting**. This event will be held at **The Woods Golf Club**, 530 Erie Road, Green Bay, WI.

During the meeting, we will focus on product revisions, Company results, loss prevention information, the insurance marketplace and other items of interest.

For the non-golfers, there will be tours of the **Green Bay Botanical Garden** and **Lambeau Field**. 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	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>2011</u>	<u>2010</u>
UNDERWRITING INCOME		
Direct premiums written	\$ 1,028,193	\$ 994,120
Premiums earned	1,172,155	1,175,325
Cost of reinsurance	<u>303,445</u>	<u>305,920</u>
Net premiums earned	868,710	869,405
LOSSES INCURRED		
Losses incurred	701,805 *	101,660
Reinsurance recoveries	<u>322,924</u>	<u>(108,892)</u>
Net losses incurred	378,881	210,552
NET LOSS ADJUSTMENT EXPENSES	92,853	76,084
OTHER UNDERWRITING EXPENSES	345,692	335,408
TOTAL LOSSES/EXPENSES INCURRED	817,426	622,044
NET UNDERWRITING INCOME	51,284	247,361
INVESTMENT/OTHER INCOME	115,961	106,487
NET INCOME BEFORE TAXES	167,245	353,848
SURPLUS	7,016,109	6,871,780

* Includes a significant reserve increase for a B.I. claim that occurred 3 years ago.

Wisconsin Reinsurance Corporation

Bulletin No. 11-0001

April 2011

Type: Loss Control—Loss Prevention

Subject: Aging Electrical Systems

Bad Wires, Start Fires



Electricity is a powerful tool. But it can also be lethal. It is blamed for thousands of deaths, injuries and over \$1 billion in property damage each year. What some may think of as “minor” electrical problems in older homes can lead to a dangerous fire.

Hidden Electrical Hazards

Did you know older homes can have serious hidden electrical hazards and that the Midwest region has the highest house fire death rate per capita. A recent, first of its kind study, looked “behind the walls” of older homes and found hazards such as: worn out wiring, inadequate and overburdened wire & outlets, excessive extension cords, buried wire in reinsulated walls and ceilings, improper or missing ground wires, and improper electrical repairs. They are commonly found in homes with 60 amp electrical service (or less) and do not meet industry safety standards. These hazards can cause fires inside the walls that spread rapidly before being detected, making them deadly and devastating. There are affordable options available to reduce the hazards. For example, an Arc Fault Circuit Interrupter (AFCI) will detect a spark from a wire inside the wall and shut off power preventing a fire. Standard breakers do not provide this protection.

SAFETY DOESN'T JUST HAPPEN

Industry safety standards are the best prevention against electrocution and fires. Consider the following safety tips to reduce your risk of injury or damage:

If your home is 40 years old or older, have a licensed electrician or electrical inspector check the wiring and distribution system. Update all worn or damaged electrical components to meet the current safety standards.

Flickering lights, tripped circuit breakers, blown fuses, warm electrical components, arcs, sparks, sizzles, buzzes or unusual odor near a switch, receptacle or lighting fixture are signs of a problem. If you suspect any electrical problems, turn off the circuit and have the electrical system checked.

Do not overload outlets. Limit the use of extension cords. They are intended for temporary use only.

Do not use extension cords with space heaters or air conditioners. Make sure your space heater will automatically shut off if tipped over.

Install Ground Fault Circuit Interrupter (GFCI) breakers on all bathroom, kitchen and exterior outlets to reduce shock hazards.

Install Arc Fault Circuit Interrupter (AFCI) breakers. To learn more go to <http://www.afcisafety.org>.

