



May/June 2017 Newsletter

President's Message

Our 2016/17 Chapter Year is rapidly ending. We finished our year with great programs for the March and April meetings. Our March meeting at The Orthopedic and Sports Institute of the Fox Valley focused on Healthcare and its delivery, hosted by AON, gave members an opportunity to visit one of the Fox Valley's leading health care facilities. This was followed by our April meeting at the Radisson with the keynote speaker Ms. Leslie Seidman, former Chair of the Financial Accounting Standards Board (FASB) which provided insight into the Evolution of the FASB and the Role of Audit Committees. In addition, we had two great professional development sessions in March with Associated Bank presenting an Economic Update and The Weidert Group's overview of Inbound Marketing from the CFO's Perspective.

The FEI Summit Leadership Conference was held April 23-25 in Anaheim, California. Four representative from our Chapter attended. Once again, this was a fantastic meeting with a day devoted to the National Annual Meeting and Chapter Leadership Development. The remaining time was filled with keynote speakers and break-out sessions focused on Chapter development. Next year's Summit will be held on May 20-22 in Houston, Texas, and I encourage all members to attend.

As we approach the end of the current fiscal year, it's timely to review our Chapter's Strategic Plan and the 2016/17 Goals. The following is a brief overview of our Strategic Objectives and progress:

1. Strategic Partners – Under the leadership of Greg Williams and Howard Bornstein (Co-Chairs), we were successful in adding three Strategic Partners in 2016/17 - the Inbound Marketing firm of Weidert Group, the Investment Banking firm of Cleary Gull, and the law firm of von Briesen & Roper. This brings our Strategic Partners list to fifteen high-quality service firms with presence in the Greater Fox Valley.
2. Develop Public Relations and Improve Communications – Working with Weidert Group, we developed a communication plan for the Chapter year focused on membership growth and the FEI brand recognition. Michelle Weiss, Chapter Administrator, has worked closely with Weidert Group to execute the plan and develop new and creative communications.
3. Develop Programs - To provide the membership with enhanced value, we held several special programs this year. With the support of Grant Thornton, Schenck, BMO and Mason Wells, we held a special event in January with Rebecca Ryan, Author, Futurist & Economist. In February and with the support of Associated Bank, Baker Tilly, Godfrey & Kahn, Keller, TIDI Products and Wipfli, we held our monthly meeting at the Experimental Aircraft Association Museum (EAA) in Oshkosh, with the keynote by Jack Pelton, Chairman and CEO of EAA. In March, the Orthopedic & Sports Institute of the Fox Valley hosted our Chapter meeting at their medical facilities in Appleton.

These special events and venues were chosen to present the membership with visibility into new knowledge and businesses here in the Greater Fox Valley.

4. Communication of the National Agenda – With Chapter Member, Howard Bornstein, serving on the National FEI Board of Directors, we have had insight to the strategies and planning of the National Agenda. Two Task Forces were formed this year with members from Chapters and National serving – The Dues Task Force (Chaired by Mike McNamara and supported by Greg Williams) developed a five-year plan for National Dues, and the Corporate Membership Task Force developed a plan for companies with several members to have a corporate wide membership.

The Board, Executive Committee and our Strategic Partners are busy planning next year's programs. Under the leadership of Larry Barton, incoming Chapter President, we will be securing prominent keynote speakers and professional development sessions which will bring value to the membership.

Maintaining the growth and success of the Northeastern Wisconsin Chapter is always a team effort. I want to thank the Board, the Executive Committee, the Strategic Partners and especially Michelle Weiss and Mike McNamara for their support and effort to make the Chapter successful.

I want to wish all of you a great summer and I look forward to seeing everyone in September for our first meeting of the new Chapter year.

Bob Qualls
2016 - 2017 Chapter President
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