



2018 WIESOP Newsletter

Letter from the President

We Discovered the World of ESOPs in 2017

Thanks to the generosity of our committed sponsors and the solid engagement of our chapter members, 2017 was another great year for the Wisconsin Chapter of The ESOP Association. With the support of our sponsors and members, our Executive Committee was able to hold four educational and networking events for our WI chapter and local ESOP community.

The annual Spring Conference was held in March at the Blue Harbor Resort in Sheboygan, WI. The morning began with educational sessions following two different tracks, Communications and Technical. We had over 100 in attendance which made the day a great networking opportunity in addition to the education provided.



***Discover the
World of ESOPs***
2017

The theme "Discovering the World of ESOPs" worked perfectly for our summer event which was held in June at the Discovery Museum in Milwaukee, WI. The attendees participated in morning roundtable meetings for CEOs, CFOs, HR professionals and ESOP committees. It was a beautiful day and we were treated to the best Lake Michigan view from the connecting balcony. After some networking time, we were off to tour the Discovery World Museum.

The annual ESOP Midwest Conference that was held in Omaha, NE. Attendance was high with 525 attendees who were presented with five different educational tracks that were held over two days. It was my first time in Omaha, NE and I will definitely be back.

Our ESOPs on Site event was held in October at Horicon Bank in Horicon, WI. Attendees heard the story of Horicon bank and how they created and maintain their award winning culture. Thank you Horicon Bank for sharing your facilities and your important story with us.

After four years of serving as President of the WI Chapter of the ESOP Association, my term has come to an end. My experience with the ESOP Association and serving on the WI Chapter Committee has been invaluable to me. I have grown my knowledge and understanding of the ESOP world so much, and all because of the wonderful and welcoming WI Chapter members. Thank you all from the bottom of my heart for this great experience.

I am happy to announce that Rhonda Leader of Sentry Equipment in Oconomowoc, WI, will be leading the WI Chapter in 2018. Rhonda has served the Chapter Committee for many years and served as Vice President of Programming in 2015 and 2016. The WI Chapter is in great hands with Rhonda. Join me in welcoming Rhonda in her new role.

Kimber Simos

Outgoing President, The Wisconsin Chapter of The ESOP Association
Hatco Corporation



2018 Looks to hold more great events for our WI Chapter!

Our Programming committee has been busy this past month planning our events for 2018. Lawrence University's Warch Campus Center in Appleton will be the venue for our spring conference held on March 8, 2018. Victor Aspengren will be facilitating a CEO/CFO roundtable in the morning. We will also hold our WI Chapter awards presentation in the morning for "ESOP Company of the Year" and "Employee Owner of the Year". Once again, we will have two tracks throughout the day: Technical and Communications.

May 24-25, 2018 will be the 41st ESOP Association Annual Conference in Washington, DC. Opportunities to join fellow ESOP company members on Capitol Hill to meet with our state's congressional members will also be available during this time.

Our summer outing this year will be at the Pyle Center located in our state's capital city of Madison, WI on June 4, 2018.

The committee continues to work on our ESOP On-Sites venues for 2018-again more information will follow on our website as dates, times and locations are confirmed.

The annual Midwest Conference will be held at the Crowne Plaza in Rosemont, IL., September 5-7, 2018. This regional conference is hosted by Wisconsin, MN/Dakotas, Illinois and the Iowa-Nebraska Chapters of The ESOP Association. The attendance at this annual conference has been steadily growing each year. What this means to each of us: there are more insightful people to learn from, with and many, many networking opportunities-this is an event you don't want to miss!

As always there will be more details to come on these events as the planning progresses. Keep an eye on the website: www.esopassociation.org for details throughout the year. To find our WI chapter activities go to the "Chapters" tab then click on "Wisconsin".

Thank you to our Chapter Committee members, our generous sponsors and our member companies both corporate and service providers that make this chapter a continuing success!

Lastly-we want to say a big "Thank you" to Kimber Simos for her four successful years leading the Wisconsin Chapter as our President! Over the course of these past years, you have contributed many volunteer hours to make sure our members have been provided educational offerings in every aspect of ESOPs as well as represented in advocacy at both the local and national levels. Thank you Kimber!

Rhonda Leader

Incoming President, The Wisconsin Chapter of The ESOP Association
Sentry Equipment



Government Relations Annual Recap

Legislative Updates

ESOPs Untouched by Massive Tax Bill

The Tax Cuts and Jobs Act of 2017, passed by Congress and signed by President Trump in December, was the most significant revision of U.S. tax law since 1986 and included many dramatic and far-reaching changes to individual and corporate rates and deductions. The important news for ESOPs is that the Act did not touch any of the tax provisions supporting ESOPs. This success was a direct result of the broad and bipartisan support for ESOPs in Congress.

H.R. 2092 — Promotion and Expansion of Private Employee Ownership Act of 2017

Introduced in April 2017, H.R. 2092 provides for the following:

- Encourage owners of S corporations to sell their stock to an ESOP.
- Provide additional technical assistance for companies that may be interested in forming an S corporation ESOP.
- Provide incentives for lenders to loan to S corporation ESOPs.
- Protect small businesses that become ESOPs from losing their SBA certification.

There are currently 55 co-sponsors to this bill, including Ron Kind, Gwen Moore and James Sensenbrenner from Wisconsin.

S. 1589 — Promotion and Expansion of Private Employee Ownership Act of 2017

Senator Pat Roberts introduced S. 1589, the "Promotion and Expansion of Private Employee Ownership Act of 2017" in July. This Senate Bill includes the same provisions as H.R. 2092.

Thirty-One Senators are 31 sponsors of this bill, including Wisconsin Senator Tammy Baldwin.

Wisconsin ESOP Capitol Hill Visits

During the national ESOP Association Annual Conference in Washington, DC, seven members of our Wisconsin Chapter visited Capitol Hill to meet with Senator Baldwin and with a member of Senator Johnson's staff. During these visits we achieved our main objectives of:

- Thanking Senator Baldwin for her support.
- Educating Senator Johnson's staff about ESOPs and the benefits of employee ownership
- Discussing the current pro-ESOP legislation that encourages the creation of ESOPs (S. 1589).
- Strengthen our relationship and rapport with congressional leaders, so that they know us and our cause.

This was our ninth annual organized effort as a chapter.

Congressional Visits to ESOP Companies in Wisconsin

One of the most useful things ESOP companies can do to support ESOPs in Congress is to host a visit by a member of Congress. Several Wisconsin companies hosted such visits in 2017. The visits convey the value of ESOPs to all employees and give Members of Congress a feel for the passion employee-owners feel for their work, their company and their community.



Wisconsin Congressional Delegation

District	Representative
1st	Paul Ryan (R)
2nd	Mark Pocan (D)
3rd	Ron Kind (D)
4th	Gwenn Moore (D)
5th	F. James Sensenbrenner (R)
6th	Glenn Grothman (R)
7th	Sean Duffy (R)
8th	Mike Gallagher (R)

District	Representative
Senate	Ron Johnson (R)
Senate	Tammy Baldwin (D)

Conclusion

Although the 2017 Tax Act is now law, there are likely to be some actions next year to refine and make technical corrections to the massive bill. ESOPs will need to continue to remind members of Congress of the importance and value of ESOPs. Our visits to Washington and visits by Members of Congress to our companies will continue to be important to raise awareness and gain support. We need to constantly remind our representatives in Washington how great employee ownership is for their constituents, keeping this issue on the top of their minds. It is up to all of us to advocate for the ESOP community, and we must make a commitment to create opportunities to talk about the benefits of ESOPs with our congressional leaders.

We encourage ESOP companies - that means YOU - to communicate with your congressional representatives. Make a point to tell your company and your ESOP story - they don't know how great an ESOP is until they hear from you!

It is from legislators and their staff that we hear the #1 way to gain their support is to meet them in your local district. Whether it is an invitation to your company or to visit them at their town hall meetings or at other local functions. You can visit your individual representative's website; many have section that lists a mobile calendar or when they will be in the local area. The Wisconsin chapter website has many tools to assist you, including a Quick Guide for Congressional Visit, a current legislation listing, and other resources here on this website.

Please let us know your plans for congressional visits or communications, and if you've already made contacts this year already, let us know that too! Your Wisconsin chapter government relations committee will be following up with you soon. In the meantime, feel free to contact us.

Feel free to contact any of the Wisconsin chapter government relations committee member should you need assistance with congressional visits or communications.

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2017 Chapter Activities Recap

2017 ESOP's On-Site Event

October 18 at Horicon Bank

Horicon Bank has a number of locations around WI. We were fortunate to be invited to their main headquarters in Horicon, WI where they hosted a wonderful ESOP On-Site. Our morning started with an introduction to Horicon Bank and their history presented by Fred F. Schwertfeger-President. The history of the bank and it's involvement in their community was a great story to hear and the historic tour was wonderful! Did you know Horicon Bank was featured in an episode of "Around The Corner with John McGiven"? They also have their own brand of coffee: Blue Goose served at the Blue Goose Coffee House within a couple of their branches. Attendees were encouraged to share how they educate and communicate within their ESOP company to keep employees engaged.

The afternoon then led to our WI chapter Annual Planning Meeting. This is where our committees start planning for our next year. This warm, fall day ended with what looks and sounds like to be a great year ahead of us in 2018.

Thank you to Fred and Horicon Bank for hosting this event!!

Wisconsin Chapter Spring Conference

The 2017 Spring Conference was on March 16th at the Blue Harbor Resort in Sheboygan. The Conference drew over 100 attendees from around the State and featured a keynote presentation with Doug Gilbert (Elipticon Wood Products) discussing his company's use of the Entrepreneurial Operating System (EOS) described in the book Traction (Gino Wickman).

Midwest Regional Conference

The 2017 Midwest Conference was in Omaha, Nebraska, for the first time ever on September 8th and 9th. There were over 525 attendees from Wisconsin, Illinois, Minnesota, North and South Dakota, Nebraska and Iowa in attendance. The event was at the Hilton Downtown Omaha, within walking distance of the stadium of the College World Series. Kevin O'Malley (Travel and Transport, Inc.) gave the keynote address and discussed how Travel and Transport, Inc. used its ESOP to unify its workforce, which is spread out over multiple states.



Ruekert Mielke
WI Company of the Year



Lynnette Fritz
WI Employee Owner of the Year



Featured Member Website

Share Your ESOP Story!

The WI chapter of the ESOP association invites you to share your Company's ESOP story via our featured member web page.

What is all the excitement about?

Our featured member web page offers all chapter members an open invitation to share their ESOP story, fostering collaboration amongst our members around effective ways to approach ESOP communication programs to promote your ESOP and the benefit of employee ownership to your employees.

- Great networking opportunity for your Company and your ESOP
- SEO (Search Engine Optimization) – an active link to your company website will be shared, which provides another opportunity to increase your company's SEO
- Feedback on website submissions has been very positive
- Don't go it alone! Your WI ESOP chapter will provide assistance in writing the article on your behalf

Contact us TODAY to share your ESOP story!

WI Chapter Membership Committee



The Wisconsin Chapter of The **ESOP** Association
Serving the Entire ESOP Community

Welcome to the 2017 new corporate members!

This brings our total to:

51 ESOP Companies

76 Professional Members

127 WIESOP Members

7 new ESOP company members in 2017:

Artisans Inc

Elipticon Wood Products, Inc.

EuroPharma Inc.

Trachte Building Systems, Inc.

TRC Global Mobility

Tri City Glass & Door

Wenthe-Davidson Engineering Company



**A HUGE
THANK YOU
to our
2017 Sponsors**





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Wisconsin ESOP Chapter 2018 Events

Please visit www.esopassociation.org for a listing of national ESOP events.

March 8: WI Annual Spring Conference, Lawrence University, Appleton (New to the Conference this year: CEO and CFO Roundtables in the morning)

May 24-25: 41st Annual ESOP Conference, Washington, DC (Opportunities to join the WI Chapter on Legislative visits at Capitol Hill)

June 4: WI Summer Meeting, Pyle Center, Madison

September 5-7: Midwest ESOP Regional Conference, Crowne Plaza, Rosemont, IL

November 8-9: ESOP Association Conference & Trade Show, Las Vegas

The programs page of the chapter website will publish program agendas and registration information as details become available: <http://www.wiesop.org/calendar.php>

You will also find links to Wisconsin chapter and national event details on The ESOP Association Calendar of Events page: <http://www.esopassociation.org/meet-learn/meetings/calendar-of-events>

Sponsor an event. Over 425 members attended chapter events in 2017. Your sponsorship support allows us to keep registration fees affordable and greatly contributes to this growth and success. We invite you to review the levels of support and corresponding benefits and respond once again with your commitment. Thank you. For more information: http://members.esopassociation.org/iMIS/ESOP/Events/Event_Display.aspx?EventKey=SPONWIAE18