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# FOCUS

## President's Message

**James Frasher**

Greetings WISACCA Members:

As the new board president, I want to thank our outgoing president, Patty Hanz, for her years of service on the board. Under Patty's leadership, our annual May Mini-Conference at The Osthoff Resort, in Elkhart Lake, has become our centerpiece event. The conference continues to provide CLEs focused specifically on the needs and concerns of in-house counsel. Fortunately for us, Patty will remain on the board for at least one more year.

As always, we remain busy working on relevant CLE presentations for our members. We will be hosting our annual three-hour Ethics program on Nov. 9, 2011. Our presenter will be Stuart Teicher. Stuart is from New Jersey and is one of the most popular presenters we've had at our Mini-Conference. His presentations are both relevant for in-house counsel and entertaining. Even if you do not need ethics credit, you will not want to miss this event. More information can be

found on the chapter website ([www.acc.com/chapters/wisc](http://www.acc.com/chapters/wisc)).

Speaking of CLE events, I want to thank our sponsors who make these events possible at a reasonable cost for our members. We are fortunate to have their strong support.

In addition to CLE presentations, WISACCA continues to look for opportunities to contribute to our communities and support lawyers who make that commitment. In the past, we have promoted pro bono opportunities and identified resources providing information that relates to our unique circumstances — for example, the lack of malpractice insurance and potential conflict issues. For those of us who serve on non-profit boards, I would like to highlight an organization called BoardStar, Inc. This organization provides valuable resources to non-profit boards including free



podcasts on over 100 topics ([www.boardstar.org](http://www.boardstar.org)).

Finally, I encourage WISACCA members to get involved in the organization. If you have not done so, sign up for our Wisconsin

Chapter e-group. If you are interested in hosting a WISACCA event, we would love to hear from you — especially if you are outside of the Milwaukee area. Also, we are always open to suggestions regarding programming or other services that would be of value to our members. Please email our Executive Director, Carrie Booher at [wisaccacjb@gmail.com](mailto:wisaccacjb@gmail.com). We look forward to hearing from you.

Sincerely,

Jim Frasher  
[jamesfrasher@northwesternmutual.com](mailto:jamesfrasher@northwesternmutual.com)  
President

# Extend Your Network Through Networking

By Veta T. Richardson, ACC President & CEO

We all know it's important. It's a part of our professional (and sometimes personal) lives. Meeting people who do what we do, what we hope to do, and even what we've done is necessary for our continued growth. You know what "it" is: networking.

While networking is a good idea when looking for a job or an opportunity to advance your career, this activity is more than just a good idea for in-house counsel — it's essential.

Many of the jobs that you would be interested in never make it to newspaper ads or online job posts. Word of these positions often come from other in-house counsel either working within the company's legal department, or who have had conversations with colleagues connected to the department. How will you get in on the conversation if you're not at the event mingling with the people doing the talking?

Here, I will offer a few tips for successful networking — in the real and virtual worlds — while further exploring how this activity can benefit not only your career, but your social circle as well.

## A few networking tips

If you happen to be between in-house positions, looking for a full-time position can often feel like a job itself. If you are also working in-house you're, well, busy working. However, you should never be too busy to grow your connections and opportunities. To get it all done, you need to network smartly. Here's how:

### Choose carefully

There is no shortage of networking happy hours, socials, dinners, outings — whatever the invite says next to "networking." You don't need to attend every one of them. Take a little time to research the event: Who else is on the invite list? Where is it being held? Who is the event host, company or sponsor? Asking yourself these few questions can help you weed out those events that may not be the best use of your time. Of course, any networking event held by the professional organizations of which you are a member should be at the top of your list: Your local ACC chapter hosts networking events almost monthly. Find a listing of upcoming events on your ACC chapter page ([www.acc.com/chapters](http://www.acc.com/chapters)) and view the "All Chapters Events" calendar at [www.acc.com/chapterevents](http://www.acc.com/chapterevents).

### Remember, networking doesn't only occur during happy hours

Some of your most valued connections can come from the most unlikely sources. Do you volunteer with a not-for-profit or coach your son's baseball team? You never know who is volunteering or carpooling beside you: Strike up a conversation and keep your business cards close at all times. For example, at one time in my professional life, I was looking to perhaps use my law degree and background in art history to run a museum. At a cocktail party at the home of a friend of a friend, I shared out loud my interest in museum management. The person I was speaking with told me about a then-newly-under-construction Museum of African American History in the Midwest, and said he heard they were looking for a deputy director. Through that initial lead, I tracked down the museum's head of HR, threw my hat in the ring, interviewed and was offered the position. I ended up not accepting the job for complicated reasons that really don't matter for purposes of this article. The point is that opportunities arise in unlikely ways.

### What's your motivation?

Before attending any networking function, figure out what you want to gain from it. Are you going to find a new in-house position or do you feel like your in-house Rolodex needs a little updating and tending to? Are you a new corporate counsel and looking to raise your profile among your in-house peers, or are you looking for a possible mentor to help you navigate the unpredictable world of an in-house legal department? What you wish to accomplish over cocktails and business card exchanges affects the way you network, as well as what events you should attend. Some meetings are more social than others, focused on fostering connections, while others are more formal, focused on helping attendees secure a professional opportunity.

### Be genuine and confident

Walking into a room of your successful peers, many already engaged in conversations, can be a bit intimidating. Don't worry about butting in on a conversation or talking too much; just be yourself and remember why you are there. I always remind myself that everyone is here for the same reason and that's to network and meet new people. Sometimes I look for the people who are standing alone and choose them as a starting point for joining the group and establishing that first essential new contact.

### Ask a lot of questions

You've likely done a lot in your career. You sit on this board; you're licensed to practice in five states; and your local chapter named you "GC of the Year." These are all great accomplishments, but good networking is about getting and sharing information. So ask your new in-house friend what she is currently working on in her department. Perhaps, bring up an issue in your own department and ask if her department has dealt with a similar issue, and if she has any solutions to offer. These types of exchanges open up the door to continued conversations and connections.

### Follow up

This is a given. However, in our busy lives we can forget to follow up with the new connections we've made, losing the cards collected in the dark abyss of our suitcases. Set goals for yourself both before and after the event. Leaving a networking event with 20 cards can be a bit overwhelming, so go into it thinking, "I want to connect with 10 people at this event." Make your next goal to send a "Nice connecting with you!" email to all 10 connects within a week of the event. Your next goal may be to follow up with all connects from events attended, like ACC chapter meetings, the ACC Annual Meeting ([www.acc.com/education/am11](http://www.acc.com/education/am11)) etc., monthly or bi-monthly. It may seem like a lot, but you can't grow relationships without communicating, and networking is, fundamentally, about building relationships.

### Join and volunteer with organizations in your field

A great way to enhance your networking is to become active in groups that expand professional connections. You're already a member of an association dedicated to your professional needs. Take advantage of all of the networking opportunities ACC presents through your chapters, our educational meetings and committees — perhaps volunteering where you can. Also, join other professional associations and organizations targeted at your individual interests and needs. For example, attorneys of diverse backgrounds or even majority males with an interest in advancing diversity might enjoy an organization like the Minority Corporate Counsel Association ([www.mcca.com](http://www.mcca.com)), and whether you are a straight ally or gay, the LGBT Bar Association ([www.lgbtbar.org](http://www.lgbtbar.org)), offers great programs and opportunities to connect professionally. Alternatively, you can choose to network

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in your practice area, industry trade association or even around pro bono service. Just do it!

### **Social media and online networking**

You likely have several (or at least one or two) online profiles in communities that are frequented or made up by your in-house peers. Hopefully, you've checked out ACC's Member-to-Member benefit and built your online profile.

At <http://community.acc.com/home>, you can find many solutions to challenges you may be facing in your legal department, all from your in-house peers. This peer-to-peer network puts your favorite ACC resources in one place, including: ACC announcements, eGroup forums, a member directory, mentoring opportunities and a shared file directory — allowing you to connect with people and resources particular to your in-house career.

There are also sites like LinkedIn, Twitter, and Facebook where you can grow your professional and social networks right from your computer. Be sure to first check out the ACC presence on each. On these sites the same rules of in-person networking apply. Also, make sure you have an updated picture of yourself in your profile. Nothing screams: "I don't understand this or have time for it" like not having your own picture associated with your profile. Your online profile should be as updated as your resume. For example, make sure you join online communities that make sense based on your objectives. If you want to connect with old friends, Facebook may be for you, but if you want to further your professional reach and network, LinkedIn may be where you choose to spend your time. Remember the idea of goal setting? Online networking shouldn't just be about how many connections, followers or friends you have. Make the connections count — target the leaders in your field and follow, friend and connect to them. Once the connection is made, start the conversation, perhaps suggest an in-person networking event to meet up at, and follow up. Further, make sure that you are adding to the community that you join by posting useful resources and posing questions that start conversations. Join groups that focus on your area of practice and interest. Like I said, it's no different than networking in the "real" world.

### **Benefits**

You know the benefits of networking: connecting and reconnecting with people who may aide you, and vice versa, in getting a new position down the road; fostering a network that will be useful not only to you, but to a future employer or client; building relationships with people who

can act as a mentors, advisors, supporters and professional cheerleaders for you (and to whom you could return the favor) and more.

### **Keeping current**

So you may be in a great in-house position, and your network is pretty big and growing. Networking with those peers, both new and not so new, is still very important to your in-house career. You need to know what everyone is talking about. Perhaps you're leading the company's major acquisition (or maybe you're a legal team of one), logging long hours in the office and haven't had the time to keep up on the latest developments related to Dodd-Frank. Attending networking events and taking a few minutes out of your day to skim your twitter feed can help keep you current.

### **Building your career**

Whether you're currently in your dream in-house position or looking for it, networking with your peers is an excellent way to build your career. You never know where that next opportunity will come from, or how a new contact can add value to your current position.

### **Opening up relationships with people who can be mentors, advisors, supporters and cheerleaders**

No matter where you are in your career, having a support system is key. Having a mentor or advisor who you can approach with concerns and questions often gives you that needed push and confidence to tackle whatever the issue is. A way to meet these people, and to perhaps become one yourself, is through networking. Further, I have connected with many young attorneys through events held by MCCA and ACC, becoming that mentor and advisor, and giving back to the in-house community that has offered me so much.

### **Online social networks make staying in touch easier than ever**

There is nothing like face-to-face contact. You get to look into your peer's eyes, shake her hand and take her card. However, as we already discussed, keeping in touch after the initial meeting can prove challenging. As suggested, following up with your connections is crucial to worthwhile networking. Now, you can do that with more than an email. Sending a tweet or retweeting something they've said online can keep you connected easily, allowing you to continue and start conversations.

There's an old saying that people make time for what's important to them. I know that your in-house career is important to you, as is connecting with old and new friends. Being an active

participant in networking opportunities is an excellent way to make business and personal connections. I think it is worth your time and effort to engage in some form of networking — be it at an ACC Chapter meeting or through your LinkedIn profile. Start the conversation, continue it, and pass it on.

### **Resources to Consider**

#### **In-house Jobline<sup>SM</sup>**

With more than 1,000 corporate counsel positions listed every month, In-house Jobline is the one place to find your next position, post your resume, or hire legal staff. Find your next employment opportunity at <http://jobline.acc.com>.

#### **The ACC Community**

This one link directs you to "My ACC" where you can build your online profile, Member-to-Member, eGroups, Pro Bono and Diversity opportunities, Law department leaders, CLOs, The ACC Blog and more. [www.acc.com/community](http://www.acc.com/community)

#### **ACC Top 10**

- **Top Ten Tips for Online Professional Networking in the Legal Community (April 2009).** [www.acc.com/legalresources/publications/topten/Top-Ten-Tips-for-Online-Professional-Networking-in-the-Legal-Community.cfm](http://www.acc.com/legalresources/publications/topten/Top-Ten-Tips-for-Online-Professional-Networking-in-the-Legal-Community.cfm)

#### **ACC Presentations**

- **Seven Secrets of Landing Your Next in-House Job (Nov. 2010).** [www.acc.com/legalresources/resource.cfm?show=1268882](http://www.acc.com/legalresources/resource.cfm?show=1268882)
- **The Girlfriends' Guide to the Good Ol' Boy Network: What They Never Told You About the Life in the Big Corporation (Oct. 2009).** [www.acc.com/legalresources/resource.cfm?show=730583](http://www.acc.com/legalresources/resource.cfm?show=730583)

#### **ACC Docket**

- **Networking 2.0 (Oct. 2009).** [www.acc.com/vl/membersonly/ACCDocketArticle/loader.cfm?csModule=security/getfile&pageID=637826](http://www.acc.com/vl/membersonly/ACCDocketArticle/loader.cfm?csModule=security/getfile&pageID=637826)
- **Online Social Networking and Your Career: Are You Staying Ahead of the Game? (July 2008).** [www.acc.com/legalresources/resource.cfm?show=16821](http://www.acc.com/legalresources/resource.cfm?show=16821)
- **Hands On: Taking Charge of Your Career: Best Practices for Women Lawyers (July 2006).** [www.acc.com/legalresources/resource.cfm?show=14635](http://www.acc.com/legalresources/resource.cfm?show=14635)

#### **ACC Article**

- **Rules of Engagement for Online Networking (Nov. 2008).** [www.acc.com/legalresources/resource.cfm?show=140897](http://www.acc.com/legalresources/resource.cfm?show=140897)

#### **Forbes.com**

- **Networking Survival Tips (Jan. 2010).** [www.forbes.com/2010/01/06/networking-event-conversation-forbes-woman-net-worth-relationship.html](http://www.forbes.com/2010/01/06/networking-event-conversation-forbes-woman-net-worth-relationship.html)

## Upcoming Events

Watch for updated program and event postings from WISACCA and our sponsors on our chapter's website at [www.acc.com/chapters/wisc](http://www.acc.com/chapters/wisc).

**Nov. 9, 2011** — Annual 3 Hour Ethics Program (Topic TBD)  
8 AM — Registration (continental breakfast to be served)  
9 AM–12 PM — Program  
Location: The Majestic Theater, Brookfield, WI  
Presenter: Stuart Teicher, the CLE entertainer, returns after rave reviews for his presentation at our May Conference.

**May 17–18, 2012** — 2012 Annual Conference and Meeting of the Membership  
Location: The Osthoff Resort, Elkhart Lake, WI  
1½ days of CLE credit and networking designed for In-House Counsel  
**MARK YOUR CALENDARS!!**

## May Conference 2011

WISACCA would like to thank all of our members who attended our Annual Mini-Conference at The Osthoff Resort in May, and all of our sponsors who made such a fantastic conference possible. Planning for next year's conference is underway. Please mark your calendars for May 17–18, 2012. We will once again be holding the Mini-Conference at the Osthoff Resort.

*More photos on page 5*





## June 26, 2011 Brewer Game Outing

We had a fantastic time at the Annual Brewer Game outing with our friends and family. There were 70 people who came out to enjoy a tailgate party prior to the game, a beautiful day and a BREWER'S WIN! We also held a drawing this year for a Brewer's hat, a T-shirt and a Washer Toss Game. We hope more of you can join us next year!



## New President Spotlight

**James Frasher, assistant general counsel, The Northwestern Mutual Life Insurance Company**

*1. Tell us a little bit about your personal background.*

I am from a small town in Ohio and am the first person in my family to graduate from college. I met my wife at Notre Dame Law School, and we have a four-year-old daughter who keeps us young and often exhausted. To make sure our house is always a bit crazy, we've added a puppy and a cat to the mix.

*2. What was your first job?*

I worked as a carry out and bag boy at a grocery store. Packing a good bag is an underappreciated art form. I still like bagging my own groceries.

*3. What motivated you to become a lawyer?*

I wanted to go to graduate school. Not knowing much, I did some research and learned that a law degree could open doors beyond a traditional law practice, so it seemed like a good way to keep my options open.

*4. Tell us about your in-house experience.*

I've worked at Northwestern Mutual for 15 years. I enjoy being part of a large organization and using my legal knowledge in a practical way to help the business achieve its goals.

*5. What do you find most rewarding about your job with Northwestern Mutual?*

My clients. I am fortunate to work with many people on the business side who are excellent at their jobs, and I enjoy learning from them.

*6. Tell us about your position with WISACCA.*

I have been on the board for several years and recently became the board president.

*7. What do you find most rewarding about your association with WISACCA?*

I was drawn to the organization because it provides meaningful and practical information to in-house lawyers to help them do their jobs better and more efficiently.

Our entire board takes a great deal of pride in making sure that we continue that tradition.

*8. What do you like to do in your spare time?*

Eat (I love writing Yelp reviews) and travel (especially to escape the Wisconsin winters).

*9. What advice do you have for new in-house counsel?*

I think it is important for your clients to like working with you. Otherwise, they will be less likely to loop you in early when issues arise. It is important to keep an open mind, understand your clients' ultimate objectives, and bring a sense of humor. It also makes coming to work each day more enjoyable and fun.

## WISACCA Chapter eGroups to Enhance Member Communication

WISACCA has formed an eGroup for our chapter's use. Not only are you able to get updates on programs and events through this platform, but you can also post questions and ask advice to a targeted audience of our members. The WISACCA eGroup is available exclusively to WISACCA Chapter members and offers you another opportunity to build your network of colleagues.

Please log into your ACC web account to access and set up your eGroup platform.

## In Other News...

### Volunteer Lawyers Project Annual Awards

Legal Action of Wisconsin's Volunteer Lawyers Project (VLP) recognized three lawyers and a law firm with special awards for their pro bono contributions at the 2011 VLP Awards Reception on Thursday, May 12, 2011. One of the attorneys recognized by the VLP was in-house attorney, Terry Young, who actively participates in the VLP's Tenants' Rights Clinic and accepts some clinic clients for representation. He received the VLP's Outstanding Pro Bono Advocacy Award to honor his commitment to the success of VLP's Tenants' Rights Clinic. Attorney Young is assistant general counsel and assistant secretary at Northwestern Mutual.

# Welcome New Members!

**David Goelzer**, Experimental Aircraft Association, Inc.

**Jeffrey Surlas**, Colony Brands, Inc.

**Timothy Otto**, The Northwestern Mutual Life Insurance Company

**Bradford Bauknecht**, Oshkosh Corporation

**Derek Kritzer**, Oshkosh Corporation

**Karen Riemer**, Gammex, Inc.

**Cecilia McCormack**, Construction Resources Management, Inc.

**Daniel Gugala**, Crisis Prevention Institute, Inc.

**John Emory**, Emory & Co., LLC

**John Booher**, Kohl's Department Stores

**Lafayette Crump**, Prism Technical Management & Marketing Services, LLC

**Shantanu Singh**, Marshall & Swift/Boeckh, LLC

**Michael Rausch**, WPPI Energy

**Eli Woyke**, Erdman Company

**Kari Klasen**, Wheaton Franciscan Healthcare

**Elizabeth Brassler**, Green Ideas Group LLC

**Richard Jablonski**, The Progressive Group of Insurance Companies

**Linda Annoye**, Quad/ Graphics, Inc.

**Julie Lewis**, Prent and GOEX Corporations

**John Pawley**, Kohler Co.

**Daniel Aiman**, Ashley Furniture Industries, Inc.

**Kelly Dvorak**, GHD, Inc.

**Suzanne Shea**, TDS Telecommunications Corp.

**Caroline Spongberg**, The Marcus Corporation

**Erica Storm**, Zywave, Inc.

**Mark Youakim**, Johnson Controls, Inc.

**Lisa Moran**, Artisan Partners Limited Partnership

**Christopher Dombrowicki**, Michels Corporation

**Shobhan Thakkar**, Weather Central, LP

## ACC News

### Find a Mentor in ACC's New Mentor Program

Accessible through our new Member-To-Member online community, ACC's new web-based mentor program allows members to sign up as mentors or mentees and connect with each other based on geographic location and practice area expertise. Formal mentor relationships last one year, but we hope our new mentor program will facilitate the development of long-term relationships that grow our members' careers for years to come. To sign up, go to <http://community.acc.com/Home>, log in, and click on the "Mentoring" tab. For questions about the program, read the FAQs in this section or contact ACC's membership department at 202.293.4103, ext. 360.

### Join your Local Chapter During ACC's National Community Service Month

Throughout September, October, and November, ACC chapters all over the country will support National Public

Lands Day ([npld.com](http://npld.com)) and National Service Day ([www.nationalservice.gov](http://www.nationalservice.gov)) by participating in their own community service events around the country. ACC and its chapters will join other volunteers this year to paint and frame houses, plant trees, and help their local communities in other ways.

This is the fifth year that ACC chapters voted overwhelmingly to participate in ACC Community Service Month. Originally conceived by James (Jim) Patton, former ACC board member and former president of the South Florida Chapter, now national director of legal projects at Robert Half Legal, the National Community Service Month was envisioned to give ACC members an opportunity to give back to the community that has given them so much and to demonstrate that lawyers care about their local neighborhoods and parks. All too often, members don't find opportunities to do something good for the community and in the past, there were even less opportuni-

ties to perform family friendly community projects through their local bar associations. National Community Service Month has helped to change this. To join on your local chapter for its event, visit the chapter pages at [www.acc.com/chapters](http://www.acc.com/chapters).

### Sign up for Large Law Membership and Save

Does your company have nine or more attorneys? If so, there is no better way to save money than by promoting the large law membership dues package. The large law department fee schedule can save you anywhere from hundreds to thousands of dollars depending on the size of your department. With budgets getting tighter, the need for ACC resources (rather than using outside counsel) is more critical than ever. And with our large law membership rates, we make the savings even more valuable! For more information, go to [www.acc.com/aboutacc/membership/lawdepartment.cfm](http://www.acc.com/aboutacc/membership/lawdepartment.cfm) or contact Danielle Boshart,

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director of membership operations, at  
202.293.4103, ext. 307 or [boshart@acc.com](mailto:boshart@acc.com).

### ACC's Member-to-Member

Looking for important ACC updates?  
Want to connect with peers in your prac-  
tice area? Have a sample contract you'd like  
to share?

Log in to ACC's newly launched *Member-  
to-Member* online community and join  
the conversation with thousands of your  
in-house peers. Discuss challenges, get

important ACC updates, and share files  
— everything you need is right here!

Member-to-Member offers

- eGroups discussion forums for shar-  
ing ideas and addressing challenges  
with practice-area peers, fellow chapter  
members, or open groups.
- ACC Announcements that keep you  
informed about the latest resources,  
upcoming events, hot topics, blog posts,  
and more.
- A shared file directory for immediate  
access to sample forms, policies, con-

tracts and other resources uploaded by  
in-house peers.

- Networking options and a member  
directory that let you connect with  
other in-house counsel by location, law  
school, specialties, personal interests  
and many other choices.

Log in to Member-to-Member at [www.  
acc.com/m2m](http://www.acc.com/m2m). Complete or update your  
profile, and start enjoying the benefits of  
the world's largest community of in-house  
counsel.

## WISASCCA Chapter Leadership

### President

#### James Frasher

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