



# LEADER

SERVING THE BUSIEST FINANCIAL EXECUTIVES™

## TWIN CITIES CHAPTER

### NEW CAREER MANAGEMENT OFFERINGS

Focusing on professional growth and helping members reach their career goals

**CAREER MANAGEMENT AND JOB SEARCHES CONTINUE TO BE IMPACTED BY ONGOING CHANGE**, driven by the global economy, technology and other important factors. Our chapter is committed to serving our members via our Career Management committee and initiatives, providing finance executives the tools and information they need for growth and career progression.

Coming soon is the launch of a **Transition Toolkit**, written by chapter member and director Karen Blacik. This self-help guide for the job search process is based on Blacik's learnings throughout the past year. Watch for an announcement when this member-only resource becomes available on the Career page at [feitwincities.com](http://feitwincities.com). There will also be a companion presentation you can leverage that provides an excellent summary of the 30-plus-page toolkit.



In addition, we are launching a **new online-submission functionality within the Job Postings section** of the chapter website. This capability will allow recruiters and hiring managers to send us their open positions using an online form. The positions will be reviewed for content to ensure that they are a level that qualifies for FEI membership before approval and posting on the website. We will encourage the recruiters and hiring managers to provide a link in the job posting so FEI members can click to apply for the positions.

Access to the job postings will continue to require a member login for access.

As part of our **Members Helping Members**

**Program**, we are adding functionality to the website directory, which will allow FEI members to indicate if they are open to new opportunities. If you check the box, an additional screen will appear where you can indicate your search objective, LinkedIn address, competencies and credentials, preferred geographic

Congratulations to the following members on their new positions

**Lori Stone**, Director of Finance and Administration, Interfaith Action of Greater Saint Paul

**Jay Trumbower**, Chief Financial Officer, Chief Operations Officer, Boulay

**Eric Rierson**, Asia Pacific CFO, MTS Systems

**Jan-Willem Ligthart**, Customer Success Consultant, Apptio

If you land a new position, please send details to Anita Moulton at [apmoulton@mindspring.com](mailto:apmoulton@mindspring.com).

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### Outstanding Lineup of Upcoming Chapter Events

**Feb. 22 Meeting: 4:30-8 pm, Brave New Workshop**



**"Laugh & Learn" Improvisational Workout with the Brave New Workshop**

Improvisers are able to collaborate and innovate so rapidly because they abide by certain behaviors and cultural norms. In this session, facilitators share and demonstrate some key behaviors and allow participants to practice them first-hand. It's a safe environment of active participation, fun on-your-feet learning, laughter and discussion. The goal of the session is to connect how the behaviors you practice can increase your productivity at work and help you be a better collaborator and communicator. Join us for an engaging and enlightening session, coupled with great FEI chapter networking, heavy appetizers, coffee and dessert. See [feitwincities.com](http://feitwincities.com) or your email invite to register.

**March 8 Meeting: 4:30-8 pm, Metropolitan Club & Ballroom**



**SportsEngine – How a vision to help kids became a Twin Cities tech winner.**

Hear SportsEngine CFO Dan Kinsella tell the story of how this Minneapolis-based youth and amateur sports-technology company grew to more than 5 million active users.



**March 21 Event: 1-5:30 pm, Edina Country Club**

**Annual Capital Markets/M&A Professional Development Session**

The session will provide high-level updates on the current and future outlook for the capital markets and M&A deal environment.

WANT EVENT INFORMATION AND REGISTRATION DETAILS?

VISIT [FEITWINCITIES.COM](http://FEITWINCITIES.COM)

# MESSAGE

FROM OUR PRESIDENT



## MAKE 2018 A YEAR OF GROWTH, SUCCESS WITH FEI

Well, winter in Minnesota finally arrived and we have passed the half-way mark! As I write this, the thermostat had plunged below zero, and the windows of my attic office are covered with a brilliant spectacle of ice patterns. It is hard to believe that we are quickly heading into spring, and in turn moving toward the warmth of summer.

Crossing into 2018, what resolutions did you make that will support your personal and professional development and growth? More importantly, what strategies will you use to make sure that good intentions are not superseded by the frenzy that many of us face in the New Year? We all know how hard it is to balance year-end financial reporting, external audits and tax filings with personal and professional activities. I challenge you to keep your goals at the forefront as we move through the first quarter of 2018.

An article highlighted on the FEI Twin Cities home page ([feitwincities.com](http://feitwincities.com)) provides a concise to-do list for accounting and finance professionals who are looking to support work-life balance for their teams. The eight points outlined in the article provide sage advice that all of us as financial leaders can take to heart throughout the year, not only in response to new resolutions. Make sure you check it out!

FEI's National Summit is all about **Excellence in Financial Leadership** this year. I encourage each of you to consider joining us in Houston May 20-22. The sessions are designed to support both our learning and CPE objectives while providing a wonderful opportunity to expand our network of financial leaders. Seth Mattison Co-Founder and Chief Movement Officer of Luminare Labs will surely add an innovative view of leadership in his keynote address.

As we move into the second half of our programming year, we continue to provide you with an exciting array of opportunities to fulfill your development resolutions for the year. The end of January saw a Career Management session with Larry Kaufman and a fabulous update on the changes to the LinkedIn platform. Early February provides the women of FEI Twin Cities the opportunity to tap into their creative energies and their friendships at the Upstairs Circus. (Watch for photos and an update on that event in our spring newsletter.)

If "getting out of your comfort zone," is a goal for the New Year, make sure to join us at The Brave New Workshop on February 22. There are sure to be plenty of laughs along with the learning we will enjoy. Also, don't miss the details about our March events on the bottom of p. 1 of this newsletter. As always, our full calendar is on p. 8. Save the dates! We have some fantastic programming headed your way. And as always, your FEI Twin Cities board and I look forward to engaging with you, the World's Busiest Financial Professionals, at all of our events!

Angela Riley  
(w) 651.329.9236, or [feitwincitiespresident@gmail.com](mailto:feitwincitiespresident@gmail.com)

### Announcing New Chapter Role

As part of our ongoing commitment to our members, we will be hiring an Executive Director for the Twin Cities chapter. This leadership position will be focused on programming, enhancement of member services, and coordination of the chapter's operations. Stay tuned for more information!

## WELCOME

NEW MEMBERS

Our local chapter is pleased to introduce these new members. Remember to introduce yourself at our next meeting!

**Mark Archuleta**

**Jennifer Augeson**  
Vice President Finance  
Delta Dental of Minnesota

**Sara Aasgaard**

**Joshua Cagle**

**Shannon Hendricks**  
Chief Compliance Officer  
Delta Dental of Minnesota

**Mike Janousek**  
Chief Financial Officer  
FeraDyne Outdoors, LLC

**Daron Johnson**

**Neha Markanda**

**Timothy Schmidt**

**Jody Trende**

**James Tsantes**

*Career Management continued from page 1*

location, industry, type of organization and company size. This makes it easy for other FEI members to contact you and help you with your search.

If you have a position open in your company or receive a lead on an open position from colleagues, recruiters or another FEI member, we encourage you to share it with those who are open to opportunities. There will be a new link on the Career Management page where you can search for these members based on information they provided on this new form.

Lastly, we would love to have more volunteers to support these new Career Management initiatives. If you're interesting in getting involved, please contact Anita Moulton at [apmoulton@mindspring.com](mailto:apmoulton@mindspring.com). ■

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**THANKS TO OUR STRATEGIC PARTNERS**



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 Ranked among the top 100 law firms in the country, **Cozen O'Connor** has more than 700 attorneys in 25 cities across two continents. They are a full-service firm with nationally recognized practices in litigation, business law, and government relations, and their attorneys have experience operating in all sectors of the economy. A diverse client list includes global Fortune 500 companies, middle-market firms poised for growth, ambitious startups, and high-profile individuals.

In an industry built on talk, Cozen O'Connor has made its name by doing and built the firm one case, one victory at a time. Their attorneys have impeccable academic credentials and are able to combine intellectual rigor with practicality and efficiency. They provide sophisticated, business-minded advice aimed at one simple goal: getting the right result for their clients. No matter how complex, contentious, or critical the undertaking, they persevere until the job is done.

What you've built, Cozen O'Connor can defend. What you envision, they can help construct.

In Memory of Tony Bohmert, FEI member since 2007 and director of business development for Mosaic, who passed away in October after a courageous battle with leukemia and lymphoma.

## MEMBERSHIP ANNIVERSARIES

Congratulations and thank you to the following members who reached milestone membership anniversaries at 5, 10, 15, 20 and 25 years in 2017. What a fantastic testament to the positive impact FEI can have on professional careers and personal connections and networking!

### KEY CLUB AWARDS

Join us in congratulating three Twin Cities chapter members who will receive Key Club Awards this spring from National, given in recognition of **25th anniversaries**: Russ Carlson, Robbie Dircks and Francis Meyer.

#### 20 year members

Ted McArthur  
James Stewart

#### 15-year members

Sanderson Bell  
Charles Coggin  
Keith Meyer  
Kevin Moug  
Michael O'Neil  
Eric Rangen  
Cindy Sattler  
Thomas Sexton

#### 10-year members

Barbara Baklund  
James Blaha  
David Hansen  
Walter Jungbauer  
Bill Koschak  
Darrell Lee  
Thomas Neitzke  
Gary Perkins  
Christopher Reid  
James Simpson

#### 5-year members

Millie Acamovic  
Dianne Austgen  
Shannon Carson  
David Goldner  
Joao Marcelino  
Joseph McCusker  
John Morris  
Darla Nemec  
Brett Reynolds  
Angela Riley  
Jennifer Schmidt  
Daniel Skrypek  
Jeff Uecker

### More Chapter Event News



HOWARD ROOT

Our **May 9 monthly chapter event** will feature **Howard Root**, retired CEO of Vascular Solutions and author of *Cardiac Arrest: 5 Heart-Stopping Years as a CEO on the Fed's Hit-List*. Attendees will each receive a copy of the book and hear Root's compelling story. To be held at the Golden Valley Country Club. Time to be announced soon. Watch your email and [feitwincities.com](http://feitwincities.com)

**Carla Vernon**, president of General Mills Inc.'s Annie's Operating Unit, which makes and markets organic and natural foods, will be the **keynote presenter at one of our 2018 events**. Vernon has financial and strategic responsibility for the largest portfolio of natural and organic brands at General Mills. Stay tuned for the announcement of the date, time and location.



CARLA VERNON

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**FEI  
PHOTO  
GALLERY**



**DECEMBER 6  
PROFESSIONAL  
DEVELOPMENT  
SESSION**



**NOVEMBER 8  
MONTHLY MEETING  
FEATURING  
EMILIO TENUTA  
OF ECOLAB**





**JANUARY 17  
MONTHLY MEETING  
FEATURING  
PAUL OWEN  
OF ONEOME**



**NOVEMBER 9  
CFO OF THE YEAR  
AWARDS**



**SEE YOU  
AT THE NEXT  
EVENT!**

## HOW ALL FINANCE LEADERS CAN HELP SHAPE CORPORATE CULTURE

Corporate culture is a powerful thing. A lackluster or negative culture drives top talent away. An inspiring and positive culture attracts it and motivates teams to perform at their best. And when workers are happy in their jobs, they are more likely to become brand ambassadors for their employer, helping to influence public perception of the company's products, services, mission, values and much more. That, in turn, helps the firm to build a reputation as an employer of choice.

Finance leaders can play a pivotal role in helping to shape their company's corporate culture — and they should seek out and embrace that opportunity. Yet only about half (51 percent) of the CFOs interviewed for a recent Robert Half Management Resources survey said they are involved in that process. Nearly a quarter (22 percent) said they don't contribute at all.

Senior finance executives can help to build and champion corporate culture by defining (or refining, when necessary) the company's core values and the way they translate into — and form the foundation of — the firm's culture.

### Get others thinking about corporate culture

One way to reinforce corporate culture is by helping employees feel more connected to it, and to see the company's values and principles in action every day. If your corporate culture is one of openness and transparency, for example, you could take a more active role in improving communication about the health of the business by sharing details of financial performance and failures. If your culture emphasizes teamwork, celebrate successes so that all staff members understand how their work is having an impact.

While a company's culture may evolve on its own, to a degree, executives can set the tone and provide direction for how it evolves. Kick off the discussion at senior management meetings by asking, "Are we happy with our current workplace culture?" or "What exactly is our workplace culture?" The answers to these questions could be a wake-up call that management should be doing more to modify, or strengthen, the prevailing corporate culture.

Here are three other ways you can make an impact on corporate culture:

### 1. Keep corporate culture in focus during the hiring process

When reading resumes and interviewing candidates, look for more than just technical abilities and financial knowledge. Identify professionals with top-notch soft skills. Also, try to make sure that every new hire is someone likely to support the company's core values. For example, if your business has made innovation a top priority, hire professionals who can build processes designed to spur new ideas.

That doesn't mean you should hire individuals who won't question the status quo when appropriate; you're looking for people who can readily understand what drives your company forward and are keen to help the business achieve its goals.

### 2. Help your employees build their careers

Does your corporate culture emphasize professional development and growth? If so, is leadership making that clear to employees and helping them visualize their future at the firm? Like many companies, this might be an area where your business needs to step up its efforts. In a recent Robert Half survey, 40 percent of professionals said their

managers never discuss their career paths with them. However, 37 percent of workers interviewed said they would like to discuss their career paths at least quarterly, and another 45 percent want to review their options annually.

Become known as a manager who touches base with staff on a regular basis to make sure they're still satisfied with their job and future options. Not only help them set steps toward their career goals but also make it easier for them to reach those milestones by connecting them with technical training and leadership development in preparation for senior roles. In words and deeds, let them know that they have a real future within your firm and that career advancement is a core part of your culture.

### 3. Lead by example

A company's culture is largely the product of its history and its past leaders — but it is always evolving. As a finance leader, you can, and should, take an active interest in reinforcing the positive elements of your company's culture so it continues to grow and become stronger.

You can do this by "living" your corporate culture and setting a good example for your team. Show pride in your organization, acknowledge the work of others, build positive workplace relationships with colleagues in other departments, and more. Small but powerful everyday actions like these can help to create a work environment where positivity and productivity flourish — the type of corporate culture that any talented professional would want to be part of.

—Robert Half Management Resources,  
www.roberthalfmr.com and www.blog.  
roberthalfmr.com

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## MEMBERSHIP & RECRUITMENT PROMOTIONS



### Be Rewarded for your Efforts

The Member-Get-a-Member recruitment campaign lets you earn a \$50 American Express Gift Card for each new executive member you recruit! Encourage colleagues and professional peers to join FEI. Share FEI's unique value, benefits and services. The more you recruit, the more rewards you earn! Now through April 30. The member who recruits the most new executive category members by April 30 wins a registration to the 2018 Summit in Houston.

### Spread the Word, Encourage a Prospective Member

A new RHI-sponsored program results in a \$525 discount on first-year FEI dues. Please email Carrie Wentling at [cwentling@financialexecutives.org](mailto:cwentling@financialexecutives.org) for details.

### Give the Gift of Membership

Chapter sponsors are empowered to offer a limited number of new, first-year FEI memberships for \$275 vs. the regular price of \$800. Please contact FEI Twin Cities member George Boyadjis at [gboyadjis@cresa.com](mailto:gboyadjis@cresa.com) for additional details.

### New FEI partnership with The Financial Executives Networking Group (The FENG)

This opportunity is bringing together the best of the career management, education and networking resources of both groups. Qualifying members of The FENG will be invited to join FEI at a substantially reduced first-year price: \$275 vs. the regular price of \$800. And FEI members are also invited to join The FENG. For more information, please call 877-359-1070.



**MEMBER  
SPOTLIGHT**  
**BRIAN MOWER**  
MEDIBIO LIMITED

**PROFESSIONAL POSITION:** CHIEF FINANCIAL OFFICER AT MEDIBIO LIMITED, A PUBLICLY TRADED COMPANY LISTED ON THE AUSTRALIAN STOCK EXCHANGE FOCUSED ON MENTAL HEALTH TECHNOLOGY

**WHY FEI?** I JOINED FEI AS AN OPPORTUNITY TO COLLABORATE AND NETWORK WITH OTHER FINANCE PROFESSIONAL PEERS. FEI MEMBERSHIP HAS PROVIDED ME WITH NETWORKING TO BUILD MY TEAM AND IDENTIFYING QUALITY SERVICE PROVIDERS, AS WELL AS AN OPPORTUNITY TO PARTICIPATE IN THE LIFE SCIENCES FOCUSED TRUSTED PEER GROUP. I HOPE THE IMPACT CONTINUES INTO THE FUTURE.

**WORDS TO LIVE BY:** I HAVE TWO FAVORITE QUOTES. FIRST, **"WE CAN'T DIRECT THE WIND, BUT WE CAN ADJUST OUR SAILS,"** by Thomas Monson.

Second, the motto from my alma mater, BYU, **"ENTER TO LEARN; GO FORTH TO SERVE."**

**SAVE  
THE  
DATE**

**MONDAY, JUNE 4! FEI Golf, Wine & Dine**

**New Options Slated for Annual Golf Outing**



A new and expanded format for the chapter's annual golf outing will bring even more fun and networking opportunities to this year's event. Come enjoy an afternoon at Dellwood Country Club's fantastic facilities and golf course.

This year, we'll offer 9- and 18-hole options for golfers as well as a wine-tasting social option of the event that is sure to be enjoyed by golfers and non-golfers alike. Please mark June 4 on your calendar now and watch your email and [feitwincities.com](http://feitwincities.com) for more information and registration details.

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Twin Cities Chapter  
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**FINANCIAL EXECUTIVES INTERNATIONAL**

Twin Cities Chapter 2018 Programs

For the most current information and to register, please visit the Events section at [feitwincities.com](http://feitwincities.com)

For questions about any of our events, please contact Hannah at 612-293-9420 x 3 [hannah@dogoodevents.com](mailto:hannah@dogoodevents.com)

**\*FEI/FENG Transitions Networking Group, Twin Cities**

When: First Monday of most months, from 7:15 to 9 AM. Where: Near Pickerman's Deli, 701 Xenia Ave, Golden Valley, MN 55416. The meetings are held in a meeting room that is adjacent to Pickerman's Deli.

- 2/22/18** Thursday – Monthly Meeting – “Laugh & Learn” Improvisational Workout with the Brave New Workshop | Appetizers | 4:30-8 pm | Brave New Workshop, 824 Hennepin Ave., Minneapolis
- 3/5/18** Monday – FEI/FENG Transitions Networking Group (held first Monday of most months) | 7:15-9 am | Meeting room adjacent to Pickerman's Deli, Room 140, 701 Xenia Ave., Golden Valley | Contact Theresa Quinn-Acurso at [tqaccurso2@gmail.com](mailto:tqaccurso2@gmail.com)
- 3/8/18** Thursday – Monthly Meeting – Dinner | 4:30-8 pm | Metropolitan Club & Ballroom | Keynote: SportsEngine: How a vision to help kids became a Twin Cities tech winner, by Dan Kinsella, CFO, SportsEngine
- 3/16/18** Friday – Women's Coffee Hour | 8-9 am | Lunds & Byerlys Community Room, 3777 Park Center Blvd., St. Louis Park
- 3/21/18** Wednesday – Annual Capital Markets/M&A Professional Development Session | 1-5:30 pm | Edina Country Club
- 4/2/18** Monday – FEI/FENG Transitions Networking Group (held first Monday of most months) | 7:15-9 am | Meeting room adjacent to Pickerman's Deli, Room 140, 701 Xenia Ave., Golden Valley | Contact Theresa Quinn-Acurso at [tqaccurso2@gmail.com](mailto:tqaccurso2@gmail.com)
- 4/11/18** Wednesday – Monthly Meeting – Breakfast | 7:15-9 am | Location TBD | Keynote: Charlie Weaver, executive director, Minnesota Business Partnership, and former chief of staff for Gov. Tim Pawlenty
- 4/24-4/25/18** Tuesday and Wednesday | 8 am-4 pm both days | Tax Executives Institute (TEI) annual seminar | 12-14 CPE credits Minneapolis Convention Center | FEI is co-promoting this event | Register at <https://teiconnect.tei.org/events/>
- 5/7/18** Monday – FEI/FENG Transitions Networking Group (held first Monday of most months) | 7:15-9 am | Meeting room adjacent to Pickerman's Deli, Room 140, 701 Xenia Ave., Golden Valley | Contact Theresa Quinn-Acurso at [tqaccurso2@gmail.com](mailto:tqaccurso2@gmail.com)
- 5/9/18** Wednesday – Monthly Meeting | Golden Valley Country Club, time TBD | Keynote: Howard Root, author and retired CEO of Vascular Solutions
- 5/11/18** Friday – Women's Coffee Hour | 8-9 am | Lunds & Byerlys Community Room, 3777 Park Center Blvd., St. Louis Park
- 5/20-5/22/18** Sunday to Tuesday – FEI National Summit | Marriott Marquis Houston | visit [financialexecutives.org](http://financialexecutives.org) for more information
- 6/4/18** Monday – Annual Event: FEI Golf, Wine & Dine | Dellwood Country Club | New format! 9- and 18-hole options, wine-tasting social option and more. More information and registration to come in early March.