



LEADER

SERVING THE BUSIEST FINANCIAL EXECUTIVES™

TWIN CITIES CHAPTER

TWO MEMBERS RECOGNIZED AS CFOS OF THE YEAR

FEI TWIN CITIES is proud to honor two members, Brian Mower and Marv Hannon, who recently received 2018 CFO of the Year Awards from the *Minneapolis/St. Paul Business Journal*. A panel of industry experts evaluated the nominees, scoring them on their contributions to their companies and to the communities in which they work and live. Congratulations! Recognition also goes to FEI members George Boyadjis, Leota Pearson and Amy Ronneberg for serving on the selection panel.



Introducing FEI Twin Cities' New Executive Director

We are very excited to welcome Rosanne Bump as our new Executive Director.



Rosanne will lead and execute FEI-Twin Cities' strategic plan and enhance our chapter's professional image as a driver for growth. Members can look forward to more frequent communication, enhanced programming and recruitment efforts, heightened public relations and branding initiatives and more. We are looking forward to working with Rosanne to deliver the following benefits to our chapter members:

- Deliver the Member Value Proposition which is centered around connections, relationships, learning and knowledge;
- Provide a single point of contact to drive accountability;
- Provide a "wow" event experience;
- Build and document sustainable people/process/systems capabilities.

Please reach out to Rosanne at rbump@feitwincities.com and introduce yourself!

You can nominate members for FEI National's "Financial Executive of the Year" awards. For information, visit <https://www.financialexecutives.org/FEI-FinExec-of-Year>

FEI Twin Cities Member Todd Horsager Testifies on Pass-Through Business Deduction Rules

FEI's Committee on Private Companies Chair Arlene Schwartz and committee member Todd Horsager traveled to Washington, D.C., to provide feedback on the proposed regulations to implement the new deduction for some pass-through business income established by last year's Tax Cuts and Jobs Act. On behalf of FEI's private company members, Schwartz and Horsager called on Treasury to simplify and streamline the computation that relevant passthrough entities (RPEs) must make to calculate the deduction. For more information visit <https://bit.ly/2QnBLuu>. Please contact Todd if you would like to learn more about his testimony or the work of FEI's Committee on Private Companies. His contact info is in the FEI chapter directory.



MESSAGE

FROM OUR PRESIDENT



NETWORK, INFLUENCE, LEARN

As financial executive leaders, these three basic focus areas — **Network, Influence, Learn** — play a major role in our paths to a successful career. As we begin our 2018–2019 chapter year, we are faced with exponential change in our financial management roles. In addition to changing financial reporting requirements, technology advances have become a critical part of our world, including data analytics, cyber threats, IP risks, futuristic supply chain technology and blockchain technology. We look at the strategic plans of our organizations and ask if we are at the climax of this economic cycle. Major changes in global trade policies are impacting our organizations. US unemployment just hit its lowest point since 1969. Be prepared to deal with these changes by maximizing your FEI Twin Cities Chapter benefits.

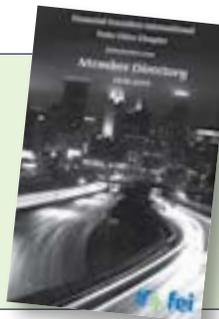
- Start by expanding your network of financial executives and taking advantage of FEI’s learning opportunities.
- Attend our monthly chapter programs, which always include a networking component. *Side note: Thank you for responding to our May member survey regarding FEI Twin Cities Chapter Programs. We received responses from 92 members. We heard you! You indicated you prefer to attend programs featuring a famous CEO, a growing industry and/or on-location events focused on a local company. Highest preference is for early evening meetings with an occasional morning meeting. You indicated “it’s all about the speaker.” Thank you to Karen Blacik for taking the lead on execution of this survey.*
- Use FEIConnect, a private online community created for FEI members to connect, learn and discuss leading trends.
- Join our Trusted Peer Groups program, where you meet monthly in small groups for facilitated discussion with finance professionals in similar positions. Diverse perspectives create value.
- Join a committee or the board of FEI Twin Cities.
- In addition to our local professional development offerings, consider attending one of the FEI National events listed in this newsletter.

Thank you for the opportunity to be the President of FEI Twin Cities and serve our chapter. The Board and I look forward to providing you with many opportunities to **Network, Influence, Learn.**

Anita Moulton
612-310-7538
amoulton@feitwincities.com

Chapter Directory Out Soon!

Among the most important benefits of FEI membership are the relationships you develop with fellow senior financial executives. Use this directory to make those contacts and cultivate those relationships. Look for your copy of the directory via mail in the coming weeks.



WELCOME

NEW MEMBERS

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

- Robert Becker**
Made for Retail, Inc.
- Jared Brandt**
- Daniel Brooks**
- Kyra Comacho**
- Sandy Christensen**
Meef Minneapolis
- Tom Cronin**
Greater Minnesota Housing Fund
- Scott Grossfeld**
- Thad Hellman**
WSB & Associates, LLC
- Carol Houghtby**
Delta Dental of Minnesota
- Connie James**
Aristocrat Technologies Inc.
- William Keneally**
- Michael Leppones**
- Sara Lissick**
- Paul McDonough**
- Ryan Mielke**
Oxygen Service Company
- Safeer Mirza**
- Jeff Points**
Cardiovascular Systems, Inc.
- Bryan Roberts**
- Randy Rothmeier**
3M
- Daniel Sartori**
3M Company
- Craig Schmidt**
Wells Fargo
- Ebbie Stewart**
Hydra-Flex, Inc.
- Eric Titze**
UnitedHealth Group

FEI TWIN CITIES GOLD STRATEGIC PARTNERS



MARK YOUR CALENDAR

Monthly Meetings Make the most of your membership by attending our monthly meetings and connecting with your colleagues!

12/5/18 7:15–9 am | Geopolitics, Stakeholders and Business | Cargill Headquarters



Join Devry Boughner Vorwerk, chief communications officer and lead corporate affairs for Cargill, to discuss the geopolitical trends that are driving critical shifts in the way business is done and

how stakeholders are engaged.

Vorwerk has spent her career working at the intersection of geopolitics, stakeholders and business. She previously led Cargill's global government relations activities in Washington, D.C., and Corporate Affairs for Latin America. She also served as Cargill's Director of International Business Relations, specializing in its Asia Pacific trade and investment portfolio.

This event takes place at Cargill Headquarters in Wayzata. Please allow a few minutes to view the History Hallway!

1/17/19 4-6:30 pm | eyebobs CEO Mike Hollenstein | Hutton House



eyebobs was established in 2001 after founder Julie Allinson recognized a need to create a line of distinctive, high-quality eyewear for people just like her. eyebobs quickly cultivated a rabid following for their bold, beautifully designed reading glasses. eyebobs opened its first ever retail lab in 2017 at its headquarters and will open two more locations in 2018 — Mall of America and Orlando's Florida Mall.

eyebobs has plans for three-year revenue growth of more than 30 percent, making this a perfect time for them to disrupt the traditional brick and mortar eyewear experience. Join CEO Mike Hollenstein as he shares the eyebob story.

2/6/19 4-6:30 pm | "On-Demand" Insurance Options presented by Tony Miller & Jodi Hubler, Bind | Golden Valley Country Club

Using machine learning and pattern science to configure health insurance in a wholly novel but more useful way, Bind, a Minnesota-based startup, has found the most successful and direct path from illness to wellness.

They dove deep into the data, looking at costs, treatments, and outcomes of patients to create a system that has been described as "On-Demand" health care that is intended to save subscribers money along the way and remove the hidden costs of health care.

Join Tony Miller, Co-Founder and CEO, and Jodi Hubler, Board Member, as they share the story of Bind.



TONY MILLER



JODI HUBLER

SAVE THE DATES

3/21/19 7:15–9 am | Linda Zukauckas, American Express, Deputy CFO of American Express and current FEI National Volunteer Board Chair | Golden Valley Country Club

4/19 TBD

5/15/19 4–6:30 pm | Hed Cycling CEO Anne Hed | Hutton House

Women's Coffees

11/16/18 8–9 am | Lunds & Byerly's Community Room, St. Louis Park

Take an hour out of your day to network with other professional women in finance. These are informal, fun sessions designed to help you expand your professional network. Meetings will also be held in January, March and May.

Career Management

2/21/19 4:30–6:30 pm | Presentation by Nancy M. Dahl, author of *Grounded: Leading Your Life with Intention* | Boulay Group | Attendees will receive a copy of Nancy's book.



**FEI
PHOTO
GALLERY**



**TAP INTO YOUR
PROFESSIONAL
DEVELOPMENT AT SURLY!
AUGUST 28
SURLY BREWING,
MINNEAPOLIS**



**FIRESIDE CHAT WITH
CARLA VERNON
SEPTEMBER 18
HYLAND HILLS CHALET
CARLA IS THE PRESIDENT OF
THE GENERAL MILLS NATURAL
& ORGANIC OPERATING UNIT**



**SPORT TECH
COMPANIES IN MN —
SPORTSHUB
OCTOBER 24
HUTTON HOUSE
DISCUSSION WITH ROB PHYTHIAN
AND PAUL CHARCHIAN**





WINNING THE EXECUTIVE INTERVIEW
OCTOBER 9
BOULAY GROUP
PRESENTATION BY LOCAL AUTHOR AND EXECUTIVE SEARCH EXPERT MARCIA BALLINGER



SEE YOU AT THE NEXT EVENT!



ONBOARDING CONSULTANTS: 6 WAYS TO HELP SET UP SUCCESSFUL ENGAGEMENTS

Businesses engage the specialized expertise of consultants for many reasons, which can include preparing for an initial public offering, executing a merger or acquisition, or meeting new compliance mandates. Consultants also often assist financial leadership with the change management necessary to make major change initiatives, such as business systems implementations, successful.

Consultants are used to jumping into new work situations on short notice, and businesses value their inherent ability to hit the ground running on their assignments. However, the consultants you bring into your firm can still benefit from a thoughtful onboarding process, especially if you plan to engage them for long-term and complex assignments.

Following are six ways to help set the stage for consultants to have a successful engagement at your company and tackle their assignments with even more gusto:

1. Organize first-day logistics in advance

Don't make consultants waste valuable time on the first day of their assignment just figuring out how to get started. Arrange for them to have logins and passwords to all relevant systems, a building access security badge, and a parking pass.

Consultants will also need a secure computer, or their laptop may need to be configured by IT to access your network. Also, make sure consultants have designated private space for making calls, meeting with stakeholders and, of course, focusing on their tasks.

2. Give them a sense of the 'big picture'

Before you jump into project details, provide consultants with a brief overview of your company. Giving them the "big picture" view of your firm's objectives

and priorities, and how their work fits into it, can help ensure projects will meet deadlines and stay under budget.

3. Explain where things stand — and where you want to go

Whether you're working directly with consultants or through a staffing firm, you likely have already defined the project. You may have even communicated extensively with the consultants before their arrival. The devil is in the details, though, so kick off the relationship by making absolutely certain everyone is on the same page.

A good starting place is to explain what actions have been taken on the project before the consultants' arrival and to outline the challenges your firm has been facing. Communicate expected results and deliverables, including dates for milestones and completion.

4. Formally introduce consultants to your team

Consultants will be well-positioned to perform their jobs optimally when they have full collaboration and a good rapport with all stakeholders.

That means they'll need your help to know who the project stakeholders are and to meet them.

When you're onboarding consultants, take these individuals around your office personally or set up video calls to introduce them to key contacts face to face. Also, send a department-wide email, so your staff members know who the consultants are, who they will be working with and, more importantly, why they've been brought on.

5. Give consultants a good sense of your organizational culture

The more your consultants understand and feel connected to your firm's

organizational culture, the better they can deliver on their projects. To help consultants really fit in during their assignment, treat them as full-fledged team members throughout their engagement. Have lunch together. Invite them to after-work gatherings, social functions and team-building events with your full-time staff. Include them in relevant team emails, activities and meetings. A warm, welcoming atmosphere paves the way for cordial working relationships and project success.

6. Don't just 'set and forget' your consultants

The onboarding process today for any employee is (or should be) much different from the "Well, here's your desk. Good luck!" orientation of old. It should be holistic and extend well beyond the first day. So, be sure to meet with consultants at regular intervals — not only to check in on their progress but also to give them the opportunity to alert you to any challenges they may be facing.

If your organization is like many, you may be increasing your use of consultants. You also may find that you want to use the same consultants for more than one engagement. That makes it even more important for your firm to create a formal process for onboarding consultants that mirrors the best practices you use to help ensure your full-time hires succeed.

The in-depth expertise that specialized consultants provide is a valuable investment for your firm. To get the best return on that investment, don't skip, or skimp on, onboarding consultants.

Article provided by our strategic partner, Robert Half.



NATIONAL BENEFITS SPOTLIGHT



Financial Leadership Summit

Our chapter expects to have excellent representation again next spring at the FEI Financial Leadership Summit May 19–21 in Orlando. Networking sessions, professional development sessions, leadership development and the expo are all great reasons for being there. Speakers include Craig Kielburger of WE Charity, Robert Masiero of ADP Innovation Lab, Anthony Trucks (former NFL player and international speaker), and Erik Wahl, author of *UNTHINK*.

Other Professional Development Courses

- Dec 3–4
The Tactical and Strategic CFO | Dallas
- June 17–18
The FEI National Technology Conference | InterContinental Hotel, Bloomington Will include topics such as Emerging Finance Technology Trends, Finance Transformation, Cybersecurity, Data Privacy, and Automation of Accounting Close and Workflow.

For more information visit www.financialexecutives.org.

Tap Into the Power of Peer Learning

Join an FEI Trusted Peer Group and accelerate your career! Please contact Jason Voronyak at j.voronyak@comcast.net if you are interested. FEI's Trusted Peer Groups offer members a unique opportunity to meet in small groups with finance professionals who share similar positions and interests. There are currently a couple of spots open on the two private company peer groups.



HIT THE LINKS WITH FEI ON JUNE 3

Our annual Twin Cities Chapter Golf Event will take place Monday, June 3 at the gorgeous North Oaks Country Club. The event is a fun opportunity for networking with FEI colleagues as well as Strategic Partners and sponsors. We'd love to have you join us on the organizing committee. Please contact rbump@feitwincities.com for more information.

CPE: New MN Minimum Hours Requirement for CPA Technical Programming

New CPE requirements became effective at the start of this year (Jan. 9, 2018) for those wanting to maintain an active MN CPA license. Under the new rules, MN CPA's must obtain a minimum of 60 technical content hours in ANY rolling three-year period to maintain active licensure status.

In response to this change, FEI Twin Cities will focus our total program offerings to qualify for those technical credits wherever possible, while still delivering the program experience you've come to expect and enjoy.

FEI Twin Cities Board Member George Boyadjis, CPA, is happy to speak with you about the new CPE rules.

George can be reached at gboyadjis@cresa.com.

WE APPRECIATE OUR SPONSORS AND THEIR UNIQUE CAPABILITIES FOR HELPING OUR MEMBERS!

Announcing Our Newest (Returning) Strategic Partner: Navigate Forward

We are pleased to announce that Navigate Forward has resumed its Strategic Partnership with the Chapter!

Navigate Forward is a highly-reputable firm that works with executives in transition. They are not a search firm or placement firm. Navigate Forward helps executives figure out their next step, package them with high impact tools and get them into the market doing the right things until they land in their next position.

Founded in 2008 by Mary Kloehn and Teresa Daly, Navigate Forward's passion is "helping executives realize the work that inspires them." Today, Navigate Forward works with 400 executives annually.

To learn more please visit: <http://www.navigateforward.com>





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Association for Financial Executives

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Twin Cities Chapter
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Minneapolis, Minnesota 55424-0555

ADDRESS SERVICE REQUESTED

Thank You
For Your
Membership!

Please contact
Rosanne at
rbump@feitwincities.
com for more
information or if
you have questions/
comments or concerns.

MARK YOUR CALENDAR

TAKE ADVANTAGE OF ALL THE PROGRAMMING AND NETWORKING OPPORTUNITIES AVAILABLE TO FEI MEMBERS
IN THE COMING MONTHS!

Professional Development

Our key goals this year are to elevate our event experience and create the opportunity for more engagement by our members. Thanks to a great brainstorming session with our Strategic Partners, we have some excellent content for our Professional Development sessions. These are intended to be "Make Me Smarter" sessions!

11/28/18, 8–11 am, Golden Valley Country Club

Challenges of the CFO

Make Me Smarter: The economic outlook and resource deployment. Featuring an economist, experts on human capital deployment and experts on real estate deployment. Bring the challenges you are facing or seeing on the horizon for what's sure to be an engaging conversation.

3/6/19, 8 am–12 pm, Golden Valley Country Club

Merger and Acquisition Panel

Make Me Smarter: What's happening right now with the M&A market. Featuring experts from key resource areas that are immersed daily in M&A transactions to tell us what's important to know in real-time.

4/8/19, 8 am–12 pm, Golden Valley Country Club

The Future Is Now

Make Me Smarter: "Future" concerns that are actually affecting my business right now. A look at the connection between cryptocurrency/block chain, evolving cannabis market, and deployment of robot process assisted/artificial intelligence and how it can all impact your business.