

## A Message from the President

Dear Fraternal Leader,

Thank you for your participation at our recent leadership conferences! Over the last several months, I've had the opportunity to meet with the nearly 1,000 officers, delegates and guests who shared their input with us at these important meetings. The fifth and final conference was held in Green Bay, Wisconsin, on April 9. Your feedback greatly aided the work of the Bylaws Committee, and next month the board and delegates will vote on the proposed changes to the bylaws.

What makes us different from a commercial insurance company? The answer is, faith and fraternal. Faith is at the core of everything we do, as described in our mission statement below and exemplified by our commitment to Catholic parishes and schools. Being a fraternal, as defined in our bylaws and required by state law, organizes our members under a "lodge" system through our branches and chapters.

Each day, as an organization we strive to fulfill our mission:

Catholic Financial Life, a faith-based membership organization, puts Catholic values in action by:

- Serving God through serving others;
- Providing financial security; and
- Enhancing quality of life

These are not simply words on paper. Our associates, advisors, board members, management team and branch/chapter officers are focused on living our mission each and every day. The fundraisers you sponsor for the benefit of individuals, parishes, and communities serve God through serving others. The products we offer combined with professional, knowledgeable advisors help to provide financial security. And the educational, spiritual, financial and wellness benefits we make available to our members enhance quality of life.



In this issue of *Fraternal Leader*, you'll learn more about some of these member benefits and how to apply for them. You'll also read about an exciting new service available to our branches and chapters for generating event flyers to promote your activities. And you'll see how associates from Catholic Financial Life celebrated the one-year anniversary of our merger by "serving God through serving others."

As we approach the traditional start of summer this Memorial Day, let's remember our fallen heroes who have helped preserve the values of democracy and faith on which this country was founded. May the Lord give strength and guidance to the families of those who have died in service to our country. And may He bless us as we strive to embody these same values in the work we do to benefit members, parishes, and communities.

Fraternally,

*Bill*

# Welcome Corinne Keller-Weyker

With great pleasure we announce the addition of Corinne (pronounced Cor-eeen) Keller-Weyker to our fraternal team! Corinne started as a temporary employee just prior to the retirement of Sandy Miceli in November, 2010. Over the past six months Corinne's patient, positive, pro-active style has proven to be an invaluable and welcomed addition to the fraternal department. Her member-centric attitude and service ethic serves our volunteer fraternal leaders, advisors and members well. Please join us in welcoming Corinne to Catholic Financial Life.

## Fraternal Directory

It's always helpful to know who to call with questions about fraternal programs, policies, forms, or other issues. As promised in a previous issue of this newsletter, here is an update on who's who in the fraternal department.



### John Borgen

**Vice President, Fraternal and Member Services**  
(414) 278-6608  
[john.borgen@catholicfinanciallife.org](mailto:john.borgen@catholicfinanciallife.org)

Responsible for leadership of the fraternal department, branch/chapter system, member engagement and programs, benefit development and strategic partnerships and alliances. In addition, John was recently named Vice President of Member Services to help realize our vision of providing an exceptional membership experience.



### Joe Gadbois

**Vice President, Fraternal Outreach**  
(414) 278-6601  
[joe.gadbois@catholicfinanciallife.org](mailto:joe.gadbois@catholicfinanciallife.org)

Manages the branch and chapter network, mentors fraternal leaders, promotes Society of St. Vincent de Paul partnership, and represents Catholic Financial Life on the American Fraternal Alliance Board of Directors.



### Louise Boulanger

**Director of New England Fraternal Outreach**  
(401) 235-1340  
[louise.boulanger@catholicfinanciallife.org](mailto:louise.boulanger@catholicfinanciallife.org)

Works with chapters, advisors and oversees corporate events in New England; Executive Director of the SJB Educational Foundation.



### Penny Boehm

**Fraternal Coordinator**  
(414) 278-6605  
[penny.boehm@catholicfinanciallife.org](mailto:penny.boehm@catholicfinanciallife.org)

Oversees the branch/chapter flyer service and fraternal social media, coordinates special events and member celebration program.



### Corinne Keller-Weyker

**Fraternal Coordinator**  
(414) 278-6571  
[corinne.keller-veyker@catholicfinanciallife.org](mailto:corinne.keller-veyker@catholicfinanciallife.org)

Responsible for the Match Fund Program, branch/chapter reporting, and member benefit administration.



### Sally Krochalk

**Fraternal Operations Administrator**  
(414) 278-6604  
[sally.krochalk@catholicfinanciallife.org](mailto:sally.krochalk@catholicfinanciallife.org)

Oversees fraternal data system development, responsible for external reporting, coordinates corporate volunteer team, and principal author and editor of Fraternal Leader newsletter.



### Mary Opgenorth

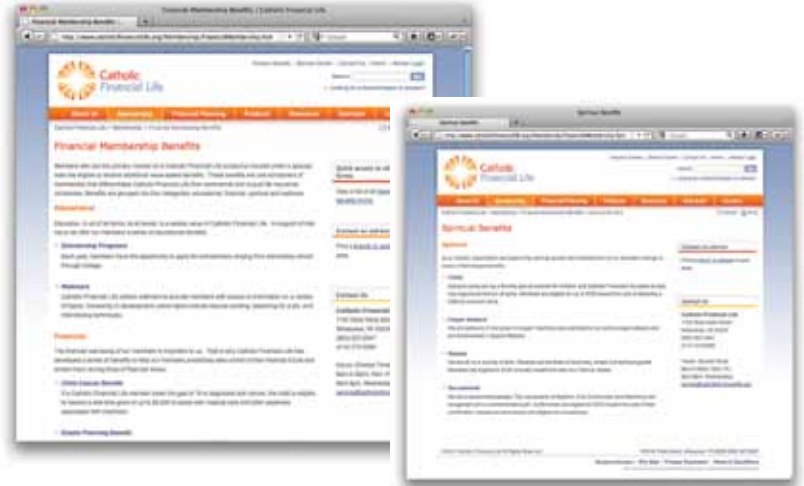
**Administrative Assistant**  
(414) 278-6570  
[mary.opgenorth@catholicfinanciallife.org](mailto:mary.opgenorth@catholicfinanciallife.org)

Responsible for event planning, administration of Kids Club program and promotional items.

# The “Quick and Easy” Way to Apply for Member Benefits

Applying for a host of member benefits is easier than ever before through our new online service which allows members to apply for benefits 24/7. Online applications are available for the following benefits:

- Catholic Grade School Scholarship
- Catholic High School Scholarship
- College Scholarship
- Estate Planning
- Baptism
- First Holy Communion
- Catholic Retreat/Confirmation
- Seminarian Scholarship
- Holy Matrimony
- Catholic Summer Camp



In order to apply online for benefits, you will first need to set up a user account at our Web site. Follow the prompts at the site, or see the back cover of our latest Member Magazine for step-by-step instructions on creating your account.

Three “spiritual” benefits, of particular interest at this time of year, are described below.

## • **First Holy Communion**

In the Sacrament of Eucharist we are united with Christ as we receive the food of eternal life. Members celebrating their First Holy Communion are eligible to receive a special gift commemorating this occasion.

## • **Catholic Retreat and Confirmation Benefit**

We are all on a journey of faith. Retreats can be times of discovery, prayer and spiritual growth. Members are eligible to apply for \$100 annually toward the cost of a Catholic retreat.

## • **Catholic Summer Camp**

Going to camp can be a favorite part of summer for children and Catholic Financial Life wants to help kids experience the fun of attending camp for the purpose of spiritual enrichment. Members are eligible for up to \$100 annually toward the cost of attending a Catholic summer camp.

For more information on these or other member benefits, please contact Corinne Keller-Weyker at (414) 278-6571 or [corinne.keller-veyker@catholicfinanciallife.org](mailto:corinne.keller-veyker@catholicfinanciallife.org).



## Online Flyer Service Has Arrived

In a previous issue of our newsletter, we announced plans to develop an online service for branches and chapters to create their own flyers to invite members to upcoming activities. The site is now available, and we'd like to give you a brief overview of how to take advantage of this service. Included with this issue of Fraternal Leader is an insert with step-by-step instructions for using the service to create your own event flyers. We recommend that each branch/chapter designate one officer to submit flyer requests online. If you don't have access to a computer, or if you would still prefer to have us create your flyer, you may continue to send us the Event Flyer Request Form and we will process your request as we have in the past.

Whether flyers are created by you through the online service or by the home office, the fraternal department will still coordinate the printing and mailing of your flyers. Every year, each branch/chapter is allowed six flyer mailings (with up to two inserts per mailing) at no cost to the branch/chapter. However, if a flyer request is received with insufficient lead-time, forcing a first-class mailing, the branch/chapter will be charged the difference between first- and third-class postage.

For more information on promoting your events through our event flyer service, please contact Penny Boehm at (414) 278-6605 or penny.boehm@catholicfinanciallife.org.



## Chapel Support Update

Thanks to these branches and chapters who have added their support for the All Saints Chapel at our home office in Milwaukee:

Branch 88 - Madison, WI	\$500	Branch 704 - Cedar Rapids, IA	\$100
Chapter N093 - Fitchburg, MA	\$100	Branch 710 - Dyersville, IA	\$100
Branch 206 - Milwaukee SE, WI	\$500	District X - Northern Maine	\$100
Chapter N278 - Bridgewater, MA	\$100		

To date, more than \$38,400 has been donated to the chapel construction project. Sixty-one percent of branches and chapters have donated. Thank you for your generosity.

## Society of St. Vincent de Paul Update

On April 1, 2011, associates of Catholic Financial Life participated in a service project to celebrate the one-year anniversary of the merger between Catholic Knights and Catholic Family Life Insurance. Associates volunteered in shifts to clean and paint the dining room at the north side meal program site of St. Vincent de Paul in Milwaukee. Attention was also given to some flooring issues as well as other areas of the site in need of cleaning.

Those who operate the site were moved by the outpouring of support shown by Catholic Financial Life associates. Our sincere thanks to those who participated in the service project, as well as to those who "held down the fort" at the office so that their fellow associates could work at the site. What better way to celebrate the one-year anniversary of Catholic Financial Life!

On April 30, associates once again showed support for our national partner by participating in the annual Friends of the Poor Walk to benefit the Society of St. Vincent de Paul. Participation has continued to grow, with the home office team this year numbering 25 associates and family members. More than \$1,200 was raised by the team and another \$1,000 matched by the home office. The Milwaukee District Council of St. Vincent de Paul decided to move up the date of this year's walk in Milwaukee to avoid conflicts with other local charity walks and runs held in late September. **The national date for the St. Vincent de Paul Friends of the Poor Walk is Saturday, September 24. Start making plans to sponsor a team in your local walk, and earn Match Fund dollars for St. Vincent de Paul.**



## Sharing Corner

Do you ever wonder how to increase participation in your branch/chapter activities? Why not try asking your members? That's what Rich and Suzanne Mousel, officers of Branch 160 – Eau Claire, Wis., did at a recent branch function. The Mousels created a brief survey asking members for feedback regarding:

- The types of events they'd like the branch to sponsor
- How much they would be willing to spend for an activity
- Opportunities to partner on a fundraiser for their parish
- The availability of a food pantry/clothes closet serving the needs of the poor at their parish
- Their interest in serving as a fraternal leader in the branch

Why not get in touch with the members of your branch/chapter to learn more about their needs and interests. You might even find a new officer along the way!

## Clothing Order Update

Many of our fraternal leaders ordered clothing at one of our leadership conferences. In order for everyone to have an opportunity to submit their order and for us to receive a volume discount on these items, the order was not placed until just recently. We expect all clothing to be delivered to branches within the next month.

## Extended Service Hours Every Wednesday Night

Catholic Financial Life is now offering extended service hours until 8 PM (CT) every Wednesday. For fraternal leaders and members unable to contact us during regular office hours, we encourage you to contact us on Wednesday evenings. Simply call our toll-free number, 1-800-927-2547, and ask for the fraternal department.

### VOLUNTEERS

A Poem by  
Parnell Etteldorf, President  
Branch 704 - Cedar Rapids, Iowa

They do these things without call,  
To make life better for us all . . . **VOLUNTEER**

Some give an hour or a day,  
Others use their talent in special ways . . . **VOLUNTEER**

They take on tasks big and small,  
Still others wait their special call . . . **VOLUNTEER**

With people's needs kept in mind,  
No better group you will find . . . **VOLUNTEER**

So as we go down life's road,  
Let us honor those that lighten our load . . . **VOLUNTEER**



**Catholic**  
**Financial Life**

1100 West Wells Street  
Milwaukee, WI 53233  
(800) 927-2547 | (414) 273-6266

[catholicfinanciallife.org](http://catholicfinanciallife.org)