

## SELECTION, NOT ELECTION

Most Lion offices are filled by election; that's certainly fitting and appropriate. But there's an exception that makes a lot of sense: membership on the Investment Board of the Lions Pride Endowment Fund is recommendation followed by invitation.

The Lions Pride Endowment Fund is permanent and donor-directed.

As a Wisconsin Lion, and especially if you are a donor to the Lions Pride Endowment Fund, you can take comfort in the fact that Pride Investment Board members bring special qualifications and expertise to the position.

The Pride Investment Board is responsible for overseeing the implementation and interpretation of the WLF Lions Pride Investment Policy (see it at [www.lionspride.org](http://www.lionspride.org)). As such, members guide and evaluate the work of the firm retained to provide day-to-day investment management (presently M&I Wealth Management), as well as provide counsel to the Campaign.

Investment Board members bring a remarkable range of impressive professional and personal experience credentials to bear on fiduciary oversight management associated with Pride. Take a look at these capsule summaries.

A Lion with decades of major business operations management experience, former WLF President and former Council Chair.

A non-Lion with decades professional service firms management including financial advisory services, wealth management and business management.

A former WLF Board Member who directs a financial planning firm with a business emphasis on estate, financial and charitable gift planning.

A Lion CPA and MBA Lion who has served as CFO at three corporations, and brings wealth of additional financial experience including several silicon valley firms and Arthur Anderson & Co.

A current WLF Board Member who is the retired CEO of a major cooperative financial services company serving rural America and advisory experience with Trust Funds.

A current WLF Board Member who manages a CPA firm specializing in financial services for individuals and small businesses.

A former WLF president and Long Range Planning Chair with cross-country trucking business ownership experience and lumber industry safety and logistics management.

For more details and names of these outstanding unpaid volunteers, experts all, see [www.lionspride.org](http://www.lionspride.org). And please thank them for their outstanding and greatly appreciated service to Pride ... providing help for today and tomorrow.