

Meet BetterLife's New Board of Directors!

We are excited to announce the Board of Directors for our new organization, BetterLife! Starting January 1st, 2021, this impressive group of professionals will serve our members and help guide us to a successful and thriving future. The BetterLife Board of Directors will be comprised of the four current National Mutual Benefit board members and four elected board members from Western Fraternal Life.

Daniel Shinnick became the President and CEO and a member of National Mutual Benefit's Board of Directors in October 2017. Dan came to National Mutual Benefit with extensive experience in the life insurance industry. He previously held many different leadership roles at fraternal benefit societies and mutual insurance companies, including marketing, actuarial, fraternal, and business development functions.

Dan has a passion for making a difference in his community. He is a volunteer

Stephanie reside in Mount Horeb, Wisconsin.

Craig Van Dyke has served as the President and CEO and has held a position on the board of Western Fraternal Life since July 2013. Craig has served on Western's management team since joining the company in 2000, and he previously held the role of Senior Vice President. Before joining Western Fraternal Life, Craig worked in the Investment Department at American General Corporation in Houston, Texas.

Craig and his wife, Anita, have been married for 29 years and reside in Cedar Rapids, Iowa. They have two adult children and enjoy golf and traveling.

Thomas R. Johnson, CPA has served on National Mutual Benefit's Board of Directors since May 1993. Throughout his career, Tom has provided compliance and consulting services to several insurance companies. He has expertise in auditing, accounting, financial reporting, strategic and



Daniel L. Shinnick



Craig Van Dyke



Thomas R. Johnson



Brenda Vrieze



John McHugh

and member of NMB Branch 400 and the Vulnerable Children's Foundation, which focuses on providing education to at-risk children in Lusaka, Zambia. He has also coached over 30 youth basketball, volleyball, and softball teams over the years.

Dan earned a B.S. in Education and History and a M.S. in Actuarial Science from the University of Wisconsin-Madison. He and his wife, Stephanie, have been married for 39 years. They have four children, two daughters-in-law, and two grandchildren. Dan and

Craig graduated from the University of Iowa with a B.B.A. in Finance. He has a strong passion for honoring the Czech culture, and he has served as a board member of the National Czech and Slovak Museum and Library for more than a decade. Craig is a member of Western Lodge 7 in Cedar Rapids. He has volunteered with multiple organizations including Big Brothers/Big Sisters, Boy Scouts, Sleep in Heavenly Peace, and local food banks. He also serves on the board of the American Fraternal Alliance.

business planning, mergers and acquisitions, and tax compliance and planning.

Tom graduated with a B.B.A. degree from the University of Wisconsin-Whitewater in 1971. He is a retired partner of RSM US, one of the largest certified public accounting and consulting organizations in the country. Tom is a member of the American Institute of Certified Public Accountants and currently serves on the boards of Omnipress, Inc. and VP Holdings, Inc.

Tom currently serves as chair of the audit

committee of the Sand County Foundation. He has previously coached several youth sports teams, served on the finance and investment committee of Primrose Lutheran Church, and served as a board member of the Norman Bassett Foundation, Ronald McDonald House Charities of Madison, Madison Area Concert Handbells, Business and Education Partnership, Madison Downtown Rotary Club, and the Dane County United Way Campaign.

Tom is a member of National Mutual Benefit Branch 400. He and his wife Karen reside in Fitchburg, Wisconsin and have three married daughters and seven grandchildren. Both Tom and Karen enjoy fishing, attending their grandchildren's many sporting events, and spending time at their lake home in northern Wisconsin, where family and friends often gather.

Brenda Vrieze has served as Western Fraternal Life's District Two Director since

volunteered with Junior Achievement, United Way, Habitat for Humanity, and the Difference Makers Education. She currently resides in Holman, Wisconsin.

John McHugh has served on National Mutual Benefit's Board of Directors since 2015. John currently serves as the Director of Corporate Communications, Leadership Development, and Training for Kwik Trip, Inc., based in La Crosse, Wisconsin. In his role at Kwik Trip, John has helped the company achieve recognition as a top workplace in the Milwaukee Journal Sentinel, the Minneapolis Star Tribune, and the Des Moines Register.

Before joining Kwik Trip in 2004, John was an instructor and principal at Aquinas High School in La Crosse. He holds degrees from the University of Saint Thomas in Saint Paul, Minnesota and the Gregorian University in Rome, Italy. He sits on the boards at Viterbo University, Trust Point, 7 Rivers

Operations Manager at a telecommunications company. In his role, Michael oversees accounting, billing, human resources, and inventory control. He also worked in the lending and operations departments in the banking and credit union industries for over a decade. Michael graduated with a B.A. in both Accounting and Business Administration.

Michael's volunteer experience includes serving as a chairman on the Building Committee and a member of the Finance Committee at his Church. He is also involved in the Knights of Columbus and currently serves on the board at Pius X High School. As a member of Western, he serves as Lodge 426's Treasurer and YELL! Group organizer, and he participates in many of the lodge's charitable and community service projects. Michael currently resides in Lincoln, Nebraska, with his wife, Jessica, and their three children, Jennifer Zachary, and Valerie.



Michael Hosek



Nancy Nelson Heykes



Duane Jirik



Maureen O'Hern Hahn



Mary Bradley

2011. Brenda works as Supervisor of Deposit Operations at Marine Credit Union. In her role, she is knowledgeable of governance within a regulatory environment and has experience in many diverse areas, such as accounting, finance, sales, legal, compliance, process improvements, and team management. Brenda is currently pursuing a B.A. in communications at Purdue University.

Brenda's volunteer experience includes roles as Western Lodge 32's president, secretary, and correspondent. Brenda has also

Hospice House, and Mayo Clinic Health System in La Crosse. He is also a member of NMB Branch 742.

John's enjoyment of giving keynote addresses on various topics has taken him throughout the United States, Ireland, and Italy. He and his wife, Maggie, live near Sparta, Wisconsin.

Michael Hosek has served as Western Fraternal Life's District One Director since 2019. Michael currently serves as the

Nancy Nelson Heykes has served on National Mutual Benefit's Board of Directors since 1998. Nancy retired as Vice President of Development for Goodwill Industries of North Central Wisconsin in 2017 and formed OnPoint Consulting to continue her work in nonprofit consulting and pro bono legal services.

Prior to joining Goodwill, Nancy was the Executive Director of the Fox Cities Rotary Multicultural Center in Appleton,

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Wisconsin, and a fundraising and planning consultant with the Meyer Heykes Nonprofit Partnership. Nancy also has over 40 years of fraternal experience, having worked in the legal department and senior executive positions in change management and corporate services at Aid Association for Lutherans (now Thrivent Financial).

Nancy is an active volunteer in her community. She is a member of NMB Branch 3, the Lakeland Rotary Club, and Celebrate Diversity Fox Cities, and she is active in her Lutheran congregation. Nancy currently serves on the Board of Directors at Kids Forward, a state-wide policy organization, IndUS of Fox Valley, and the Lakeland Rotary Foundation. She has also served on the boards of 13 other organizations, including Goodwill Industries of North Central Wisconsin, AAL Member Credit Union, and Wartburg Theological Seminary.

Nancy received her B.A. in Journalism from the University of Wisconsin-Madison, graduated with a J.D. from University of Wisconsin-Madison Law School, and obtained her M.B.A., executive program, from the University of Wisconsin-Milwaukee. She holds professional memberships in the State Bar of Wisconsin and the Association of Fundraising Professionals. Additionally, Nancy is an adjunct instructor for Fox Valley Technical College in the Nonprofit Leadership Institute and taught in the University of Wisconsin-Oshkosh MBA program for nine years.

Nancy and her husband, Paul, have two adult children and reside in Hazelhurst, Wisconsin.

Duane Jirik has served as Western Fraternal Life's District Four Director since 1998 and as the chairman of the Western Board since 2008.

Duane's involvement with Western includes serving as a lodge officer of his local lodge as well as a district director. He is also active in his community, serving on the Board of Governor's Minnesota Scholarship Fund,

and is a member of the New Prague Area Lions Club.

Duane resides in New Prague, Minnesota. He graduated with an A.A.S. degree in Law Enforcement from Normandale Community College and acquired a B.S. degree in Criminal Justice from Concordia University, St. Paul. Duane is employed as a deputy sheriff with the Scott County Sheriff's Office.

Maureen O'Hern Hahn, CFA® has served on National Mutual Benefit's Board of Directors since 2009 and chaired NMB's Finance & Investment Committee. Maureen is the President and Founder of Encore Financial Group, a registered investment advisory firm that helps individuals and families with their investment and financial planning needs. She has extensive experience with fraternal benefit societies, having begun her career with Aid Association for Lutherans (AAL, now Thrivent Financial). Maureen's roles at AAL ranged from investment analysis and portfolio management to the design and launch of the AAL Mutual Funds and AAL Credit Union. She also was a faculty member for the Study Seminar for Financial Analysts™ in Windsor, Ontario, teaching ethics, portfolio management, and accounting to CFA® candidates.

Maureen believes very strongly in giving back to her community and has been an active volunteer throughout her life in both hands-on and organizational leadership roles. She currently has board committee positions with Girl Scouts of the Northwestern Great Lakes and is a member of the BSA Central Region Finance and Investment Committees and NMB Branch 613. She has been an active volunteer with her church, her children's schools, 4-H, and Junior Achievement. She has also served as a board chair along with other leadership positions in organizations such as St. Bernard Parish, Women's Fund for the Fox Valley Region, Mount Tabor Center, Bay-Lakes Council BSA, Community Clothes Closet, Fox Valley Literacy Coalition, AAL Employees

Credit Union, BEAMING, and the Fox River Area Girl Scout Council.

Maureen obtained her M.B.A. from UW-Oshkosh and B.S. degrees in finance and accounting from UW-Green Bay. Maureen holds the Chartered Financial Analyst (CFA®) designation and is a Fellow of the Life Management Institute (FLMI). She resides in Appleton, Wisconsin, with her husband, Jeff. They enjoy time with their two adult sons and three grandchildren.

Mary Bradley has served as Western Fraternal Life's District Five Director since 2011. Mary has obtained a B.S. in Education from Central Michigan University, an M.B.A. from Central Michigan University, and a J.D. from Thomas M. Cooley Law School. Mary is currently the Chief Operating Officer at the National Charter Schools Institute. She has been a leader in education her entire career, focusing on access to quality education for all students. In her current role, Mary oversees a non-profit education organization's operations and provides support and training for senior leaders and governing boards while working with complex financial structures and organizations. Previously, Mary led the Office of Innovation and Incubation at Chicago Public Schools, overseeing approximately 140 schools and expanding innovative programs across the city.

As a life-long and fifth-generation member of Western Lodge No. 225, Mary has volunteered at numerous community events, including Bannister Czechoslovakian Harvest Festival, danced as a Bannister Czechoslovakian folk dancer, and assisted with the Bannister YELL! Youth Group. As a community member, Mary has run activities for individuals with disabilities and has served as a guide for blind and visually impaired skiers. Mary resides in Michigan with her husband, Charles, and enjoys spending time with her family, including their daughter and two stepsons. ♦