

**2009 Annual Election for the
Board of Directors of the
University Insurance Association (UIA)**

Biographies of the 2009 Nominees

<p><u>WILLIAM MAAS, UW La Crosse:</u> Assistant Professor of Accounting and Business Law at UW La Crosse. He was a tenured Associate Professor at UW - Stevens Point before moving to La Crosse with his family. He received his BBA and MS degrees from the UW Whitewater and his JD degree from Northern Illinois University. He is licensed as both an Attorney and a CPA. He is a member of the State Bar of Wisconsin, Institute of Management Accountants and Portage County Assn. of Certified Public Accountants. UIA Board since 2007. Term expires 2009.</p>	<p>VS. UNOPPOSED</p>
<p><u>DONNA ROBOLE, UW River Falls</u> Director of Human Resources at UW-River Falls. Certified senior professional in human resource management (SPHR) in the areas of strategic management, workforce planning and employment, human resource development, employee and labor relations, risk management and total rewards (compensation and benefits). Donna has 17 years previous management experience in administration and finance for the Department of Human Services and 7 years experience in family court in case management.</p>	<p>VS. UNOPPOSED</p>
<p><u>MAXIMILIAN SCHMEISER, UW Madison:</u> Assistant Professor in the Department of Consumer Science and a Faculty Affiliate at the Institute for Research on Poverty (IRP) and the LaFollette School of Public Affairs. He obtained his Ph.D. in Policy Analysis and Management from Cornell University, his M.A. in Economics from McMaster University, and his B.A. Honors in Economics from the University of Regina. His research is in the fields of health economics and labor economics, with an emphasis on the economics of obesity and disability. He also conducts research in the area of personal finance, with an emphasis on the financial decision making of low-income families. He teaches the undergraduate Risk Management and Consumer and the Market courses in the Department of Consumer Science, as well as the Ph.D. Family Economics course. Max has served on the Graduate Committee in the Department of Consumer Science and as a Faculty Senator at UW-Madison.</p>	<p>VS. UNOPPOSED</p>

After reviewing the above biographies, please vote for one nominee for each of the three seats by using the e-ballot tool, located at the following link: http://www.surveymonkey.com/s.aspx?sm=1phg_2fzhp_2bjGi_2bkvEkHCCMg_3d_3d

Only votes cast on or before October 30, 2009 will be counted.

The results of this election will be reported at the Annual Meeting of the Board of Directors, Friday, December 4, 2009 at 11:00 AM, 780 Regent Street, Room 108, Madison. You are invited to attend.

A copy of the Annual Report is available on the web at http://www.uwsa.edu/hr/benefits/ins/annual_rep2007-08.pdf