



STATE OF WISCONSIN  
Department of Employee Trust Funds  
A. John Voelker  
SECRETARY

Wisconsin Department  
of Employee Trust Funds  
PO Box 7931  
Madison WI 53707-7931  
1-877-533-5020 (toll free)  
Fax 608-267-4549  
[etf.wi.gov](http://etf.wi.gov)

## Correspondence Memorandum

**Date:** March 18, 2025  
**To:** Employee Trust Funds Board  
**From:** Mark Lamkins, Director  
Office of Communications  
**Subject:** Communications Update

**This memo is for informational purposes only. No Board action is required.**

### My Benefits

The new secure [My Benefits](#) portal successfully launched this month and can be accessed via the Department of Employee Trust Funds (ETF) website. Members can now view, download, and print their past Wisconsin Retirement System (WRS) Annual Statement of Benefits since 2012. The current year's statement will be available to active members in mid-April.

A MyWisconsin ID is required to access My Benefits. MyWisconsin ID allows citizens to create a single account tied to their personal email address for access to participating Wisconsin government websites and services. ETF has created a video, [Get Started with My Benefits](#), and the [My Benefits Help](#) page to assist members with the process and identity verification for first-time users.

In addition, members can log in to My Benefits to apply for a disability retirement benefit. My Benefits is part of the agency's multiyear modernization initiative to improve online self-service for members and employers and empower members to manage their ETF-administered benefits.

### Newsletter Redesign

ETF unveiled its redesigned member newsletters beginning with the January 2025 editions. This was the culmination of a year-long gradual redesign of the *WRS News* for retirees and the *WRS News Online* for employees. The goals of the redesign were: To give the newsletters a clean and modern look and feel, present content in a highly engaging way, and maintain brand identity.

The biggest changes made to the *WRS News* were new page layouts and fonts to improve readability, color integration, larger photos, and storytelling with infographics.

*Pamela L. Henning*

Reviewed and approved by Pam Henning, Assistant Deputy Secretary  
Electronically Signed 03/17/2025

Board	Mtg Date	Item #
ETF	03.27.25	6F

The *WRS News Online* incorporated similar changes, as well as the addition of buttons with embedded links to articles and quick links to related resources on the ETF website.

In both newsletters, the masthead for the publication's title was redesigned. Content about ETF-administered benefits and programs and WRS investments has been reorganized and streamlined. We continued the annual articles written by agency leadership, including Secretary John Voelker and the State of Wisconsin Investment Board's (SWIB) Executive Director, Edwin Denson. In addition, a new feature allows members to share their personal journeys in public service and living in retirement.

As a part of the redesign process, we solicited member feedback from the Wisconsin Coalition of Annuitants. Members can also connect with newsletter editors regarding content and ask their benefit-related questions.

Here is some feedback received via "Letters to *WRS News*":

- "I enjoy the financial information as well as the personal human-interest stories and personnel updates."
- "I read the January article from ETF Secretary John Voelker... I just wanted to express my gratitude to him for acknowledging public servants, specifically from law enforcement."
- "It was nice to hear all about (Wayne) Koessl because I was from the Kenosha area." \*

---

\* Note: Former ETF Board Chair, Wayne Koessl, was interviewed in the September 2024 edition, which published a couple of weeks after his death.

Newsletters are co-published with SWIB, three times a year in January, May, and September. Employees receive an e-newsletter, while retirees receive a printed and mailed newsletter. ETF also offers retirees the option to opt out of newsletter paper mailings and to subscribe to emailed digital copies.

Check out the January editions of the [employee](#) and [retiree](#) newsletters.

### **Presentations to Stakeholders**

The below table lists presentations (completed or scheduled) by ETF staff to external stakeholders, including constituents, professional groups, and industry peers. These large-group presentations are in addition to the agency's year-round outreach and education about WRS benefits for members and employers.

<b>Group / Event</b>	<b>Date(s)</b>	<b>Topic(s)</b>	<b>ETF Presenter(s)</b>
Board on Aging and Long-Term Care	August 15, 2024	Overview of Ombudsperson Services	Ombudsperson Services staff: Liz Doss Anderson, Peggy McCullick

Communications Update

March 18, 2025

Page 3

<b>Group / Event</b>	<b>Date(s)</b>	<b>Topic(s)</b>	<b>ETF Presenter(s)</b>
Wisconsin Retired Educators' Association	September 25, 2024	WRS: The Path to Continued Success	John Voelker, Secretary
National Academy of State Health Policy	December 11, 2024	Procurement and Contracting with Pharmacy Benefit Managers	Tricia Sieg, Office of Strategic Health Policy
UW-Madison Retirement Association	February 13, 2025	Retiree-related Health, Life Benefits, Sick Leave, and Medicare Advantage	Office of Strategic Health Policy staff: Arlene Larson, Tricia Sieg, Tom Larson
National Association of Public Pension Attorneys Winter Seminar	February 19-20, 2025	Tech and Legal Strategies in Modernization; Benefits Panel Discussion; Stop, Drop, and Estoppel: The Risks of Detrimental Reliance in Pensions	Diana Felsmann, Deputy Secretary; Peter Rank, Office of Legal Services
LaFollette School of Public Affairs, School of Medicine and Public Health	February 28, 2025	Panel Discussion Careers on Government and Health Policy	Renee Walk, Office of Strategic Health Policy
UW-Madison Center for Patient Partnerships Models of System-Level Advocacy	March 10, 2025 (Scheduled)	Overview of Ombudsperson Services	Liz Doss Anderson, Ombudsperson Services
UW-Madison Retirement Association	April 17, 2025 (Scheduled)	Going from Good to Great	John Voelker, Secretary
UW-Madison Retirement Association	May 15, 2025 (Scheduled)	Overview of Ombudsperson Services	Liz Doss Anderson, Ombudsperson Services
Wisconsin Retired Educators' Association	October 1, 2025 (Scheduled)	Fall ETF Update	John Voelker, Secretary

Staff will be at the Board meeting to answer any questions.