

Randy Satterfield

American Transmission Company

Dining at a Jakarta restaurant with an Indonesian business colleague, Randy Satterfield (42), the new VP of Public Affairs for American Transmission Company (ATC), remembers the spectacle of 20 to 30 small bowls being delivered to their table, each containing a different food item. His eyes drifted to one enticing saucer containing three small chicken breasts. The taste was so exquisite that he couldn't help but ask his friend for *his* portion.

"What did you call them?" the colleague asked.

"Chicken breasts," Satterfield answered, repeating the word in Indonesian.

There was a pause. "That's *not* chicken," his friend retorted.

Satterfield gulped down his last bite. "*What is it?*" he asked, bewildered.

"It's calf brain!"

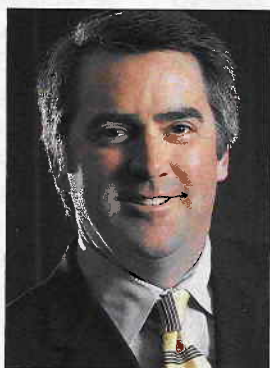
Without pause Satterfield laughed, "Well then, it's *delicious* calf brain!"

It was the early 1990's, and the world was his oyster. Satterfield, from the small town of Oregon, Ill. was in his mid-20's and working for The Rendon Group, a Washington, D.C.-based corporate relations firm. He had earned double bachelors' degrees in Philosophy and Political Science from Marquette University, and even had designs on running for public office one day. With that in mind, after graduation he joined a small Washington, D.C. political consulting firm that quickly relocated him to Omaha, Nebraska to work on Governor Bob Kerry's campaign for U.S. Senate (which Kerry won). Satterfield soon realized he was better at helping others get elected, and returned to Washington, D.C.

On his first day at The Rendon Group, he was on a plane from D.C. to Singapore where, for two years, he and a three-person Indonesian staff worked to establish local business alliances and develop and implement a business plan.

"At that time, [Indonesia] was spectacular,"

Satterfield recalled. "The economy was booming, clients were great. It was an incredible learning opportunity and living experience."



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But soon, home – and the Midwest beckoned. In 2001, Satterfield was hired as the Senior Account Representative for Wood Communications Group in Madison. ATC was a major client, and Satterfield worked on outreach and communication plans to make ATC's transmission line projects more palatable to the people most affected.

Two years later, when ATC suggested he vye for a newly-created Communications Director position, he admits he lost several nights of sleep. Telling Jim Wood would not be easy, but in the end, Satterfield said Wood was graciously supportive.

ATC owns, builds, maintains and operates the electric transmission grid for much of WI and the U.P. It creates the infrastructure, or the "highway" that electricity – and renewable energy sources like wind power – travels on to power homes and businesses. But ATC does *not* purchase or sell electricity.

Satterfield most recently served as ATC's Director of Regulatory and Government Affairs – until his latest promotion, where he now oversees 56 employees around the state and in Upper Michigan. In his new role, he works to submit applications for new line construction, and just as importantly, spends much of his time explaining to the public, regulators, business communities, and elected officials why upgrades are needed and the benefits they will bring. It is not always easy, but like the calf brain, Satterfield meets challenges and goals head on and always with a smile.

"Every day I hope to learn something new, to affect change in some way, to build on personal relationships, and to have fun," he said. "If I can do all of that, my professional goals will follow."

NOTABLE EXECUTIVES ON THE MOVE:

NEW ROLES:

- **Daniel Durig**, mgr-WI State Highway Dept., Baxter & Woodman.
- **Mark Seidler**, finance director, Charter Communications, Inc.
- **Kirby Davidson**, pres and chief exec, UW Graduate School of Banking.
- **John Gee**, director, Wisconsin Charter School Association.
- **Clark Solowicz**, VP-healthcare project executive, Miron Construction Co. Inc.
- **Traci Mortensen**, COO, Whyte Hirschboeck Dudek S.C.
- **Derek Moehring**, SVP, Capitol Bank.
- **David Ewing**, director of ops-manufactured products, Foremost Farms USA.
- **Melissa Hungness**, AVP; **Jason Koski**, AVP and manager-commercial relationships, AMCORE Bank.
- **Lance D. Roberts**, VP-sales and marketing; **Sarah Baumann**, marketing manager, JTS.
- **Weston Miller**, VP-administration, Wisconsin Aviation.
- **Dave Gawenda**, treasurer, City of Madison.
- **Gary Becker**, Vierbicher Associates, Inc., named exec director-Local Government Institute of WI (LGI).
- **Heather Longhenry**, chief finance and operations officer, Settler's Bank, DeForest.
- **Oscar Seibel**, regional SVP, M&I Wealth Management.
- **Beth Korth**, SVP, First Business Bank.
- **Mary Madigan**, VP-merchandising, The Guild.
- **Brian Hagen**, VP, M&I Bank.

LEAVING:

- **Dan Ebert**, Chairman-WI Public Service Commission.

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