



Much of Phil Bounsall's workdays are spent with Walker associates developing more ways in which "we can generate or deliver value for our clients."

PHIL BOUNSALL

Volunteer of the Year

By Rebecca Patrick

Phil Bounsall couldn't stay away from Walker.

Previously the CFO, he returned to the company 11 years ago and today serves as president. It's what Walker represents in the business world that lured him back.

Indianapolis-based Walker is a customer intelligence consulting firm that's been around for 75 years. It helps companies perform better by serving their customers better.

"These companies are then able to grow their businesses faster. They are able to be more profitable. They are able to gain greater market share. So that role that Walker plays in the business world is really attractive to me."

Clients range from local organizations to those in Silicon Valley, Chicago, Boston and beyond.

"This is an industry that is in transformation frequently and is in transformation now," Bounsall offers. "I'm very excited about the work our people have accomplished in the area. It's not about providing them with research or data; it's about providing them with prescriptive recommendations that allow them to create a real business impact."

"Whether that's growth in margins or growth in market share. I'm very excited about the offerings we've created that generate that impact for our clients," he says.

Bounsall acknowledges that his financial background gives him helpful insights as a business leader.

"It sets you up to understand the financial operations of the company. In addition, this particular business runs like an accounting firm, law firm or a consulting firm – that's what we are really, a consulting firm," he explains.

"So having worked for 12 years at Ernst and Young and understanding how that business was run, I think sets me up to understand how to operate this business."

'A better place...'

When it comes to his volunteer endeavors, Bounsall pursues those with equal zeal and dedication.

"Volunteering is important to me because this community is important to me. We owe the community our time volunteering – to do what we can to make it better. To make it a better place to work, to make it a better place to live, to make it a better place for the next generations."

His financial acumen translates to his volunteer efforts, too – often serving in a treasurer role.

Indeed, he holds that important position for the Indiana Chamber's board and executive committee. As a result, he also leads the finance and audit committee and its in-depth work on all fiscal matters.

Bounsall says what drew him to the Indiana Chamber is simple: "I believe in the mission. I believe that the best thing we can do for our community is make our community more business friendly."

"The more successful the businesses are in the community, the more vibrant the community will be. The more opportunities we have to take care of people less fortunate. The more opportunities we have to improve education. The more opportunities we have to provide better health care for people. Everything works better in a community when the business community is vibrant," he concludes.

This past year, Bounsall stepped up to help the Indiana Chamber tackle the daunting task of winding down its defined benefit pension plan.

"What we ended up with was a course of action beneficial to the finances of the organization while also being as fair as possible to the individual participants," praises Indiana Chamber CFO Darla Barnett.

Bounsall's leadership, perspective and clear communication on this and everything he touches is of tremendous value to the organization, she adds.

Near and dear

The Indiana Chamber isn't the only group realizing the benefits of Bounsall's dedication.

The Special Olympics of Indiana and the Crohn's & Colitis Foundation of America (CCFA) are both very dear to Bounsall and his involvement has been long term.

Bounsall lends his financial expertise to the Chamber and takes part in an “airplane pull” to benefit the Special Olympics of Indiana.



“I was drawn to the Special Olympics when I was just out of college. I was coaching a baseball team of 7- and 8-year-olds, and one of the boys had a brother who was a Special Olympics athlete.

“I saw how proud he was of the ribbons and the medals that he had earned in Special Olympics and it made a lasting mark on me. When I was introduced to Special Olympics Indiana, I jumped at the opportunity to get involved,” he shares.

What keeps Bounsall coming back year after year and “generates the most passion” for him are the athletes.

“You might think that it is volunteers like me giving to the athletes, but I think

that’s a very small part of it. Most of it is what we gain from them,” he states.

“Sportsmanship, joy, happiness. I get it in full every time I’m with these athletes. So it’s an easy organization to be passionate about because it’s so easy to be passionate about these athletes – how hard they work, how they train, how they compete, how talented they are. And frankly, how happy they are.”

It’s also easy for Bounsall to be passionate about CCFA because his daughter has Crohn’s disease.

“Shortly after (her diagnosis), we started looking for ways to impact the research going on with the intent of trying to find a cure.

We found CCFA and I’ve been pretty heavily

involved ever since.

“I think CCFA is making a huge impact on supporting patients with these diseases and funding the research that not only will generate better treatments but will also someday find the cure. And that someday isn’t that far away. It may be 15 years away. It’s not too far,” he notes.

In his spare time, Bounsall likes to play racquetball and golf. But he emphasizes his priority is spending time with the family.

“That includes just leisure time with them, but it also includes their sports activities. My daughter plays soccer and my son plays baseball and hockey. I enjoy going to their sports and just participating in things with them.”

Previous Volunteer of the Year Winners

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| <p>2013</p> <ul style="list-style-type: none"> • Mike Campbell • Melissa Proffitt Reese • Ron Christian | <p>2010</p> <ul style="list-style-type: none"> • David Wulf • Andrea Moore • Mike Evans | <p>2007</p> <ul style="list-style-type: none"> • Gale Given • Steve Walker • Tom Hirons | <p>2004</p> <ul style="list-style-type: none"> • Jean Northenor • Jim Edwards • Jim Heyde | <p>2001</p> <ul style="list-style-type: none"> • Chuck Baldwin • David Wulf • Charley Arthur |
| <p>2012</p> <ul style="list-style-type: none"> • Bruce Guiliani • Marci Crozier • <i>Indiana Vision 2025 regional partners*</i> | <p>2009</p> <ul style="list-style-type: none"> • Tim Haffner • Melissa Proffitt Reese • Jerry Jones | <p>2006</p> <ul style="list-style-type: none"> • Ellen Gregory • Mike Wells • Jesse Brand | <p>2003</p> <ul style="list-style-type: none"> • Michael L. Kubacki • Samuel C. Schlosser • James Neustel | <p>2000</p> <ul style="list-style-type: none"> • Marilyn Moran-Townsend • Ken Yerkes • Mary Beth Braitman |
| <p>2011</p> <ul style="list-style-type: none"> • Jim McKinney • Brian McDermott • Chris LaMothe | <p>2008</p> <ul style="list-style-type: none"> • Patty Prosser • Andre Lacy • David Swider | <p>2005</p> <ul style="list-style-type: none"> • Martin C. Jischke, Ph.D. • V. Richard Miller • Christopher Schrader, SPHR | <p>2002</p> <ul style="list-style-type: none"> • David Millard • Larry Stroble • Chic Born | |

**Mark Maassel, John Sampson, Kerry Stemler, Ed Hafer and Mike Wells*