



Farmers Mutual Hail
Insurance Company of Iowa

THE CLOUD

Farmers Mutual Hail Insurance Company of Iowa Newsletter

August 2022



TRACKING PROGRESS: CORPORATE SCORECARDS + EMPLOYEE SURVEY

FMH uses Corporate Scorecards to track its performance each year. Read about what metrics are used and what employees shared in a recent company-wide survey.

Learn more on page 6.

CREATING BETTER MAPPING & PRECISION SERVICE

How does FMH support its growing Precision Crop Insurance Solutions™? Two in-house experts share how their teams work together behind the scenes.

Read the article on page 3.



AUGUST 2022

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2022 Mid-Year Claims Report: Extreme Weather Impacts

Extreme weather conditions across the country continue to increase crop insurance claims midway through 2022. Learn about major weather events that have affected the FMH writing area.

See the claim type trends on page 8.

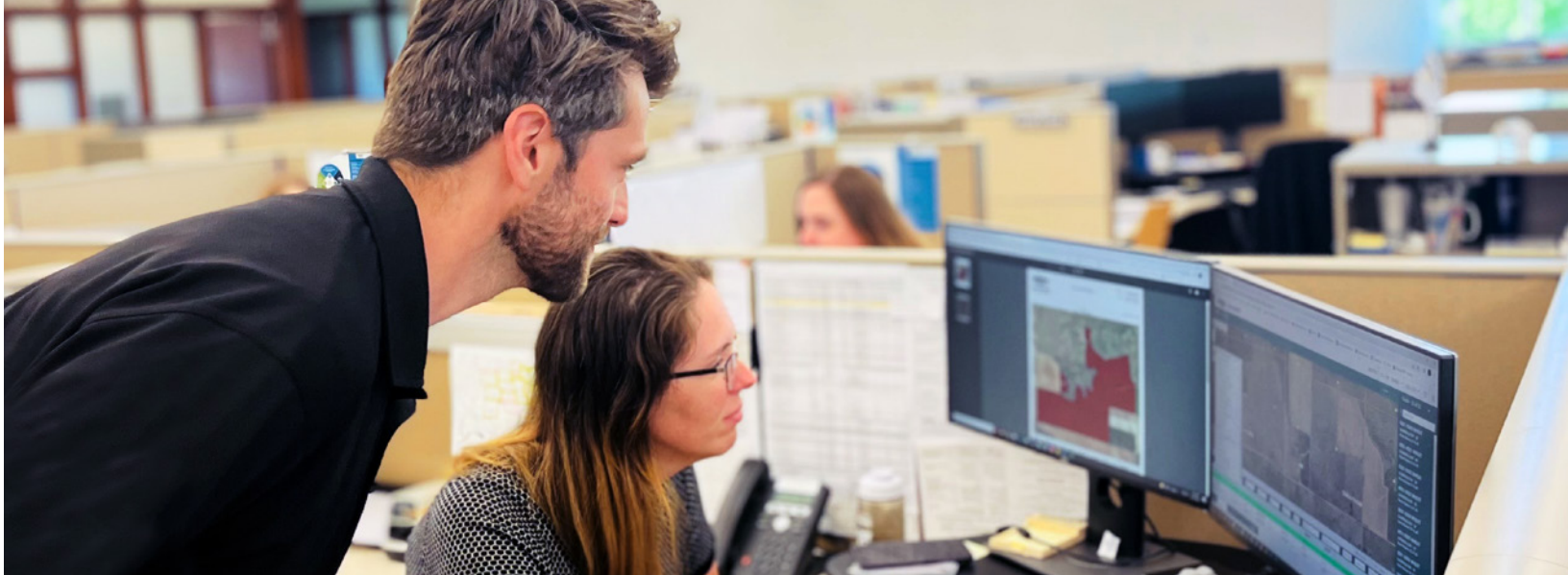
New Internal Claims App Speeds Up Adjusting Process

This summer, FMH released a new app, called FMH Field, for its claims force. Find out how the app helps adjusters and claims staff reduce their workflow steps and save valuable time for policyholders.

Read about its features on page 8.



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CROSS-TEAM COORDINATION MAKES FOR BETTER MAPPING & PRECISION SERVICE

How does FMH support its growing Precision Crop Insurance Solutions™? Learn from two in-house experts on how FMH's Underwriting and Precision teams work behind the scenes to provide top notch precision and mapping-related customer service.

For this Q&A, Precision Technology Specialist Alex Van Loenen interviewed Sheila Backer, Assistant Vice President - Crop Insurance Underwriting.

AV: How does underwriting tie into crop insurance and flow together?

SB: The Underwriting Department is the gatekeeper of processing policies. So, we see most policies as they come through from the agent. We're reviewing them at sales closing time and checking for coverage changes that might need to happen. Then at acreage reporting time, we're making sure that acres are put on the policy as required and checking for any documents that the agent might need to upload. We also support our agents with other customer service needs throughout the year.

AV: How do you work with Precision Technology Specialists (PTS)?

SB: Once a PTS helps the policyholder or agent get the precision acres onto the policy, we take it from there and make sure everything is accurate and push it through to the Risk Management Agency (RMA). If any mistakes are found, we reach out to the agent to make sure those policies are set up and ready to go.

AV: What questions can an underwriter answer versus a Precision Technology Specialist?

SB: Each day we work to provide good customer service. When agents call in and they have questions about precision, whether it's on mapping or farm software, we're helping as much as we can. But we also know that our PTS's are experts, and we want to make sure the agent works with them if needed.

AV: How has this team collaboration benefited policyholders and agents?

SB: One big thing it's done is increase our efficiency and accuracy. Not only is underwriting involved with the acres as they come into the FMH Agent Center (FMHA), but a lot of times we're also involved with any reviews or any compliance audits that are done. With that, the more accurate information we can have, the better the outcome for the customer.

AV: How has using Precision Solutions changed acreage reporting for FMH and its agents?

SB: We really appreciate that precision acres come in a lot sooner than our traditional acres. It helps us from an underwriting workload standpoint to get those precision acres worked through prior to the acreage reporting date. When working with agents, I've seen how much time it saved them by having these precision acres done before July 15th — they don't have to worry about keying back to a policy during the keying period. We tend to see fewer acreage revisions since the precision acreage comes in more accurately on the initial submission.

AV: Tell me more about the CLU cleanup project announced this year. How does it affect mapping?

SB: With our non-CLU cleanup, using precision data is much more accurate than before. We're super excited to have the cleanup systematically done now, because again, that's just going to help us be able to confidently say how much more accurate precision is than traditional acreage reporting. It's also a huge time saver since that clean up was done manually before; that alone will be a big benefit for us this year and going forward.



FMH HOSTS 17TH ANNUAL ST. BALDRICK'S EVENT FOR CHILDHOOD CANCER RESEARCH

Farmers Mutual Hail hosted its 17th Annual St. Baldrick's head-shaving event on July 21. The event raises awareness and funds for the St. Baldrick's Foundation, an organization dedicated to finding cures for childhood cancer and giving survivors long and healthy lives.

Employees and their families gathered in the FMH Home Office parking lot to support the cause and raise funds for St. Baldrick's. There were many activities for those in attendance, including carnival games, balloon animals, food trucks, and a dunk tank with employee volunteers.

The famous employee head-shaving and wild hair contest topped off fundraising activities at the end of the event. Fifteen participants "braved the shave" or received a wild new hairstyle onstage. Their efforts, combined with the generosity of their families, friends, and colleagues, plus a \$50,000 corporate donation from FMH, raised a total of \$88,986 for the St. Baldrick's Foundation. Over 17 years of fundraising, FMH has raised \$1.4 million total for the organization.

Please consider joining us in supporting a meaningful cause. Donations for St. Baldrick's are still being accepted through fmh.com/st-baldricks.

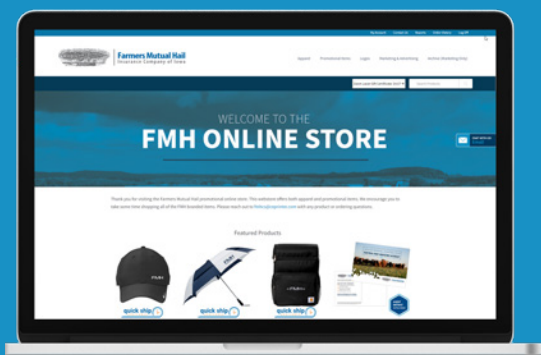
Four-year-old Sage Young, who's battling acute lymphoblastic leukemia - type B, was the honored guest at this year's event.

FMH ONLINE STORE: PLEASE UPDATE YOUR PASSWORD

During July, the FMH Online Store received a refresh with a new site vendor, including an updated navigation and new American-themed items you and your customers are sure to love.

The overall look and feel of the site remain the same, and current marketing materials and ads are still available.

Most promotional items are also still available, with some new America's Crop Insurance Company™ items added just in time for farmer meetings this fall.



How do I access the FMH Online Store?

Go to **STORE.FMH.COM** to access ad templates, free marketing materials, and promo items.

Is my Store login information the same as my FMH Agent Center login?

No, your Online Store username and password are separate from your FMHA login. If you can't access your account or need to create one, please email fmhcs@ceprinter.com.

I have questions about materials, a recent order, or my account.

Orders and account questions can be directed to our site vendor: fmhcs@ceprinter.com

Materials questions can be directed to the FMH Marketing team: marketing@fmh.com

Password Update: With this refresh, FMH has also updated passwords for added security and as a user audit measure. Existing users have already received login details, and new users will need to request to create an account by visiting the FMH Online Store.

STUDENTS GAIN REAL-LIFE CAREER EXPERIENCE AT FMH

Farmers Mutual Hail is proud to announce the completion of another successful summer internship program. These college students have gained new connections and real-life work experience in their field of interest.

Mentorship from FMH team members also provided valuable career expertise for participants. The internship program continues to provide future talent for FMH, as some interns have gone on to join the team full-time after graduation.

FMH would like to thank all sixteen of our summer interns for their hard work and wish them the best of luck as they return to school!

2022 Summer Interns

Business Development: Grace McGrane

Business Intelligence: Jakob Strottman

Field Claims: Jordan Balderston, Henry Butzlaff, Kyle Klann, Riley Milliken, Kolbe Owens, Isaac Thrush

IT: Jae Choi, Richard Gonzalez, Ethan Kinneer, Anthony Nuss, Zach Wemhoff

Marketing Services: Zach Drummond

Precision Technology: Tapani Branstad

Reinsurance: Morgan Schaben

Hear what some of our
interns had to say about
their time at FMH!

I have enjoyed being able to work with many different individuals who enjoy their jobs and are willing to pass on their knowledge.

Jordan Balderston
Field Claims Intern



I love how tailored my internship was to what I was striving for – the team molded my projects around what interested me the most.

Zach Drummond
Marketing Communications Intern



I learned new and useful things every day that I can see a clear future use for. Leaving this internship, I feel like I will have a huge edge over others that did not get to experience the culture and learning environment that I did.

Ethan Kinneer
QA Test Analyst Intern





CORPORATE SCORECARDS TRACK YEAR-OVER-YEAR PROGRESS FOR FMH

In a recent FMH Company Update meeting, Ken Liljedahl, Senior Vice President - Corporate Administration, reported that FMH is scoring well on all its metrics through the first half of the year. Corporate Scorecards allow FMH leadership and employees to determine at a high level how FMH is performing year over year.

What is a corporate scorecard? "It is a collection of data points like a scoreboard at a sporting event," Liljedahl said. "It includes information that can quickly show someone where things stand and if they are winning or losing." FMH uses a select series of data points for its corporate scorecard that contribute to the company's overall success.

FMH groups its metrics into two categories: financial and operational. Combined, the measures used for FMH Corporate Scorecards help determine from a high level how well the organization is performing from both perspectives.

FINANCIAL SCORECARD

The Financial Scorecard tracks data such as gross written premium and gross net loss ratio for both MPCl and private products, MPCl acres, precision acres, and budget versus actual expenses.

The goal for metrics like FMH's Gross Written Premium is to see an increase year over year. However, values can be driven up or down by commodity price fluctuations. Because of that, FMH tracks multi-peril acres insured — its largest product line — to see if its business is truly growing over time.

"Precision acres are a critical strategy for our business too," said Liljedahl. "The more acres we can have utilizing precision technology provides not only a benefit to our customers, but it helps us lower our cost of doing business as well as retain customers."

OPERATIONAL SCORECARD

The Operational Scorecard, on the other hand, tracks claim survey scores, sales and service survey results, project management, and policy application turnaround.

To track claim survey results, FMH sends policyholders a survey once their claim is closed. Results show whether they would recommend FMH to a friend. For agents and reinsurance clients, annual sales and service surveys are sent out to track service results.

Liljedahl recapped why these survey results are important. "These results tell us what our customers — our policyholders and agents — think of FMH and the service that we provide to them day in and day out. It helps us gauge their loyalty to our company."



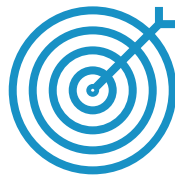
2022 CORPORATE SCORECARD RESULTS*

MPCI GROSS WRITTEN PREMIUM



**ON TRACK TO ATTAIN
2022 GOAL**

PRIVATE PRODUCT GROSS WRITTEN PREMIUM



**SURPASSED
2022 GOAL**

PRECISION REPORTING AND CLAIMS ACRES



**EXCEEDED
2022 GOAL**

MID-YEAR CLAIMS EXPERIENCE SCORE



**HIGHER THAN
2022 GOAL**

*Results from week of August 29, 2022.

EMPLOYEE SURVEY REPORTS HIGH LEVEL OF ENGAGEMENT

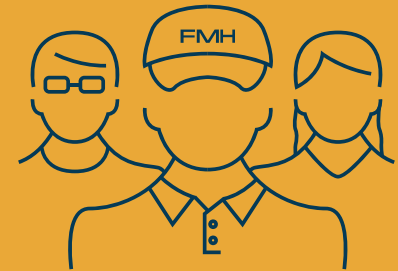
Results from an employee survey conducted this March report above-average employee engagement. The survey was sent to 502 full-time employees and received an impressive 86.9 percent response rate, which is well above the average response rate for comparable companies.

“We greatly appreciate the feedback and input provided from employees who took time to complete this survey,” said Debbie Ladehoff, Senior Vice President - Human Resources. “While we recognize there is always room for improvement, we also believe that we’re doing a lot of things right to create a great place to work and help our employees grow and succeed.”

“We’re extremely pleased to continue to see such a high level of engagement, especially given the past two years of operating under the disruption of COVID, where many companies have seen their survey results decline,” said Ladehoff.

Survey results and comments were shared with FMH leadership to determine areas of focus for improvement for FMH and its employees. Going forward, communication, career growth and mobility, openness to new ideas and innovation, and maintaining FMH culture will be top priorities for areas of improvement.

With these improvements, agents and policyholders will continue to benefit from quality service and knowledgeable employees. FMH thanks its business partners and agents for their continued business and trust!



72%

OVERALL
ENGAGEMENT
SCORE

FMH received an overall engagement score of 72%, equal to results from the 2018 engagement survey, and well above the average engagement score of 62% for similar or benchmark companies.

In the survey, engagement is measured by the percentage of employees who are:

HIGHLY MOTIVATED

“This company motivates me to give my very best at work.”

COMMITTED TO STAYING

“I have not considered searching for a better job in the last month.”

WILLING TO RECRUIT OTHERS

“I would highly recommend working at this company to others.”

NEW INTERNAL CLAIMS APP SPEEDS UP ADJUSTING PROCESS

This summer, FMH released a new app, called FMH Field, for its claims force that will allow adjusters and claims staff to upload photos and documents more easily, reducing workflow steps and saving time for our policyholders.

“This app is another example of how FMH continues to improve processes and technologies to better serve our customers,” said Assistant Vice President — External Claims Zach Allsup. “This first app iteration is focused on improving the simple processes that were inefficient, such as getting photos and documents from the field to the policy in the FMH Agent Center. I am excited to see the progress being made on the next app iterations that look to improve adjustment processes as well as communications with agents and insureds.”

The FMH Field mobile app was designed to specifically meet the needs of crop adjusters, including automatic location data added to images for more efficient documentation, secure connections to FMH systems, and features to scan documents and take notes while the adjuster is in the field.

With more efficient adjusting practices, claims can be processed and paid to policyholders even faster.



2022 MID-YEAR CLAIMS REPORT: EXTREME WEATHER IMPACTS

Dry conditions in some parts of the country, combined with very wet conditions in others, continue to increase crop insurance claims midway through 2022. This year, FMH reports prevented planting claims are more than twice the number filed last year. Replant claim numbers have remained steady, while MPCl production claims have also increased from 2021.

Learn more about what major weather events have affected the FMH writing area this year.

Corn Belt – Drought

Dry conditions on the western side of this region, extending out to the west coast and down through Texas, have persisted through much of the summer. Iowa and eastern Nebraska have seen some relief, but places like western Kansas continue to remain very dry.

North Central – Heavy Rain Events

Northwest Minnesota and northeast North Dakota were hit with a spring blizzard and multiple rain events, leading to delayed planting and increased prevent plant claims in the region.

Arkansas – Heavy Rain Events

Heavy rains in April contributed to a large number of prevent plant claims in the state.





Nebraska, South Dakota – Hail

Nebraska and South Dakota both experienced multiple June hailstorms that led to significant hail damage. Iowa and Minnesota also experienced some smaller, widespread events that caused pockets of heavier damage.

Illinois – Wind

The northern part of the state saw corn damage from some early wind events.

FMH CLAIM TOTALS

Claim Type	2022	2021	2020
 Hail/Wind	5792	5023	6882
 Replant	5573	5610	6106
 MPCl Production	4276	3247	6106
 Prevented Planting	2978	1296	3838



Members of the FMH Reinsurance team pose for a photo op with a Texas longhorn.

HIGHLIGHTS FROM THE 2022 EXCHANGE REINSURANCE EVENT

FMH hosted its annual Exchange event once again in person this June. The meeting, held at the scenic Hyatt Regency Lost Pines Resort outside of Austin, TX, brought together FMH reinsurance clients and their families, and the team that supports them.

“The Exchange offers us the chance to show our appreciation for our reinsurance clients. Our goal is to continue partnering with them to make sure growing into the future is a reality for all of us.

- Rob Martin, Vice President – Reinsurance

The Exchange provides an opportunity for county mutual managers, board members, and staff to come together, network, learn, and interact with each other. Throughout the event, attendees heard from experts on topics including the national reinsurance market, getting underwriting results, insuring solar technology, and more.

FMH Reinsurance Claims Analyst Cayce McGinnis co-presented on underwriting methodology at the Exchange. She said, “It was great to see everyone again. We wanted our presentation to be a conversation starter between the mutual and their board. We provided several topics for them to think through and apply to their mutual to ensure their success in growing into the future.”

Event Highlights

CliftonStrengths™ Workshop: Attendees got to learn about their unique set of 34 CliftonStrengths to discover ways they can be more effective with their teams and develop stronger relationships.

Peer Networking & Support: Staff from county mutuals got the opportunity to hear about their shared hardships and learn how other mutuals are working through them. Some of the discussion focused on how other mutuals are tackling rates and premium increases.

Industry Topics: Event sessions covered newsworthy industry topics including economic and social inflation, global reinsurance trends, and ways to stay ahead of the reinsurance market.

Texas Longhorn Photo Op: Despite the hot weather, event-goers were able to snap a photo with Brisket the longhorn for a memorable Texas-style souvenir.

Austin Sightseeing: Attendees were treated to an evening in downtown Austin with local eats and live music at the Iconic Rainey Street.

MEREDITH NOLAN EARNS **HIGHEST MEETING PROFESSIONALS ACCREDITATION**



FMH would like to congratulate Meredith Nolan, FMH Meetings and Events Planner III, on the recent completion of her Certified Meeting Professional (CMP) designation, the highest accreditation level for professionals in the meeting industry.

“I’ve thought about getting my designation for about eight years, but intentionally started working

towards it when I started at FMH three years ago. After I talked to my manager, Julie Wilson (FMH Assistant Vice President of Meetings & Events), about her own CMP designation, I decided to go for it,” Nolan said.

Before she could apply to take the CMP exam, Nolan needed to work 26 months full-time in the meeting industry and undergo 25 hours of continuing education within a 5-year period. After applying to take the exam, she had one year to study and complete the 3.5-hour test, which consisted of over 300 multiple choice questions.

“It’s a rigorous exam process, and it just feels good to set a goal and achieve it – especially on the first try!”

“

I wanted to earn this designation not only as a personal achievement, but it conveys credibility in my role at work and from my peers in the industry, as well as overall career advancement. I’m grateful for the support of Julie, my team, and FMH as I worked towards my goal!

- Meredith Nolan, Meetings and Events Planner III

Nolan is already applying what she’s learned to current and upcoming FMH events. “The strategic planning components from my CMP studies are what I apply most to my role at FMH – how meeting design, strategic thinking, and advanced logistics all need to work together for optimal success of the meeting and events architecture,” she explained. “Measuring success through key performance indicators is another takeaway I am applying directly to the National Agent Summit being held this fall.”

With the exam and studying behind her, Nolan plans to relax this fall with a well-deserved getaway. “Anytime I was studying, my daughter would say I was ‘booooring.’ I promised if I passed my exam, we would go to the beach. So, we have a vacation to Florida planned in October!” she said.

FMH congratulates Meredith on her impressive professional accomplishment!



REGISTRATION NOW OPEN!

FMH NATIONAL AGENT SUMMIT 2022

NOVEMBER 8-10, 2022 | KANSAS CITY, MO

Mark your calendar to join us for the FMH National Agent Summit, an event geared towards agents and this unique industry!

HEAR FROM A WIDE RANGE OF EXPERTS ON:

- Risk Management Decision-Making
- Forecasting 2024 Political Changes
- Selling in a Competitive Environment
- Farm Economy Outlook and more!

Find insights and ideas from our speakers you can implement right away in your business. Registration is now open, visit fmh.com/national-agent-summit for more details.

PEOPLE IN THE NEWS

Promotions, Transfers, and New Hires



Lucas Gillman has been promoted to Crop Adjuster II.



Jacob Lee has been promoted to Crop Adjuster II.



Stephanie Mondon has been promoted to Precision Support Specialist III.



Meredith Nolan has been promoted to Meetings & Events Planner III.



Randy Pingel has been promoted to MPC Analyst III.



Austin Rock has been promoted to Lead Adjuster II.



Luke Boord has been hired as Associate Sales Representative.



Kelsey Knorr has been hired as Crop Adjuster.



Sean McDonald has been hired as Crop Adjuster.

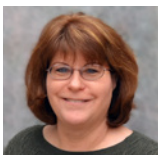


Danielle Mercado has been hired as Sales Administrative Assistant.



Konnor Saurey has been hired as Crop Adjuster.

RETIREMENTS



Jodi Taylor, Associate Insurance Specialist II, retired on July 29, after 17 years of service with FMH.

“One of my favorite memories was when we used to stuff envelopes for large mailings before there was equipment to do that,” she said.

“We would sit together in a group and chat while we stuffed envelopes. It was the best way to get to know your co-workers!”

Thank you Jodi for your years of service and best wishes in retirement!



Lowell Graves, Lead Adjuster, retired on June 10, after 11 years of service with FMH.

Thank you Lowell for your years of service and best wishes in retirement!



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LEARN ABOUT CYBER LIABILITY COVERAGE

Access the Latest FMH InsureCast Episode!

Learn from our P&C staff and an industry guest about how farmers can protect themselves from cyber attacks in one of our recent episodes.

Visit fmmh.com/resources/podcast to access this episode and more.

SCAN TO ACCESS
FMH InsureCast



TheCloud

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