



**Farmers Mutual Hail**  
Insurance Company of Iowa

# THE CLOUD

Farmers Mutual Hail Insurance Company of Iowa Newsletter

December 2022



## ASK THE INSURANCE SPECIALIST

We polled members of FMH's Underwriting team to find out the most common questions they've received this season. Find their answers and expert tips to help you tackle your daily tasks.

**Learn more on page 3.**

## 2022 PRESIDENT'S CLUB & STATESMAN AWARDS

FMH recognizes its top-ranking agencies each year through the President's Club and Statesman Awards. Join us in congratulating these agencies!

**See those recognized on page 6.**





## DECEMBER 2022

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### FMH National Agent Summit Offers Valuable Insights

FMH hosted its second National Agent Summit in Kansas City, MO this November. The premier event offered sales and growth education, FMH product and solution strategy discussions, and networking with fellow agents and FMH staff.

**Read about the highlights on page 4.**

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### FMH Home Office Renovation

FMH has been remodeling areas of its West Des Moines office since June to add more collaborative working spaces for Department and Division Heads and the Human Resources team. With construction nearly complete, see how it's turned out.

**View remodeled spaces on page 5.**



**Farmers Mutual Hail**  
Insurance Company of Iowa



## ASK THE **INSURANCE SPECIALIST**

Based on an agent suggestion from our Cloud newsletter survey this fall, we polled members of FMH's Underwriting team to find out the most common questions they've received this season. Find their answers and expert tips to help you tackle your daily tasks.

### **Application and Reporting Deadlines - Dawn P. + Janice F.**

**Q:** What are the keying deadlines for applications and production and acreage reporting?

**A:** Application and Change Forms are required to be submitted to FMH 15 days after the Sales Closing Date.

Production is required to be submitted 25 days after the Production Reporting Deadline. Acreage reports are generally required to be submitted within 35 days after the Acreage Reporting Deadline, but this can vary based on the Addendum Contract an agent has.

### **Approved Yield Calculations - Jen V.**

**Q:** Why is approved yield not calculating after I enter 2022 production?

**A:** The APH sign date needs to be added on the Application tab or there's an incorrect record type in the APH database. For example, if it is a Zero Acre unit and the record is marked with an "A" instead of an "Z", the approved yield won't calculate.

### **Billing - Diane M.**

**Q:** Where do I find the premium amount due on the Entity screen instead of looking through each policy?

**A:** There are two ways to get to the Entity screen: via the Policy Management tab by searching for the entity or by using the View Insured button on the Application tab. Once in the Entity screen, click on the Account Balance tab.

### **Default Reinsurance Year - Wendi T. + Jen V.**

**Q:** How do I change my default settings in the FMH Agent Center to the new Reinsurance Year?

**A:** Change your default settings in FMHA by navigating to Agency Management > Preferences > Set Preferences, then selecting your preferred Reinsurance Year.

### **Product Keying Deadlines - Janice F.**

**Q:** What is the keying deadline for RAMP, ECO+™/SCO+™, Production Plan, and Replant Premier coverage?

**A:** Product keying deadlines vary by state, so it's best to check these in the specific product Underwriting Guide.

### **Unit Qualifications - Rachelle A.**

**Q:** What are agents required to report when an insured doesn't qualify for the enterprise election made at Sales Close like EUEU or EUBU?

**A:** Agents should work with the insured prior to the Acreage Reporting Date to determine what Enterprise option they want in the event they don't qualify for their initial election (EU, EI, EC, ET).

Specify the Enterprise election on the signed acreage report as documentation. For example, if the policy is EI, EUEU, and they only planted one section of the irrigated corn crop — the acreage report should include their override election option "EI: EU NIRR /BU IRR Corn."

**Have a policy, product, or other how-to question you need answered? Contact your Insurance Specialist or visit the [FMH Online Help site](#) for detailed guides and videos.**





## 2022 AAC MEETING FOCUSES ON STRATEGY

FMH held its 2022 Agent Advisory Council meeting just before the National Agent Summit this November. Created in 2010, the AAC provides a way for FMH to obtain critical feedback from its agents on key strategies and initiatives. Twelve new AAC members were welcomed to the Council in addition to the eleven already appointed.

“

We were delighted to welcome our new AAC members at this year's meeting. Having a variety of agent perspectives is critical to our strategic planning and the overall success of the Council.

*-Dave DeCapp, SVP Marketing*

”

FMH sales and marketing team members reviewed product changes for 2023 and the new FMH Risk Analyzer Tool. The council was also introduced to new Chief Brokerage Officer Brent Walker and held conversations on how FMH can best serve its agents to further develop the FMH brand.

## FMH NATIONAL AGENT SUMMIT OFFERS VALUABLE INSIGHTS

FMH hosted its second National Agent Summit in Kansas City, MO this November with nearly 150 agents in attendance. The premier event offered agents sales and growth education, FMH product and solution strategy discussions, and networking with fellow agents and FMH staff.

“FMH continues to grow and that is largely due to the partnerships we have developed with our agents,” said Kevin Johnson, Senior Vice President – Sales. “The 2022 National Agent Summit was the best one yet, and I believe FMH has never been in a better place when it comes to products, systems, and services.”

Over the three-day conference, attendees heard from six inspirational keynote speakers, including former NFL quarterback Trent Green and ag media voice Jim Wiesemeyer.

Keynote speaker and ag consultant Dr. Steve Johnson kicked off the event with an outlook on the farm economy and farmer concerns. Curious Plot Executive Vice President David Parker spoke on selling techniques for guiding customers through an uncertain future.

During the second day, attendees gained an inside perspective on the federal crop insurance program. The special panel interview with FCIC board members included Scott Silveus, Ken Selzer, and Pat Swanson. Dr. Scott Downey also shared his insights on farmer buying behavior and decision-making around risk management. Executive coach and author Ryan Leak then gave a blueprint for success by anticipating potential failures and better managing them.

Breakout sessions featured updates from FMH experts on selling strategies, the ins and outs of Precision Solutions, agency marketing support, leveraging crop insurance for grain marketing, and FMH's new Risk Analyzer Tool.

The last day of the summit wrapped up with words from CIRB Consultant Tara Smith on post-election impacts to crop insurance and forecasted 2024 political changes from Jim Wiesemeyer. Throughout the summit, attendees learned about the latest FMH technology and services in the Direct Connect Experience Zone with live demos from FMH experts.

One attendee remarked, “Really nice job! Great mix of motivational and learning opportunities. I am a 26-year veteran and was joined by two brand new producers. We all found it valuable!”

Johnson added, “The National Agent Summit allowed FMH to connect with our agents and continue to strengthen the partnership. Being the industry leader in precision and an innovator on products and enhancing systems, it was a great way to kick off 2023.”





## FMH HOME OFFICE RENOVATION NEARS COMPLETION

Earlier this year, FMH management and the Board of Directors determined a need for more collaborative working spaces at the Home Office in West Des Moines, IA. To address these needs, FMH has been remodeling areas of its office since this June. Construction is now nearly complete.

Additional office space and a more private collaborative working area for Department and Division Heads have been added, in addition to upgraded meeting spaces for staff and visitors, and a more confidential working area for FMH's Human Resources team.

Visiting agents and vendors will experience the new, more formal reception area, in addition to an informal meeting space and kitchenette area called the Hub. The space also includes a new executive boardroom.







## 2022 FMH PRESIDENT'S CLUB

Farmers Mutual Hail is successful each year because of our dedicated agents. The agencies below were especially instrumental in our growth this year. They are the top-ranking agencies in MPCl premium, Crop Hail premium, and Property and Casualty premium and receive a plaque with their rank(s) for each year they attain membership in the President's Club.

Thank you and congratulations to these agencies!

### TOP 50 MPCl

- |                                                  |                                                  |
|--------------------------------------------------|--------------------------------------------------|
| 1. Silveus Insurance Group, Inc. (IN)            | 26. Rams, Inc. (IA)                              |
| 2. Minn-Iowa Crop Insurance Services, Inc. (MN)* | 27. Ag One Agency, Inc. – Central Office (IN)    |
| 3. Ohio Valley Insurance, LLC (KY)*              | 28. FCS Financial, ACA (MO)                      |
| 4. LB Insurance, Inc. (SD)                       | 29. South Georgia Ag Insurance Agency, Inc. (GA) |
| 5. Compeer Financial (WI)                        | 30. Midwest Agency, LLP (NE)                     |
| 6. Pro Ag Systems, Inc. (ND)                     | 31. Strategic Farm Solutions, LLC (KS)           |
| 7. Van Poppel Insurance (TX)                     | 32. Community Insurance Group (NE)               |
| 8. Southern Farmers Crop Insurance, Inc. (AR)    | 33. Premier Crop Insurance, LLC (OH)             |
| 9. Williamson Insurance Agency (OH)              | 34. Donoho Insurance Agency, Inc. (IL)*          |
| 10. Kelley Crop Insurance (GA)                   | 35. Corner Post Crop, LLC (KS)*                  |
| 11. Millard Management, LLC (KS)                 | 36. Fernholz Crop Insurance Agency, LLC (MN)     |
| 12. Weller & Associates, Inc. (VA)*              | 37. Central States Agency, LLC (IA)              |
| 13. Central Crop Insurance, LLC (MO)*            | 38. Great Plains Crop Services, LLC (NE)         |
| 14. McMillan Crop Insurance, Inc. (TX)           | 49. Hometown Insurance Agency of Dimmitt (TX)    |
| 15. Wathen Insurance (IN)                        | 40. Crop Agassiz, LLP (MN)                       |
| 16. Agriserv Inc. (IA)                           | 41. MNB Insurance Services, Inc. (NE)            |
| 17. Mtn W Insurance & Financial Services (CO)    | 42. Cole & Short Agency, LLP (TN)                |
| 18. Hub International Mtn States Limited (ID)*   | 43. Choice Financial Insurance (ND)*             |
| 19. Agri-Risk Solutions (SD)*                    | 44. Ryan Crop Insurance Services, Inc. (NE)      |
| 20. Mason City All Risk Insurance, Inc. (IA)     | 45. Strategic Farm Marketing, Inc. (IL)          |
| 21. Wingfield Crop Insurance Services, LLC (OH)* | 46. FUI of North Dakota (ND)                     |
| 22. Insurance Smart, Inc. (KS)                   | 47. Rice Growers Insurance Agency (AR)           |
| 23. FBN Insurance, LLC (SD)                      | 48. Merritt Hall Enterprises, Inc. (IN)*         |
| 24. Town & Country Insurance (IA)*               | 49. Peterson Crop Insurance, LLC (IN)            |
| 25. Smith Insurance LLC - Lamont (IA)*           | 50. Iron Gates Insurance Group, LLC (KS)         |

## TOP 50 PRIVATE PRODUCTS

- |                                                    |                                                   |
|----------------------------------------------------|---------------------------------------------------|
| 1. Silveus Insurance Group, Inc. (IN)              | 26. CIS-Crop Insurance Specialists, Inc. (IN)     |
| 2. Minn-Iowa Crop Insurance Services, Inc. (MN)*   | 27. Farm Credit Southeast Missouri, FLCA (MO)     |
| 3. Compeer Financial (WI)                          | 28. Central Crop Insurance Services, Inc. (MO)*   |
| 4. Southern Farmers Crop Insurance, Inc. (AR)      | 29. AgEdge Insurance, LLC (NE)                    |
| 5. Hub International Mountain States Limited (ID)* | 30. Cornerstone Insurance Group (NE)              |
| 6. Noahs Crop Insurance, Inc. (MN)                 | 31. Edgewater Insurance (NE)                      |
| 7. Central States Agency, LLC (IA)                 | 32. Great Plains Crop Services, LLC (NE)          |
| 8. Insurance Smart, Inc. (KS)                      | 33. LB Insurance, Inc. (SD)                       |
| 9. McNair Agency, Inc. (NE)                        | 34. C & H Insurance Services, LLC (MO)            |
| 10. Ryan Crop Insurance Services, Inc. (NE)        | 35. Noah Insurance, Inc. (MN)                     |
| 11. FNIC Bertrand (NE)                             | 36. Rams, Inc. (IA)                               |
| 12. Williamson Insurance Agency (OH)               | 37. Ohio Valley Insurance, LLC (KY)*              |
| 13. Peterson Crop Insurance, LLC (IN)              | 38. Jaspersen Insurance & Real Estate Ltd. (IA)   |
| 14. Hometown Insurance Agency of Dimmitt (TX)      | 39. Lawrence Crop Insurance (IL)                  |
| 15. Millard Management, LLC (KS)                   | 40. Choice Financial Insurance (ND)*              |
| 16. Midwest Agency, LLP (NE)                       | 41. Kozlowski Insurance & Financial Services (MN) |
| 17. Agri-Risk Solutions (SD)*                      | 42. Pro Ag Systems, Inc. (ND)                     |
| 18. Vine Vest Partners, LLC (WI)                   | 43. Community Insurance Group (NE)                |
| 19. Merritt Hall Enterprises, Inc. (IN)*           | 44. Eden Agency Inc. (NE)*                        |
| 20. Wathen Insurance (IN)                          | 45. Bank Midwest Insurance Services (IA)          |
| 21. PFS Insurance Group, LLC (CO)                  | 46. Farm Credit Mid-South FLCA (AR)               |
| 22. Plummer Insurance, Inc. (NE)                   | 47. Northern Ag, Inc. (MN)                        |
| 23. Johnson Agency, Inc. (IL)                      | 48. Strategic Farm Marketing, Inc. (IL)           |
| 24. Fernholz Crop Insurance Agency, LLC (MN)       | 49. The Austin Company (NE)                       |
| 25. Donnelly Agency, Inc. (MN)                     | 50. Julie A. Pierce (OK)                          |

## TOP 15 P&C

- |                                      |                                             |
|--------------------------------------|---------------------------------------------|
| 1. Farmers Union Agency, Inc.        | 9. CIS – Crop Insurance Specialists         |
| 2. Midwest Regional Agency           | 10. Ohio Valley Insurance                   |
| 3. Community Insurance of Iowa       | 11. Friday Insurance Agency                 |
| 4. Neighbor Insurance Services, Inc. | 12. Shomo-Madsen Insurance                  |
| 5. Town & Country Insurance          | 13. Jensen Agency, Inc.                     |
| 6. Brocker, Karns & Karns, Inc.      | 14. Jaspersen Insurance & Real Estate, Ltd. |
| 7. Town & Country Insurance Agency   | 15. Miltner Insurance Services              |
| 8. Juffer, Inc.                      |                                             |

*\*Agency is a member of the FMH Agent Advisory Council*

*Please note some top agencies are unlisted per request.*

# 2022

# FMH STATESMAN AWARDS

## Agent Recognition Awards

### Arkansas

1. Southern Farmers Crop Insurance, Inc.
2. Rice Growers Insurance Agency
3. Ferguson Crop Insurance of Arkansas, Inc.
4. Farm Credit Midsouth FLCA
5. Farmers Choice Crop Insurance
6. FCS - AgHeritage FCS, FLCA
7. Agricultural Specialists
8. Ferguson Crop Insurance, Inc. - McGehee

### California

1. Monte Johnson Insurance Services, Inc.

### Colorado

1. Mountain West Insurance & Financial Services
2. PFS Insurance Group, LLC
3. Cultivated Ag Management, Ltd.
4. Yuma County Abstract Company
5. Gordon Insurance Agency, Inc.

### Georgia

1. Kelley Crop Insurance
2. South Georgia Ag Insurance Agency, Inc.
3. Langley Crop Insurance, LLC

### Idaho

1. Hub International Mountain States Limited\*
2. MSIG Ag, Inc.

### Illinois

1. Donoho Insurance Agency, Inc.\*
2. Strategic Farm Marketing, Inc.
3. Johnson Agency, Inc.
4. Illinois Crop Insurance
5. Ed Weiler Insurance
6. Hanford Insurance Agency, Inc.

7. G. John Roundcount
8. Rooster Ag' Federal Crop Insurance
9. Harvest Risk Management
10. Trustbanc Insurance Services
11. Arie Insurance Agency, LLC
12. Donoho Insurance Group, LLC
13. Cox Crop Services, Inc.
14. Reznicek Insurance Agency, Inc.
15. Huschitt Enterprise, Inc.
16. Ferguson Insurance - CIAG
17. Hugh F. Miller Insurance Agency, Inc.
18. Steward & Associates, Inc.
19. William J. Wiewel
20. AgPerspective, Inc.

### Indiana

1. Silveus Insurance Group, Inc.
2. Wathen Insurance
3. Ag One Agency, Inc. - Central Office
4. Peterson Crop Insurance, LLC
5. Merritt Hall Enterprises, Inc.\*
6. CIS-Crop Insurance Specialists, Inc.
7. Agrisource, Inc.
8. Heuring Crop Insurance, Inc.
9. Dick Sims Agency, Inc.
10. Fleece Insurance, Inc.
11. Hoosier Associates, Inc.
12. Wabash River Valley Crop Insurance, LLC
13. Gick Agency, LLC - Martin Gick
14. Silveus Southeast - Woods
15. Thorne Insurance
16. Les Gerber Insurance Agency, Inc.
17. Thorne Insurance

### Iowa

1. Agriserv, Inc.
2. Mason City All Risk Insurance, Inc.
3. Town & Country Insurance\*
4. Rams Inc.
5. Central States Agency, LLC

6. Smith Insurance, LLC - Lamont\*
7. Brocker, Karns & Karns, Inc.
8. Silver Creek Insurance
9. Bob Johnson Agency, Inc.
10. Agri Business Insurance, LLC
11. Lee Agency, Inc.
12. Mid Continent Insurance Consultants
13. Son Risk Management
14. Agri Vantage, LLC
15. Bank Midwest Insurance Services
16. Matthews Insurance Consultants
17. Jaspersen Insurance & Real Estate, Ltd.
18. Midwest Market Management, Inc.
19. Insurance Services Inc. - Wayne Hansen
20. Witt Insurance Services, LLC

### Kansas

1. Millard Management, LLC
2. Insurance Smart, Inc.
3. Corner Post Crop, LLC\*
4. Strategic Farm Solutions, LLC
5. Iron Gates Insurance Group, LLC\*
6. Terra Financial, Inc.
7. 2K Crop Co
8. The Agency, Inc.
9. Ag Risk Solutions, Inc.
10. Ag 1st Insurance Agency, LLC
11. Southwind Crop Insurance
12. Tweed Agency, LLC
13. Iron Insurance Partners, LLC
14. Berkley Agency
15. Midwest Ag Professionals, Inc.
16. Doll-Steimel Agri Management Agency
17. Decatur County Title & Abstract
18. Southwest Ag Insurance
19. Cushing Insurance Agency, Inc.
20. Cropworks, LLC



## Kentucky

1. Ohio Valley Insurance, LLC – Ham\*
2. Storm Insurance, LLC

## Louisiana

1. Acadiana Risk Management

## Michigan

1. Michael Sahr Crop Insurance Agency, LLC
2. Michigan Ag Agency, Inc.

## Minnesota

1. Minn-Iowa Crop Insurance Services, Inc.\*
2. Fernholz Crop Insurance Agency, LLC
3. Noah's Crop Insurance, Inc.
4. Crop Agassiz, LLP
5. Kozlowski Insurance & Finance Services
6. Donnelly Agency, Inc.
7. Midwest Agri-Insurance, Inc.
8. Keith L. Scott Agency
9. Huebner Insurance Agency
10. David Larson Financial and Insurance Services
11. Midwest Agency
12. Helena Crop Insurance Agency, LLC
13. Northwest Insurance Services
14. Wendell Pioneer Insurance
15. Productive Ag Services, LLC
16. Granite Rock Insurance Agency, LLC
17. Frontline Ag Risk Management
18. Noah Insurance, Inc.
19. Northern Ag, Inc.
20. Barnick Agency, LLC

## Missouri

1. Central Crop Insurance, LLC\*
2. FCS Financial, ACA
3. Farm Credit Southeast Missouri, FLCA
4. Farm First Crop Insurance, LLC
5. Hometown Crop Solutions, LLC
6. MO Farm Bureau Insurance Brokerage, Inc.
7. C & H Insurance Services, LLC
8. Farm Insurance Solutions, LLC
9. Goldinger Insurance Services, Inc.
10. Advantage Crop Insurance Agency, LLC
11. White and Associates Insurance Agency, Inc.
12. Oswald Crow Agency
13. Integrated Crop Solutions, LLC

## Mississippi

1. Dunn Crop Insurance, Inc.
2. Farmers First Crop Protection, LLC
3. Sanders Crop Insurance Agency, Inc.
4. Delta Insurance Agency, Inc.\*

## Nebraska

1. Midwest Agency, LLP
2. Ryan Crop Insurance Services, Inc.
3. Community Insurance Group
4. Great Plains Crop Services, LLC
5. MNB Insurance Services, Inc.
6. Plummer Insurance, Inc.
7. FNIC Bertrand
8. Eden Agency, Inc.\*
9. Edgewater Insurance
10. McNair Agency, Inc.
11. Cornerstone Insurance Group
12. Tab Financial Services, Inc.
13. The Austin Company
14. AgEdge Insurance, LLC
15. Central Plains Insurance Agency, LLC
16. Lauritsen Insurance Agency
17. Stonegate Insurance, Inc.
18. A Plus Insurance Services – Sidney
19. McConville Agency, LLC
20. ACI Agency, Inc.

## North Carolina

1. Stuart Surles Insurance

## North Dakota

1. Pro Ag Systems, Inc.
2. Choice Financial Insurance\*
3. FUI of North Dakota
4. Miller Insurance, Inc.
5. AgCountry Farm Credit Services FLCA
6. TCI Insurance
7. Bowerman Insurance Agency, Inc.
8. Kumm Insurance Agency
9. Ag Insurance Services of Fargo, Inc.
10. Sheldon Crop Insurance Agency
11. Bjorn Crop Insurance Agency, Inc.
12. Timian-Friedt Insurance
13. Taylor Bosch Enterprises, LLC

## New York

1. Farm & Country Insurance

## Ohio

1. Williamson Insurance Agency
2. Wingfield Crop Insurance Service, LLC\*
3. Premier Crop Insurance, LLC
4. Koepke Insurance, LLC
5. Vallery-Dorn Insurance Agency

6. Padua Crop Protection Insurance, LLC
7. Schiefer Insurance Services, LLC
8. Mike Stacy Insurance

## Oklahoma

1. High Plains Insurance Agency, Inc.

## Pennsylvania

1. Bernard C. Morrissey Insurance, Inc.

## South Carolina

1. McCormick Crop Insurance, LLC

## South Dakota

1. LB Insurance, Inc.
2. Agri-Risk Solutions\*
3. FBN Insurance, LLC
4. American Bank & Trust
5. Juffer, Inc.
6. Prime Risk Management, LLC
7. Troske-Vogel Agency, Inc.
8. Statewide Ag Insurance
9. Prairie States Service Center, Inc.
10. Kent D. Clarke Insurance, Inc.
11. Midwest Insurance Services, LLC
12. Crop 1, LLC
13. Roelofsen Crop Insurance, Inc.
14. Krohmer Agency, Inc.
15. Farmers Union Insurance Agency
16. Hasche Insurance, Inc.
17. Progressive Marketing Strategies
18. Crop Insurance Specialists
19. Maxwell & Bowar Agency, Inc.
20. Glanzner Insurance Agency, LLC

## Tennessee

1. Cole & Short Agency, LLP

## Texas

1. Van Poppel Insurance
2. McMillan Crop Insurance, Inc.
3. Hometown Insurance Agency of Dimmitt
4. Buchanan Insurance Agency

## Virginia

1. Weller & Associates, Inc.\*

## Wisconsin

1. Compeer Financial
2. Vine Vest Partners, LLC\*
3. Vine Vest, LLC
4. American Family Brokerage, Inc.
5. Vine Vest North, Inc.
6. Homeland Insurance Agency, LLC

*\*Agency is a member of the FMH Agent Advisory Council*

## SPRING UPDATE TRAINING SESSIONS

Hear the latest 2023 product and policy changes and potentially earn continuing education credit during our Spring Update Training sessions. With the option to sign up for an in-person or online session, there's no reason not to!

**In-person sessions are being held now – register today at [fmh.com/training](https://fmh.com/training)!**

SCAN TO  
REGISTER



## IN-DEPTH PRECISION TECH TUESDAY SERIES

Looking for more in-depth Precision Solutions training? Our new, five-part webinar series - Setting Yourself Up for Success – offers learning sessions for new and existing precision agents alike. Find the best way to create Farm and Fields or navigate precision-related reports during these half-hour sessions starting this January.

**Register today at [FMH.com/training](https://FMH.com/training)!**

SCAN TO  
REGISTER



## SOUTH DAKOTA AGENT WINS PRECISION AWARD

FMH agent Shelly Pfisterer, with Agri-Risk Solutions in Rapid City, SD, was recently named a Top Precision Farming Solutions Provider for 2022 by Agri Business Review. The award recognizes companies at the forefront of providing precision farming solutions to their customers and impacting the marketplace. Agri-Risk Solutions was one of only ten companies selected for the award.

Shelly has partnered with FMH to offer Precision Crop Insurance Solutions™ to her customers for many years.

**Farmers Mutual Hail congratulates Shelly on her achievement!**

“Collecting good data, for us, goes far beyond just offering crop insurance policies and managing risks. Our solutions take the guessing game out of what costs a client should cover.”

**-Shelly Pfisterer**





# PEOPLE IN THE NEWS

## Promotions, Transfers, and New Hires

### OFFICER ANNOUNCEMENTS



#### AARON RUTLEDGE

##### PROMOTED TO EXECUTIVE VICE PRESIDENT & COO

**Aaron Rutledge**, Senior Vice President – Claims, has been promoted to Executive Vice President & Chief Operating Officer, effective January 1, 2023. Aaron succeeds Shannon Rutledge, who was promoted to President & Chief Executive Officer last year.

Aaron joined FMH in 2002 as a Claims Analyst and worked as a Field Supervisor in IA, IL, and MO for nine years. He has worked in the P&C department and held the position of Assistant Vice President and Compliance Manager in the Legal department during his time at the company. He was appointed to the FMH Board of Directors in 2013.

Farmers Mutual Hail congratulates Aaron on his promotion!



**Ryan Benes** has been promoted to Asst. Vice President – Regional Sales Manager.



**Jim Wilson** has been promoted to Vice President – Claims.



**Spencer Rolsten** has been promoted to Full-time Crop Adjuster.



**Luke Boord** has been promoted to District Sales Manager.



**Brent Paulsen** has been hired as Compliance Field Specialist II.



**Tony Carnahan** has been promoted to Field Claims Supervisor.



**Zachery Sage** has been hired as Field Claims Supervisor.

### IN MEMORY OF BURDELLE KNUDSEN

We regret to inform you of the passing of former FMH adjuster Burdelle Knudsen on December 1, 2022, at the age of 74. Burdelle and his wife, Darnelle, were fourth-generation family farmers near Ida Grove, IA. Knudsen was an FMH adjuster for 23 years and became an agent in 1995. Our thoughts and prayers are with his family and friends.

## JULIE WILSON ELECTED TO INDUSTRY BOARDS

Julie Wilson, Assistant Vice President – Meeting & Events, was elected to the 2023 Financial & Insurance Conference Professionals (FICP) Board of Directors during the organization's recent Annual Business Meeting. She and other new board members were elected by their peers and will serve a three-year term.

Julie is also joining the Maritz Global Events Client Advisory Board in January 2023. Board members are actively engaged in the events industry and can guide the future of Maritz Global Events. FMH's Meetings & Events department partners with Maritz on events like the National Agent Summit.

**Farmers Mutual Hail congratulates Julie on her achievement!**



## WILLIE JONES RECEIVES AWARD FROM FARMERS UNION AGENCY

Willie Jones, Assistant Vice President – P&C Sales, recently received the WOW Warrior Award from Minnesota Farmers Union Insurance Agency (FUIA). Willie has worked with FUIA since 2013 to develop a strong business partnership with FMH.

The recipient of the WOW Warrior Award is determined through agent feedback, according to FUIA's Andrew Hickey. "We run a poll throughout our agency that our agents get to vote on to recognize individuals who work with our carriers that go above and beyond to provide a high level of service," he said.

Willie's high level of service and commitment has been recognized in the past, as he also won the Company Rep of the Year Award from FUIA in 2019.

**Farmers Mutual Hail congratulates Willie on his achievement!**





**Farmers Mutual Hail**  
Insurance Company of Iowa  
6785 Westown Parkway | West Des Moines, Iowa 50266



## MAXIMIZE YOUR ADVERTISING INVESTMENT

Our newly revamped FMH Co-op Advertising Program for 2023 helps boost your ad dollars and provides support to market your agency!

- Provides 50% of ad costs up to yearly allotment
- Higher reimbursement amounts per premium tier level
- Now includes more qualifying ad types
- New co-op qualifications include MPC1 and reimbursement as compensation

For more details, visit the FMH Agent Center and navigate to **Tools & Resources > Marketing > NEW Co-Op Advertising Program 2023**.

SCAN TO  
LEARN MORE



## TheCloud

The Cloud is published six times annually for the agents, adjusters, associates, employees, and retirees of Farmers Mutual Hail Insurance Company of Iowa.

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