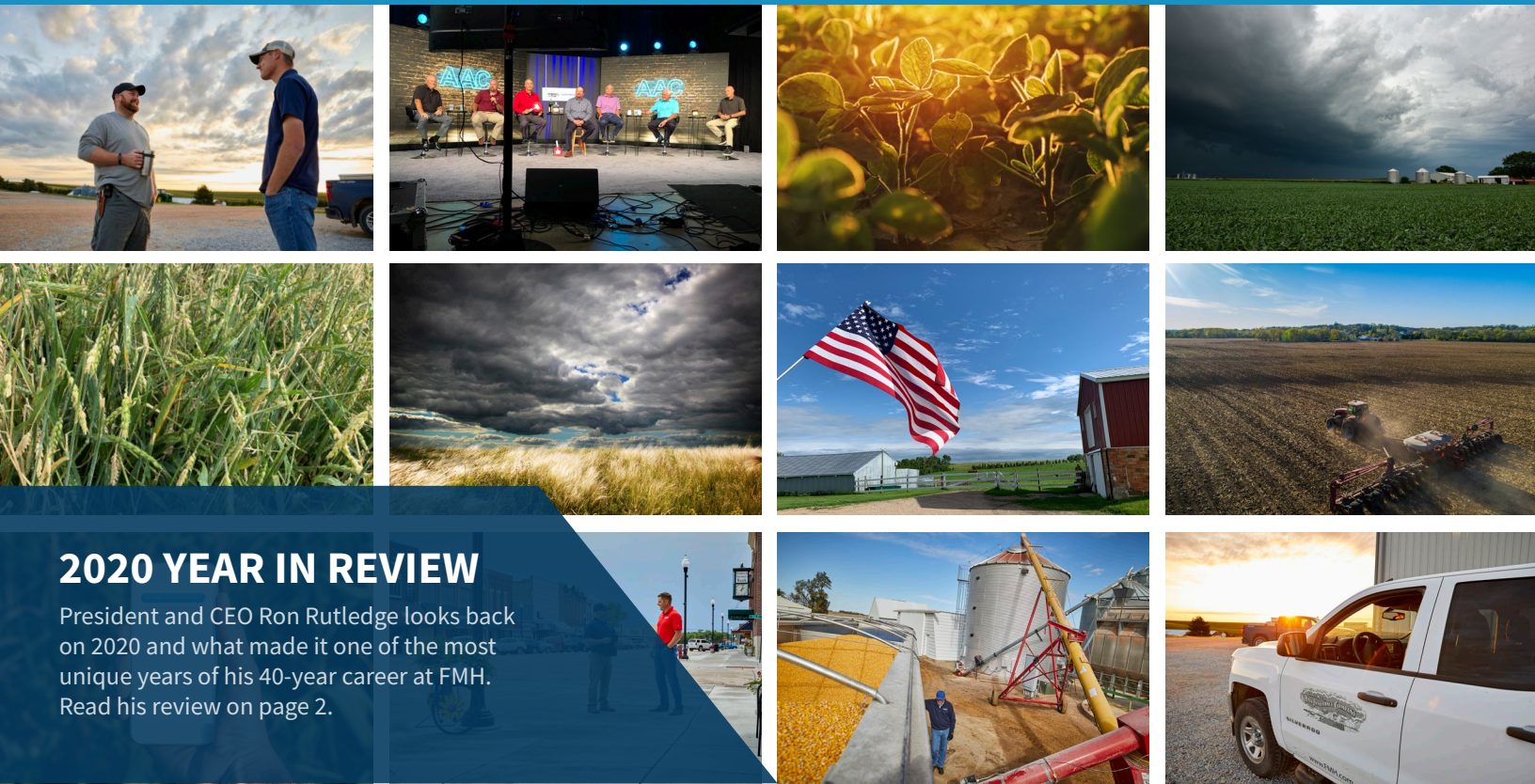


TheCloud

www.fmh.com



Farmers Mutual Hail
Insurance Company of Iowa



2020 YEAR IN REVIEW

President and CEO Ron Rutledge looks back on 2020 and what made it one of the most unique years of his 40-year career at FMH. Read his review on page 2.

“While 2020 was a little tough financially, operationally we were outstanding. Our claims settlement and customer service has been world class!”

-Ron Rutledge
President & CEO

NEWSLETTER HIGHLIGHTS :

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PRECISION DATA CUTS TIME FOR APH REVIEW

“I recently completed a \$200,000 APH review for a 10,000-acre corn farmer using his precision planting records in the system from the previous year. Because the precision records matched what was reported, the review process took one hour,” said David Lass, FMH Compliance Field Specialist. Read his story on page 6.

[illegible]

with FMH President & CEO Ron Rutledge

the ensuing riots brought racial inequity to the forefront and Black Lives Matter became a rallying cry that made us all more cognizant of the need for change.

In the microcosm of insurance, August expanded our vocabulary. 'Derecho' was an unfamiliar term, but the derecho on August 10 is etched into our memories forever and was the equivalent of a hurricane rolling across Iowa with winds as high as 140 mph. It has been pegged as a 1-in-3,500-year event. The aftermath left a degree of damage few had seen before.

And remember: 2020 was a leap year with an extra day to enjoy.

The rest of the year was spent dealing with the fallout from all those things. At FMH our focus was, like always, taking care of our customers. On the crop side, we did things a little differently than a lot of our competitors – we went by the rules and paid our claims on the barrelhead. We could have gone down the easy path like some, but instead we did things right and our customers will be the beneficiaries of that for years to come.

The derecho lasted about 14 hours, and our year was defined by about five or six of them. Of course, there were hailstorms and other events like California going up in smoke with wildfires, and more hurricanes than we had names for, but the derecho is the one that really mattered. It tagged our Reinsurance Department especially hard with two of our county mutual clients being at ground zero during the storm. Our P&C Department got banged up pretty hard too with plenty of damaged buildings and roofs ripped off.

We had our fair share of crop losses too, but with a nationwide footprint, we absorbed it as well as you could hope to absorb a storm of that magnitude. Not that the crop business was profitable, but it fared much better than the previously mentioned departments.

Ironically, COVID actually saved us some money, mainly in travel and office expense. We very quickly learned how to do a lot of things virtually, and while I know everyone is yearning to get back to normal, face-to-face encounters, there is no doubt we will leverage what we learned and will do some things differently going forward. It hardly seems adequate to just say 'thank you' to our team for being so nimble and flexible, and for doing an outstanding job in what everybody seems to want to call these 'uncertain' times. Are there times that ARE certain?

“ At FMH our focus was, like always, taking care of our customers. On the crop side, we did things a little differently than a lot of our competitors – we went by the rules and paid our claims on the barrelhead. Our customers will be the beneficiaries of that for years to come.

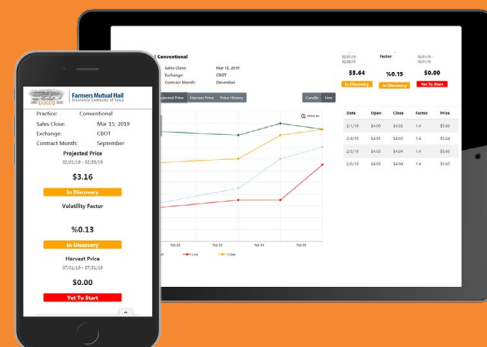
- Ron Rutledge, President & CEO



While 2020 was a little tough financially, operationally we were outstanding. Our claims settlement and customer service has been world class, and I'm thrilled with the job everybody did this year. COVID be damned, the team did great! Thanks to everybody for a job well done in some pretty challenging times!

As I begin my 40th year at FMH, I look back at my time here and while every year has its own unique story, 2020 was undoubtedly the most unique of all. While I will still be around as Chairman of the Board, I will be retiring from my day-to-day job as President and CEO at the end of this year. I sure hope the story for 2021 is really, really boring.

It has been a truly awesome and amazing journey over the last 40 years, and the team I've had the pleasure to work with has been simply stellar – what a great group of people FMH has! I hope I will continue to connect with all the folks I've worked with along the way and who have made this journey so rewarding. Best wishes for a successful 2021, and thanks to all of you for your friendship and support over the years!



FOLLOW CROP PRICES WITH THE **FMH PRICE DISCOVERY TOOL**

February is when projected prices are established for corn, soybeans, and cotton in many areas. Track daily prices throughout the discovery period with the FMH Price Discovery Tool as this year's projected prices are being calculated.

> **Use on Desktop or Mobile Devices**

This tool adapts to your browser screen size so you can use it at the office or while you're on the go, and still easily view all the necessary information.

> **Data is Direct from RMA**

The tool links directly to RMA data, so the information updates as soon as RMA makes changes.

> **Simple and Easy to Use**

Designed with speed in mind, this tool has simple filter options and easy-to-read charts to access the information you need quickly.

Share this tool with your customers or use for yourself during the price discovery period.





MAPPING REDESIGN LAUNCHED TO AGENTS

FMH is proud to announce the launch of its Mapping Redesign this February to crop agents. Agents are encouraged to log into the FMH Agent Center to check out the exciting new mapping system changes.

The redesigned mapping system offers agents an improved online experience with greater efficiency for acreage and production reporting, map-based reports, and other frequently accessed mapping functions.

“We’re really excited to bring these enhancements to agents. The updated design and navigation will make it easier for agents who are new to the mapping system to use and create map-based reports. Going from the policy center to the mapping system now feels more seamless.

-Tracy Klever, AVP Marketing Services



What’s New?

- Simplified steps with connected mapping and policy systems
- Utilization of accurate data straight from the policy system
- Newly designed, modern look and feel
- Unit-based navigation

After the initial release, the mapping system will continue to evolve with additional features.

How Can I Learn More?

Agents can sign up for training webinars on the Mapping Redesign by visiting fmh.com/training.

A new resource page, including a highlight video and FAQs, has also been added to the FMH Agent Center under Tools & Resources.

Questions?

If you have questions about how to access, navigate, or use new features in the mapping system, please contact your insurance specialist.

2021 INDUSTRY ASSOCIATION COMMITTEE MEMBERS

FMH Thanks These Individuals for Their Contributions to the Industry

We are very proud to have so many FMH employees that volunteer their time for industry committees and associations. We would like to recognize those who are currently serving terms and thank them for their extra time and effort above and beyond their daily responsibilities.

Zach Allsup

Member, NCIS Whole-Farm
RP Working Group

Sheila Backer

Member, NCIS Whole-Farm
RP Working Group

Tucker Boss

Co-Chair, Nebraska NCIS
Crop Hail School

Chris Burkett

Member, NCIS Actuarial &
Statistics Committee

Daren Cunningham

Member, NCIS Gulf States Committee

Dave DeCapp

Board Member, Global
Insurance Accelerator

Member, NCIS Communications
& Outreach Committee

Joel Erickson

Secretary, NCIS North
Dakota Committee

Pat Faga

Board Member and Treasurer,
Iowa Insurance Institute

Board Member and Vice President,
Iowa Insurance Hall of Fame

Julie Garrison

Treasurer, National Association
of Fleet Administrators (NAFA)

Member, International Facility
Management Association (IFMA)

Chad Groen

Co-Chair, NCIS Minnesota
Crop Hail School

Ryan Kramer

Member, NCIS Data Mining
Steering Committee

Grant Krohn

Member, NCIS MPC Policy
Procedure and Loss Adjustment
(PPLA) Committee

Debbie Ladehoff

President, Central Iowa Society of
Human Resource Management (SHRM)

Dennis Mackey

Secretary, NCIS Kansas/Oklahoma
Regional Committee

Scott McEntee

President-Elect, Board
Member, Executive Committee,
Insurance Accounting and
Systems Association (IASA)

Board Member and Mentor,
Global Insurance Accelerator

John Morris

Member, NCIS Gulf States Committee

Jim Polish

Chairperson, Iowa Claims and
Loss Control Committee, Mutual
Insurance Association of Iowa (MIAI)

Member, Illinois Association of
Mutual Insurance Companies
(IAMIC) Education Committee

Ken Ripley

Member, Minnesota Crop Insurance
Conference Planning Committee

Trevor Robins

Member, NCIS Training &
Education Committee

Aaron Rutledge

Member, NCIS Crop Hail
PPLA Committee

Ron Rutledge

Board Member, Executive
Committee, CIRB

Board Member, Board of Directors and
Audit Committee Chairman, NCIS

Board Member, Board of
Directors, NAMIC

Shannon Rutledge

Member, NCIS Program and
Development Committee (PDC)

Robby Shrum

Member, NCIS Gulf States Committee

Marshall Sigsby

Chairman, NCIS Gulf States Committee

Michael Steenson

Chairperson, Colorado/Wyoming
NCIS Regional Committee

Curtis Swain

Member, NCIS Legal Affairs
Advisory Board

Bryant Tjeerdsma

Member, NCIS Underwriting
and Operations Committee

Lance Van Vleet

Member, Securities & Insurance
Licensing Association (SILA)

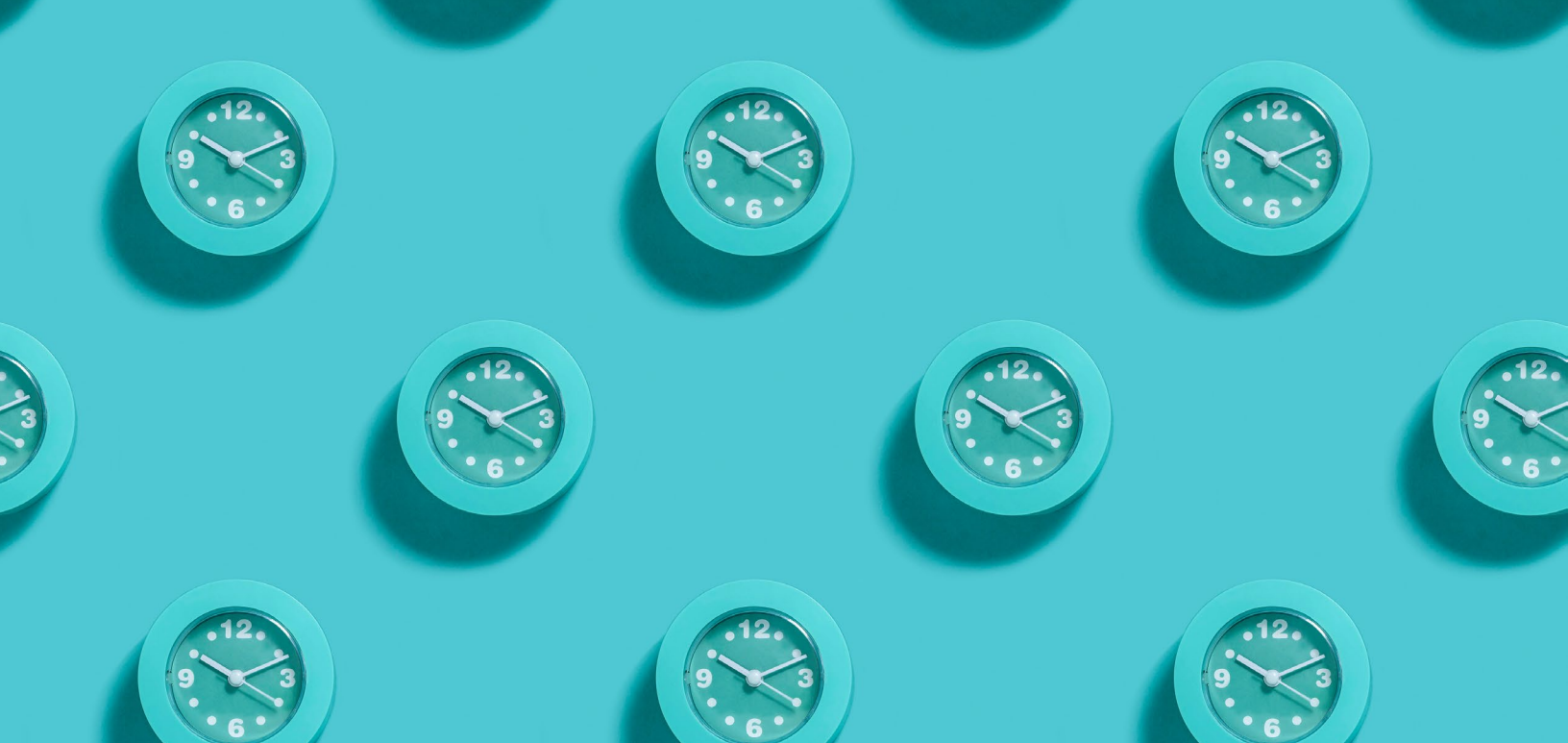
Member, Insurance Carrier
Relations Committee

Amber Vokt

Member, SILA

Renée Walters

Board Member, MIAI



APH REVIEW DONE IN ONE HOUR? IT'S POSSIBLE WITH PRECISION SOLUTIONS

David Lass, FMH Compliance Field Specialist, has been working policy reviews and audits for four years. When he started using FMH Precision Solutions in his process, he immediately started seeing the benefits not only for his own role, but for the insured too.

“With the trend of larger and larger farms, the probability of triggering a \$200,000 APH review becomes more of a possibility,” Lass said. “As a compliance field specialist, I find insureds are comfortable with the accuracy of their current claim. What concerns them most is the possibility of a three-year review of production records.”

Three-year reviews can be triggered for many reasons, including a high-dollar claim, conflict of interest, or other RMA-directed reasons. These reviews involve a compliance field specialist working directly with the policyholder to gather records and confirm that all information aligns with what was reported over the past three years.

Lass explained that the concerns he hears vary but are all tied to time commitments and record keeping. Insureds worry about remembering which loads came from which unit on the assembly sheet, if their load log is available, and if their feed records are in order. On many occasions, insureds ask him if they need to be present for the bin measurements, and how long that might take.

“With FMH Precision Solutions using planting maps, harvest maps, and a calibration report, all these questions and more are answered,” he said. “Each unit is recorded for acres and production with the calibration report to verify accuracy.”

FMH can use a farmer's precision data to simplify multiple crop insurance processes and increase the accuracy of policy records. Plus, the data is entirely electronic, which makes for easy record keeping and storage for the farmer. If an insured is already using precision data for acreage reporting, production reporting, or claims, FMH will likely be able to use that same data for an APH review – and compliance specialists can access it in FMH systems for even more efficiency.

“I recently completed a \$200,000 APH review for a 10,000-acre corn farmer using his precision planting records in the system from the previous year. Because the precision records matched what was reported, the review process took one hour,” he said.

Lass explained that had he used traditional methods and paperwork, this review process would have taken days to complete.

“

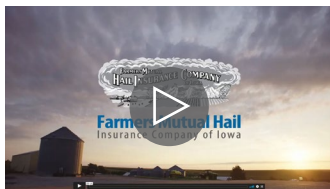
The benefits to the insured were: no bin measurements, no assembly sheets, no load logs, and no feeding records required. Because the records matched, there was nothing for the insured to review or sign. As a bonus, no contact was required with the insured or agent!

-David Lass, Compliance Field Specialist



INTRODUCE CUSTOMERS TO PRECISION SOLUTIONS

FMH Precision Solutions simplify reporting, claims, and APH reviews. Do you have policyholders who might benefit from using Precision Solutions? Start the conversation this spring with these helpful resources:



In Their Words: New Precision Videos Share Farmer Stories

FMH now offers several new precision-focused videos that are great for introducing producers to Precision Solutions and building their awareness of all the benefits this service offers. Find now in the FMHA Resource Center.



Connect with Climate FieldView™ Customers: Rack Card & Postcard

Do you have customers who use FieldView? Use the FMH + FieldView Rack Card or the new FMH + FieldView Postcard to start the conversation about using Precision Solutions to electronically report data with just a few simple clicks. Order now on the FMH Online Store.



Contact Us: Dedicated Precision Staff

Our dedicated team of precision technology specialists can help you identify candidates, get started, and be with you every step of the way. Schedule your one-on-one appointment with your PTS today!



SCAN TO VIEW NEW PRECISION VIDEOS

Scan the QR code with your smartphone's camera to go straight to our webpage to view our new precision videos.

COMPLIANCE REMINDER: RMA REQUIRED FORMS FOR MPCl AGENTS

Remember to complete your required compliance forms for 2020. Go to **fmh.com/compliance** to find the forms you need and to submit them electronically.

AGENCY NON-DISCLOSURE

Deadline: March 26, 2021

Completed by:
Agency owner or officer

INDIVIDUAL NON-DISCLOSURE

Deadline: Must be signed and submitted prior to accessing policyholder information

Completed by:
Any individual who has access to personally identifiable information of MPCl policyholders

CONFLICT OF INTEREST

Deadline: Prior to the earliest acreage reporting date each year

Completed by:
Writing agents, loss adjusters, employees, and affiliates

COVENANT NOT TO SUE

Deadline: Must be signed and submitted to all AIPs represented before any business can be accepted

Completed by:
All MPCl writing agents

CONTROLLED BUSINESS

Deadline: December 29, 2021

Complete the form based on 2020 MPCl business. The form will become available October 2021.

TRAINING TEAM RISES TO VIRTUAL CHALLENGE

Every winter, FMH's training team coordinates and presents in-person classes to hundreds of FMH agents. This year, the team was faced with the challenge of presenting all Spring Update Meetings virtually due to the pandemic.

"Presenting virtually has its pros and cons. One hurdle we had to overcome was ensuring our classes weren't as long as in-person training, as attention spans are shorter during virtual events," explained FMH Training Manager Trevor Robins. "We reduced the class time to three hours from the traditional five hours, and instead of hosting a Crop Hail & Private Products meeting in the afternoon, we have offered an additional one-hour class to cover it."

With this year's changes to the classes, Robins wasn't sure what attendance would look like going into the season. After wrapping up 26 sessions, he was pleased to report that attendance was stellar.

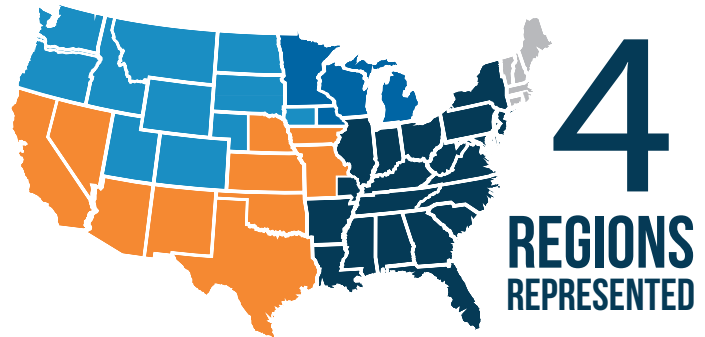
"We had the same number of attendees that we would with in-person events. Agents did a great job adapting to our new format, and our trainers did a great job creating concise presentations that met the needs of each region," added Robins.



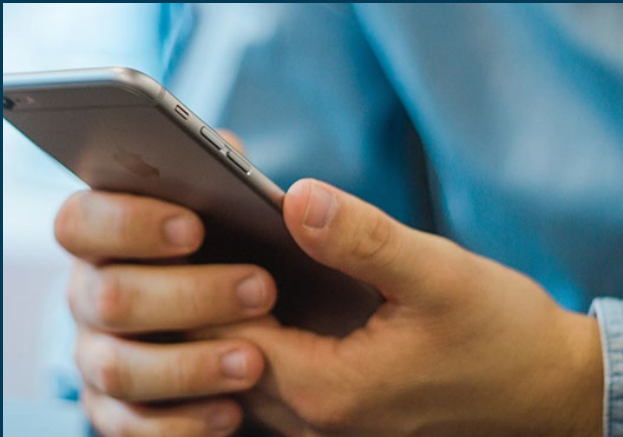
“ Best training I have had with anyone or any company. The sound and slides were all first class. The trainer hit the right topics with the right impact. Thanks for such a good class! ”



OVER 1,800 AGENTS ATTENDED



“ FMH TRAINERS DO AN AMAZING JOB - VERY STRUCTURED AND ORGANIZED TRAINING. THANK YOU! ”



SIGN UP FOR FMH TEXT NOTIFICATIONS

Receive important crop insurance reminders at your fingertips! Sign up for FMH text notifications to receive deadline reminders and major announcements sent right to your mobile device.

TWO WAYS TO SIGN UP

- **Via Web:** Go to www.fmh.com/text-notification-service
- **Via Text:** Text "FMH" to 844-471-1408



SELLING AND QUOTING ECO: TOOLS TO HELP YOU WRITE THIS NEW PRODUCT

As a new federal product on the market, the Enhanced Coverage Option (ECO) offers producers the opportunity to supplement their standard MPCI coverage with higher coverage levels, which is generating a lot of interest this year. FMH is proud to offer this new endorsement along with many tools to support crop agents in selling it.

What Makes ECO Unique?

ECO is an area plan of insurance with higher coverage levels where yields are determined on a county-wide basis. ECO offers top-end coverages up to a 95% level, a level previously offered only with Margin Protection on select crops through the federal program.

The endorsement follows coverage of the underlying plan. With ECO, insureds have the option to select:

- Area loss trigger
- Coverage percentage
- The underlying plan liability at the individual practice or type level

The ECO endorsement is available throughout the FMH footprint for 31 different crops. The sales closing dates for ECO are January 31, February 28, and March 15, depending on the underlying policy.

LEARN: FMH InsureCast

Hear Strategic Account Managers Ryan Benes and Ken Ripley discuss the basics of selling ECO in episode one of FMH's new podcast series located on the FMH Agent Center.

SELL: Product Brochure

Use the brochure to easily discuss coverage information, guidelines, and other product details. The brochure is available to order on the FMH Online Store.

WRITE: Quoting in FMHA

The functionality to quote ECO using Farm or Batch Quote is currently available in the FMH Agent Center along with the ability to add ECO coverage on the MPCI application.

Check out these resources or contact your sales manager for more information on selling ECO.

TRACY RECOGNIZED BY FARMERS UNION AGENCY



Dakota Tracy, FMH District Sales Manager II was recently recognized by Farmers Union

Agency as a WOW Warrior.

Farmers Mutual Hail is proud to see our employees recognized by our agency partners for their knowledge and service. Congratulations, Dakota!

“

“One of Farmers Union Agency’s core values is exemplifying the WOW factor in the way we conduct business, in our company partnerships, and how we strive to provide our customers and agents the best possible service. To that end, we want to extend our gratitude to those who do the same for us,” noted the agency on their LinkedIn page. “Dakota’s knowledge and guidance has been essential to our agents writing perennial Pasture, Rangeland and Forage (PRF) policies for our customers, and we’re grateful for his assistance. Thanks for the great job you do for us day in and day out, Dakota!”

-Farmers Union Agency

PEOPLE IN THE NEWS

PROMOTIONS, NEW HIRES, AND TRANSFERS



Josh Davis has been promoted to Assistant Vice President, IT.



Molly Eastman has been promoted to Asst. Vice President, Accounting.



Terry Kofron has been promoted to Assistant Vice President, IT.



Ken Ripley has been promoted to Asst. Vice President & Regional Sales Manager.



Julie Wilson has been promoted to Asst. Vice President, Meeting & Events.



Lisa Zimmermann has been promoted to Asst. Vice President, Agile Portfolio.



Roger Accornero has been promoted to Lead Adjuster II.



Rachelle Adams has been promoted to Insurance Specialist III.



Randy Blake has been promoted to Lead Adjuster II.



Nikki Darrah has been promoted to Claims Analyst II.



Hagen Fouch has been promoted to Crop Adjuster II.



Cade Goodfellow has been promoted to Crop Adjuster II.



Jim Harbert has been promoted to Field Claims Supervisor III.



Ryan Harris has been promoted to Precision Support Specialist III.



Chock Hefner has been promoted to Strategic Account Manager.



Chris Isebrand has been promoted to Senior P&C Claims Adjuster/Inspector.



Jeremy Kjose has been promoted to Lead Adjuster I.



Alan Marietta has been promoted to Lead Adjuster II.



Cayce McGinnis has been promoted to Reinsurance Claims Analyst III.



Stephanie Mondon has been promoted to Insurance Specialist II.



Jack Meinecke has been promoted to Lead Adjuster II.



Landon Shafer has been promoted to District Sales Manager III.



Dakota Tracy has been promoted to District Sales Manager II.



Patrick Temple has been promoted to Precision Technology Specialist II.



Philip Wipf has been promoted to Lead Adjuster I.

NOT PICTURED

Joe Graf has been hired as a Precision Technology Specialist.

Marc Husman has been hired as a Precision Technology Specialist.

Alex Thousand has been hired as a Help Desk Specialist.

RETIREMENTS



Kathie McGinnis, Document Administration Manager, retired at the end of January after 10 years with FMH.

"It's been a wonderful experience to learn about crop insurance and getting to know so many folks while working at such a down-to-earth, family-oriented company," she said.

Farmers Mutual Hail would like to thank Kathie for her dedicated service and wish her the best in retirement!



Terry Kane, Lead Adjuster II, retired at the end of December after 26 years with FMH.

Terry joined FMH in 1995 as a Field Supervisor and worked in External Sales until his transfer to Lead Adjuster II in 2018.

Farmers Mutual Hail would like to thank Terry for his dedicated service and wish him the best in retirement!

IN MEMORY

Jerome “Jerry” Lulewicz

We regret to inform you of the passing of retired FMH employee Jerry Lulewicz of Mitchell, South Dakota, at the age of 80. Jerry worked at FMH for 39 years as a hail adjuster before retiring in 2016.

Jerry was born in Mitchell, South Dakota. After obtaining his master's degree, he had a long career as a high school science teacher. He had a passion for conservation, the environment and habitat; and volunteered in multiple organizations supporting these causes. Jerry's hobbies included fishing, hunting, golf, reading, anything sports, Notre Dame, and travel. He loved spending time with his family and grandchildren, and always had a thing or two to teach or show them.

Our thoughts and prayers are with Jerry's family and friends.

Clifford Gronfur

We regret to inform you of the passing of retired FMH employee Clifford Gronfur of Williston, North Dakota, at the age of 88. Clifford worked at FMH for 12 years as a hail adjuster before retiring in 2008.

Clifford was born in Williston, North Dakota. After graduating from the University of North Dakota and Minot State Teacher's College with many degrees, he worked at various schools as a band director, coach, theater teacher, and administrator. He enjoyed volunteering and was very active in the community by sharing his musical talents. He was involved in several bands, committees, and clubs.

Our thoughts and prayers are with Clifford's family and friends.

Sam Romine

We regret to inform you of the passing of retired FMH employee Sam Romine of Carrollton, Texas, at the age of 83. Sam worked at FMH for 35 years as a part-time adjuster before retiring in 2018.

Sam was born in Danville, Illinois and grew up in Covington, Indiana. After earning his master's degree from the University of Illinois, he spent most of his career in education as a teacher and school principal in Illinois. Sam was a loving father and husband, a steadfast friend, and he brought a laugh to any gathering. He maintained lifelong friendships with many coaching, school, and agricultural colleagues. Sam loved his family, friends, basketball, playing poker with friends, and frequenting casinos.

Our thoughts and prayers are with Sam's family and friends.

Arnold Adcock

We regret to inform you of the passing of FMH employee Arnold Adcock of Rayville, Louisiana, at the age of 78. Arnold was a Lead Adjuster II and has worked for FMH since 2007.

Arnold was born in Rayville, Louisiana. He will be missed greatly by his wife of 33 years, Barbara Adcock, as well as his children and many others.

Our thoughts and prayers are with Arnold's family and friends.

23RD ANNUAL SNOWBIRDS' REUNION CANCELLED

For 22 years, FMH retirees have gathered for good food and conversation at the annual Snowbirds' Reunion. Due to safety concerns regarding COVID-19, this year's reunion, scheduled for February 13, was cancelled and will not be rescheduled.

We're all looking forward to things returning to normal and are hoping to resume this event next year. As a reminder, all retired FMH employees, agents, and adjusters are welcome to attend future reunions. Please contact Stu Shepard at stueshepard@gmail.com if you are interested in receiving an invite to next year's reunion.



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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LISTEN & LEARN

Access the Latest FMH InsureCast Episode!

Tune in to FMH's agent podcast series, InsureCast, where we offer you the latest insights to broaden your crop insurance expertise. Episode two is now available!

- **NEW!** Episode 2 features considerations for 2021 crop insurance and how to make decisions in a new price environment.
- Episode 1 features the basics of selling the new Enhanced Coverage Option product.

www.fmh.com/podcast

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