

**TUESDAY, MAY 21**

5:30 PM - 10:15 PM

**Optional Activity: Grand Ole Opry – Salute the Troops + Backstage Tour**

Enjoy a night experiencing what Nashville is best known for: Country Music. This evening at the Grand Ole Opry you will be a part of a show that salutes our U.S. Military with performances by the most talented country stars, including Craig Morgan, Lauren Alaina, Lee Brice, and more. After the show get an exclusive look behind the curtain of the famous Grand Ole Opry. You will visit themed dressing rooms, artists entrance and a trip to Studio A, a live television studio and former home of HEE HAW. The show will begin at 7:00 p.m. and the tour will begin at approximately 9:30 p.m. The 20-minute transportation will be provided to and from the show.

The cost of this activity is \$145 and includes your show ticket, post-show backstage tour and transportation.

**WEDNESDAY, MAY 22**

7:00 AM - 5:15 PM

**Registration and Event Information Desk**

The Registration and Event Information Desk is the main hub for event information and badge pick-up. NAMIC staff are on hand to welcome you and answer any questions you have throughout the event.

8:00 AM - 8:50 AM

**A. FMDC Core: Corporate Governance and the Role of the Board**

*FMDC Bonus Sessions Package registration required to attend this session.*

*This session qualifies for 1 FMDC core credit and is required for those working toward the designation.*

This session will provide a high-level focus on governance practices and board responsibilities. By the end of this session, attendees will have a basic understanding of what corporate governance means for mutual company directors, the fiduciary responsibilities of board members, the role of the board versus the role of management, and directors and officers exposures and insurance.

**Kevin Kinross**

Executive Vice President, General Counsel & Chief Compliance Officer  
 CopperPoint Insurance Companies

8:30 AM - 11:30 AM

**Optional Workshop: Leading With Influence**

If you're ready to take your leadership skills to the next level, this workshop is for you. You will gain valuable insights on how to focus on the behaviors that make a positive impact on the people you lead, coach, and motivate.

You will discover relationship-based actions that directly influence your ability to connect and engage with your team in a way that inspires them to attain business results, professional achievements, and personal growth. You'll also advance your capabilities through in-depth instruction, group discussion, and facilitated practice.

This workshop is designed for current team leaders who have the drive and capacity to implement and practice relationship-based behaviors to boost their leadership capabilities.

By attending this workshop, you'll learn:

- The common traits employees look for in leaders;
- What employees need from their managers to feel engaged and motivated;
- The crucial leadership behaviors that directly influence employee productivity and engagement;
- The roles highly effective leaders must play and when to switch roles to be agile in your approach; and
- How to create a development plan that will make you a highly effective leader.

*These optional workshops are available for anyone to attend; you do not need to be registered for the Farm Mutual Forum. Please visit the Optional Activity page for registration information.*

**Bruce deJong**

Director of Learning & Development  
 Mutual of Enumclaw Insurance Company

**WEDNESDAY, MAY 22 CONTINUED**

8:50 AM - 9:05 AM

**Networking Break**

*Please join us to chat with fellow attendees, grab a bite to eat, and stretch your legs.*

9:05 AM - 9:55 AM

**A. FMDC Core: The Board's Role in Planning**

*FMDC Bonus Sessions Package registration required to attend this session.*

*This session qualifies for 1 FMDC core credit and is required for those working toward the designation.*

This session will provide a high-level focus on two key board responsibilities – strategic planning and succession planning. Attendees will leave this session with a basic understanding of the importance of both responsibilities, including the role of enterprise risk management in the planning process, components of a sustainable plan, and plan incorporation.

**Kevin Kinross**

Executive Vice President, General Counsel & Chief Compliance Officer  
CopperPoint Insurance Companies

9:05 AM - 9:55 AM

**B. PFMM: Agency Relations – Part I**

*This session is required as part of the PFMM Strategic Business Management module for those working toward the designation.*

This interactive discussion will review the common frustrations between agencies and their carrier partners and possible remedies. In addition, the speaker will identify various changes in agencies and companies that can assist participants in reevaluating procedures for effectiveness and prioritization. Agency contracts and bonus-plan ideas will be reviewed, and the speaker will discuss what a carrier should consider when faced with an agency termination.

**Larry Cook**

Chief Executive Officer  
Frontier – Mt. Carroll Mutual Insurance Company

9:55 AM - 10:10 AM

**Networking Break**

*Please join us to chat with fellow attendees, grab a bite to eat, and stretch your legs.*

10:10 AM - 11:00 AM

**A. FMDC Core: Insurance Company Operations and Reinsurance**

*FMDC Bonus Sessions Package registration required to attend this session.*

*This session qualifies for 1 FMDC core credit and is required for those working toward the designation.*

This session will provide a high-level focus on how an insurance company works. By the end of the presentation, attendees will have a basic understanding of insurance company operations such as insurance principles and the difference between stock and mutual companies. They will also understand the importance of reinsurance and how it works.

**Chris Feldt**

Chief Executive Officer  
Heartland Mutual Insurance Company

10:10 AM - 11:00 AM

**B. PFMM: Agency Relations – Part II**

*This session is required as part of the PFMM Strategic Business Management module for those working toward the designation.*

This interactive discussion will review the common frustrations between agencies and their company partners as well as possible remedies. In addition, the speaker will identify various changes in agencies and companies that lead participants to reevaluate procedures for effectiveness and prioritization. Agency contracts and bonus plan ideas will also be reviewed, and the speaker will discuss what a carrier may wish to consider when faced with an agency termination.

**Larry Cook**

Chief Executive Officer  
Frontier – Mt. Carroll Mutual Insurance Company

11:30 AM - 12:30 PM

**Optional Networking Lunch**

Join us for an optional pre-event networking lunch to connect with your fellow attendees prior to the official start of Farm Mutual Forum. Take this time to eat lunch and make connections that will last throughout the event.

**WEDNESDAY, MAY 22 CONTINUED**

12:30 PM - 1:00 PM

**Networking Break**

*Please join us to chat with fellow attendees, grab a bite to eat, and stretch your legs.*

12:30 PM - 6:30 PM

**Sponsor Showcase**

1:00 PM - 2:15 PM

**NAMIC Welcome and Opening Keynote Address: Creating Brand Distinction With a Customer-Centric Culture**

In the competitive insurance market, differentiation hinges on more than just the services offered. It's about how those services are perceived and delivered. Scott Deming's keynote, "Creating Brand Distinction With a Customer-Centric Culture," dives into what truly sets a brand apart: a deeply ingrained, customer-centric culture that ensures consistent brand delivery whether face to face or through electronic media.

This presentation is a blueprint for building a brand that resonates authentically with every customer interaction. Scott argues that brand distinction cannot be achieved through marketing alone; it must be woven into the very fabric of an organization's culture. It's about every team member, from the executive suite to the front line, living the brand promise in a way that aligns perfectly with the expectations and needs of its customers.

Join Scott on a transformative journey toward achieving true brand distinction by placing the customer at the heart of everything you do. Discover how a customer-centric culture, coupled with consistent brand delivery, can elevate your company and create lasting impressions.

**Scott Deming**

President  
Scott Deming Speaking, Training and Consulting

2:15 PM - 2:35 PM

**Networking Break**

*Please join us to chat with fellow attendees, grab a bite to eat, and stretch your legs.*

2:35 PM - 3:25 PM

**A. Reinsurance Panel Discussion**

*This session qualifies for 1 FMDC maintenance or elective credit in the Finance and Accounting module.*

The reinsurance market is undergoing a significant transformation. Hear from a panel of reinsurance experts as they discuss a variety of hot topics in reinsurance including the changing marketplace, ways to make your mutual more attractive to reinsurers, and the best methods for vetting a new reinsurance partner. Leave this session with insights on how to navigate the changing reinsurance environment and the knowledge you need to make informed decisions for your mutual.

**Erin Collins**

Senior Vice President - State and Policy Affairs  
NAMIC

**Kelli Kukulka**

Senior Vice President, Underwriting  
Renaissance Re Us, Inc.

**Mary Farrell**

Senior Client Underwriter  
Swiss Re

**Philip Chu**

Senior Vice President, Chief Underwriting Officer  
Mutual Re

2:35 PM - 3:25 PM

**B. Practical Tips for Promoting Emotional Well-Being at Work**

Emotional well-being is a vital aspect of overall wellness and contributes to mental health, which can affect employees' attitudes, motivation, and relationships. Therefore, it is important that managers support employees in taking care of their emotional well-being. This investment can lead to increased resiliency in managing negative interactions, disruptions, and stress. This session will provide practical advice on how to promote emotional well-being in the workplace.

**Bruce deJong**

Director of Learning & Development  
Mutual of Enumclaw Insurance Company

**WEDNESDAY, MAY 22 CONTINUED**

2:35 PM - 3:25 PM	<p><b>C. Solutions Fastpitch</b></p> <p>This session will provide attendees the opportunity to hear from a variety of companies sharing their latest innovation, technology, or product/service that is designed to improve the efficiency, performance, and growth prospects for an insurance company. Attendees will have the chance to ask questions during the session and/or meet with vendors one-on-one afterward.</p>
3:25 PM - 3:45 PM	<p><b>Networking Break</b></p> <p>Please join us to chat with fellow attendees, grab a bite to eat, and stretch your legs.</p>
3:45 PM - 5:15 PM	<p><b>Peer-to-Peer Roundtable Discussions</b></p> <p>Join fellow farm mutual industry professionals in roundtable discussions focused on emerging issues, professional development, and industry hot topics.</p>
5:15 PM - 6:30 PM	<p><b>Welcome Reception</b></p>
6:30 PM - 8:30 PM	<p><b>Optional Activity: Self-Guided Country Music Hall of Fame® and Museum Tour</b></p> <p>Visit what has been called the Smithsonian of Country Music located in the heart of Nashville. During your self-guided tour, you will be immersed in the history and sound of Country Music with artifacts, photographs, recorded sound, archival video and interactive touchscreens. The 1.5-hour tour will begin at 7:00PM. During the 13-minute walk to and from the tour you will have the opportunity to pass Broadway where you are sure to hear live music and see nightlife in Nashville.</p> <p>The cost of this activity is \$60 and includes your admission to the museum.</p>
6:30 PM - 9:00 PM	<p><b>NAMIC PAC Activity: Nashville Sounds Baseball Game</b></p> <p>NAMIC PAC wants to take you out to the ballgame where the Nashville Sounds will face off against the Charlotte Knights. Attendees will be able to watch the game from one of two adjoining private club suites that NAMIC PAC has reserved. All food and beverages are included with the purchase of a ticket. Admission is \$75 in support of NAMIC PAC. To purchase a ticket or for any questions, please email PAC Manager, Ingrid Gremillion, <a href="mailto:igremillion@namic.org">igremillion@namic.org</a></p>

**THURSDAY, MAY 23**

7:30 AM - 9:00 AM	<p><b>Attendee Breakfast</b></p> <p>Join fellow attendees for fellowship and a hot breakfast before sessions kick off for the day. Grab a cup of coffee and get charged up for a full day of educational sessions.</p>
7:30 AM - 4:30 PM	<p><b>Registration and Event Information Desk</b></p> <p>NAMIC staff are on hand to welcome you and answer any questions you have throughout the event.</p>
7:30 AM - 4:30 PM	<p><b>Sponsor Showcase</b></p>
9:00 AM - 9:50 AM	<p><b>A. Successfully Navigating a Hard Market</b></p> <p>This session qualifies for 1 FMDC maintenance or elective credit in the Finance and Accounting module.</p> <p>This session will explore key challenges insurance carriers are facing in a hard market, examine the fundamentals of market cycles, and discuss why carriers are implementing abrasive underwriting strategies in a hard market. Learn how to stay focused on key metrics – in the short and the long term – and how to position your company for future market cycles.</p> <p><b>Brian Lopata</b>          President &amp; CEO          Farmers Alliance Mutual Insurance</p>

**THURSDAY, MAY 23 CONTINUED**

9:00 AM - 9:50 AM

**B. Effective Ratemaking**

Setting effective rates is critical for the long-term financial health of your farm mutual. This session dives deep into the principles of sound ratemaking, equipping you with the tools to strike a balance between fairness for policyholders and financial sustainability for your company.

**Mark Brannon**  
 Director & Consulting Actuary  
 Davies Us

9:00 AM - 9:50 AM

**C. PFMM: Corporate Governance – Part I**

*This session is required as part of the PFMM Strategic Business Management module for those working toward the designation.*

Good governance is critical for a company's success; we can all agree on that. The questions are, "Why is it so important?" and "How can we apply it to our company's benefit?" This session will address the fundamentals of corporate governance for mutuals and the protections available to board members and management. We will also discuss the unique issues for mutual insurance companies and focus on the distinct roles of the board and management.

**Kevin Kinross**  
 Executive Vice President, General Counsel & Chief Compliance Officer  
 CopperPoint Insurance Companies

9:50 AM - 10:10 AM

**Networking Break**

*Please join us to chat with fellow attendees, grab a bite to eat, and stretch your legs.*

10:10 AM - 11:00 AM

**A. Merger Versus Affiliation and Your Options**

*This session qualifies for 1 FMDC maintenance or elective credit in the Management module.*

This session will cover the current situations affecting small and midsize mutuals' future reinsurance, claims, and technology costs and options that may be available. It will provide an overview of a merger and its advantages and disadvantages. We will then dive into what an affiliation is, the qualifications for this option, and its advantages and disadvantages. Finally, the presentation will dive into the changes mutuals can make to be more attractive should they decide to pursue one of these options.

**Greg Gonnering**  
 Manager of Mutual Assistance  
 Mt. Morris Mutual Insurance Company

10:10 AM - 11:00 AM

**B. Subrogation Techniques and Best Practices**

This session will highlight standard processes, especially in the beginning of a claim, that effectuate positive collection results through subrogation. It will discuss obstacles faced by insurance carriers and claims reps and how to overcome them.

**Kevin Hulbert**  
 Chief Claims Officer  
 BMI Company, Inc.

10:10 AM - 11:00 AM

**C. PFMM: Corporate Governance – Part II**

*This session is required as part of the PFMM Strategic Business Management module for those working toward the designation.*

As we continue our discussion on corporate governance, we will discuss current industry practices and trends with a focus on creating, using, and delegating authority to committees, boards, and management. We will discuss what regulators expect boards to focus on; explore regulatory trends, including the Corporate Governance Annual Disclosure Act; and cover board reporting practices and procedures to use with directors. Finally, we will focus on best practices and discuss ways to implement them.

**Kevin Kinross**  
 Executive Vice President, General Counsel & Chief Compliance Officer  
 CopperPoint Insurance Companies

11:00 AM - 11:20 AM

**Networking Break**

*Please join us to chat with fellow attendees, grab a bite to eat, and stretch your legs.*

**THURSDAY, MAY 23 CONTINUED**

11:20 AM - 12:10 PM

**A. Securing the Future: Cybersecurity in Mutual Insurance**

*This session qualifies for 1 FMDC maintenance or elective credit in the Operations and Insurance module.*

In an era of digital connectivity, safeguarding sensitive information is paramount. Join us for an insightful session focused on cybersecurity for the mutual insurance industry. It will provide insights into common areas of cyber exposure through real claims examples, proactive and reactive best practices, and the crucial implementation of multifactor authentication for email and network security. Whether you're a cybersecurity professional, an IT manager, or an executive in the mutual insurance industry, this session will equip you with actionable knowledge to fortify your organization against cyber threats.

**Richard Savage**  
Senior Director - Cyber Incident Response  
Tokio Marine HCC

11:20 AM - 12:10 PM

**B. Strategies for Successful Hybrid or Remote Employee Management**

Delve into the complexities of managing in a hybrid or remote work environment. Attendees will hear lessons learned in remote work from a peer organization while gaining valuable insights into key aspects of hybrid and remote management – from navigating potential pitfalls to leveraging the benefits of remote work. Attendees will leave with actionable strategies to foster a productive and inclusive remote work environment.

**Kelly Miller**  
Vice President, Human Resources  
Penn National Insurance

11:20 AM - 12:10 PM

**C. PFMM: Corporate Governance – Part III**

*This session is required as part of the PFMM Strategic Business Management module for those working toward the designation.*  
In this final component of the corporate governance program, we will focus on best practices and discuss ways to implement them. This session will also cover board reporting practices and procedures for use with your directors.

**Kevin Kinross**  
Executive Vice President, General Counsel & Chief Compliance Officer  
CopperPoint Insurance Companies

12:10 PM - 1:10 PM

**Attendee Lunch**

*A hot lunch buffet is available for attendees to sit and mingle over the lunch break. Attendees are welcome to come and go at their convenience.*

1:10 PM - 2:00 PM

**A. Evolution of Agricultural Equipment, Farming and Manufacture Warranties**

This session will discuss the fast-changing landscape of modern American farming/agribusiness and how the changes influence subrogation efforts in the industry. The session will also discuss recent legislative efforts ("Right to Repair"), farm product warranties, and on-going examples of litigated cases to illustrate the changes and opportunities for subrogation claims that arise on the farm.

**Justin Pape**  
Director of Special Investigations  
RAM Mutual Insurance Company

**Dave Taylor**  
Attorney  
Yost & Baill

1:10 PM - 2:00 PM

**B. ERM Design and Development With an Emphasis on Investment Risk Management**

Join us for an insightful session that delves into the pivotal role of enterprise risk management planning, specifically tailored to farm mutual insurers. Parkway Advisors' Theron Holladay will guide attendees through the intricacies of building a plan from the ground up, providing actionable strategies and best practices to fortify their risk management frameworks. Don't miss this opportunity to elevate your operations with a comprehensive ERM blueprint.

**Theron Holladay**  
President & CEO  
Parkway Advisors



**THURSDAY, MAY 23 CONTINUED**

1:10 PM - 2:00 PM

**C. Leveraging Mutual Marketing: Optimizing Digital Content, AI, SEO, and Reviews**

In today's digitally driven landscape, mutual companies in the property/casualty insurance industry face the dual challenge of standing out among the competition while maintaining trust and credibility with consumers. This session is designed to help mutual managers and marketers revolutionize their approaches to digital content, artificial intelligence use, search engine optimization tactics, and customer reviews to thrive in the current landscape.

**Jon Blankenship**  
Vice President of Strategy  
Market Retrievers

**Daniel Smith**  
Chief Marketing Officer  
Market Retrievers Llc

2:00 PM - 2:20 PM

**Networking Break**

*Please join us to chat with fellow attendees, grab a bite to eat, and stretch your legs.*

2:20 PM - 3:10 PM

**A. Navigating the Severe Thunderstorm Tightrope, Including Catastrophe Modeling**

*This session qualifies for 1 FMDC maintenance or elective credit in the Operations and Insurance module.*

This session will review emerging industry issues regarding the severe thunderstorm peril. It will address key market trends affecting the industry and emerging trends in the physical hazard. The abilities and challenges of catastrophe models will also be discussed. While catastrophe models play a necessary role in severe thunderstorm risk management, alternative tools can improve confidence amid this volatile peril, bringing greater clarity to our view of risk along with evolving knowledge of structural resilience.

**James Waller**  
Research Meteorologist  
Guy Carpenter

2:20 PM - 3:10 PM

**B. Focus on Fixed Income**

Ensuring a reliable income stream is critical for the long-term stability of your company. This session dives into the world of fixed-income investments, equipping you with the knowledge and strategies to make sound investment decisions.

**Andrew Clary**  
Financial Advisor  
Edward Jones

11:20 AM - 12:10 PM

**C. PFMM: Corporate Governance – Part III**

*This session is required as part of the PFMM Strategic Business Management module for those working toward the designation.*

This session will provide a high-level overview of technology used in small and midsize mutual insurance companies. Attendees will review the importance of technology in company operations, how value justifies cost, the top security and disaster recovery concerns, and what software and equipment can be used to make companies more efficient.

**Aaron Madison**  
Vice President, Software Services  
IMT Insurance Company

3:10 PM - 3:30 PM

**Networking Break**

*Please join us to chat with fellow attendees, grab a bite to eat, and stretch your legs.*

3:30 PM - 4:20 PM

**Closing General Session: Future Outlook for Mutuals**

*This session qualifies for 1 FMDC maintenance or elective credit in the Management module.*

Are we seeing signs that will require mutual property/casualty insurers to rethink their mutual value proposition? The purpose of this session is to examine some of the key indicators of the health of mutual insurers, including county/township/farm mutuals, to ensure that we are planning for a future that remains focused on the policyholder.

**Kurt Bock**  
Retired CEO  
COUNTRY Mutual Insurance Company

**FRIDAY, MAY 24**

7:30 AM - 8:30 AM	<p><b>FMDC Roundtable Breakfasts</b></p> <p><i>Only open to those enrolled or certified in the FMDC program.</i></p>
7:30 AM - 8:30 AM	<p><b>PFMM Roundtable Breakfast</b></p> <p><i>Only open to those enrolled or certified in the PFMM program.</i></p>
7:30 AM - 11:30 AM	<p><b>Registration and Event Information Desk</b></p> <p><i>NAMIC staff are on hand to welcome you and answer any questions you have throughout the event.</i></p>
8:30 AM - 9:20 AM	<p><b>FMDC Core: Enterprise Risk Management and Evaluating Company Growth</b></p> <p><i>FMDC Bonus Sessions Package registration required to attend this session.</i></p> <p><i>This session qualifies for 1 FMDC core credit and is required for those working toward the designation.</i></p> <p>This session will provide a high-level focus on the board's role in managing risk and evaluating growth. By the end of the presentation, attendees will have a basic understanding of enterprise risk management and know how to identify and measure risk exposures, risk profiles, and the impact of human resources and employment practices on a company's risk. They will also understand the board's role in evaluating growth and be able to evaluate company growth, including setting growth policy, geographic risk concentration, and growth's impact on surplus.</p> <p><b>Chris Feldt</b>          Chief Executive Officer          Heartland Mutual Insurance Company</p>
9:20 AM - 9:35 AM	<p><b>Networking Break</b></p> <p><i>Please join us to chat with fellow attendees, grab a bite to eat, and stretch your legs.</i></p>
9:35 AM - 10:25 AM	<p><b>FMDC Core: Insurance Accounting and Investment Fundamentals</b></p> <p><i>FMDC Bonus Sessions Package registration required to attend this session.</i></p> <p><i>This session qualifies for 1 FMDC core credit and is required for those working toward the designation.</i></p> <p>This course will provide a high-level focus on insurance accounting principles and the investment process. By the end of the session, attendees will have a basic understanding of insurance accounting and investment management. Topics to be discussed include premium accounting, assets and liabilities, earned/unearned premium, financial metrics, the role of the board in the investment process, governance challenges in overseeing an insurance investment portfolio, and sound investment policy.</p> <p><b>Abby De Zeeuw</b>          Partner          Cain Ellsworth &amp; Company, LLP</p>
10:25 AM - 10:40 AM	<p><b>Networking Break</b></p> <p><i>Please join us to chat with fellow attendees, grab a bite to eat, and stretch your legs.</i></p>
10:40 AM - 11:30 AM	<p><b>FMDC Core: Insurance Audits and Basics of Actuarial Work</b></p> <p><i>FMDC Bonus Sessions Package registration required to attend this session.</i></p> <p><i>This session qualifies for 1 FMDC core credit and is required for those working toward the designation.</i></p> <p>This session will provide a high-level focus on audits, committee responsibilities, and rate-making fundamentals. By the end of this course, attendees will have a basic understanding of insurance audits, the role of an audit committee, and the importance of actuarial work.</p> <p><b>Abby De Zeeuw</b>          Partner          Cain Ellsworth &amp; Company, LLP</p>