

REPORT ON EXECUTIVE COMPENSATION
Domestic Insurers



State of Wisconsin
 Office of the Commissioner of Insurance
 P. O. Box 7873
 Madison, WI 53707-7873

Ref: Sections 601.42 and 611.63 (4), Wis. Stat.

Insurer Name American Family Life Insurance Company	For Calendar Year Ending December 31, <u>2009</u>
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INSTRUCTIONS:

Each Wisconsin domiciled insurer shall file a Report on Executive Compensation as a supplement to the insurer's annual statement, to be filled with the annual statement on or before March 1. The Report on Executive Compensation shall report on the annual compensation of each director, the chief executive officer, and the four most highly paid officers or employees other than the chief executive officer. In addition, report all officers and employees of the insurer whose compensation exceeds specified amounts. Add additional pages as necessary.

Insurers which are part of a group of insurers or other holding company system may file amounts paid to officers and employees in Parts I and III either on a consolidated basis or by allocation to each insurer. The footnote to Part I should note which method is being employed.

Compensation reported shall consist of any and all gross direct and indirect remuneration paid and accrued during the report year for the benefit of an individual director, officer, or employee, and shall include wages, salaries, bonuses, retirement benefits, deferred compensation, commissions, directors fees, retainers, stock grants, gains from the exercise of stock options, and all other forms of personal compensation.

Part I Officer and Employee Compensation

Report on the compensation of the chief executive officer, and the four most highly paid officers or employees other than the chief executive officer. In addition, report all other officers or employees based on the following schedule:

Insurer's Current Year-end Capital and Surplus*	Report for any officer or employee whose total annual compensation is in excess of
Less than \$200,000,000	\$100,000
\$200,000,000 to \$400,000,000	\$175,000
More than \$400,000,000	\$250,000

* If the report completed on a consolidated basis, use the capital and surplus of the largest insurer in the group.

Name	Principal Position	Salary	Bonus	All Other Compensation	Total
	SEE ATTACHED				

Is the reporting insurer a member of a group of insurers or other holding company system? Yes [] No []
 If yes, does the above amounts represent 1) total gross compensation paid to each individual by or on behalf of all companies which are a part of the group? Yes []; or 2) an allocation to each insurer? Yes []

Insurer Name American Family Life Insurance Company	For Calendar Year Ending December 31, 2009
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Part 2 Directors Compensation

Report on the compensation of each director or trustee. Amounts disclosed must include compensation paid and accrued for services on boards and committees as well as any other activity or service, such as consulting agreements.

Name	Principal Position	Salary	Bonus	All Other Compensation	Total
	SEE ATTACHED				

Part 3 Total Compensation

Report the total compensation paid for all directors as a group and the total compensation paid for all officers as a group.

	Salary	Bonus	All Other Compensation	Total
A. Officers	SEE ATTACHED			
B. Directors				

Name	Principal Position	Salary	Bonus	All Other Compensation	Total
Anderson, David R	Chairman Chief Exec	\$988,669.16	\$1,252,414.88	\$629,674.83	\$2,870,758.87
Salzwedel, Jack C	President and Chf Op Ofr	\$693,092.10	\$819,204.94	\$310,673.24	\$1,822,970.28
Schultz, Daniel R	Chief Financial Ofcr/Trsr	\$436,945.04	\$406,349.03	\$249,699.41	\$1,092,993.48
Gunder, Peter C	Investments VP	\$393,092.14	\$627,194.38	\$54,138.02	\$1,074,424.54
Meyer, Alan E	Life VP	\$446,246.00	\$331,222.76	\$213,996.17	\$991,464.93
Gleason, Bradley J	Exec VP	\$397,171.35	\$328,499.12	\$188,226.47	\$913,896.94
Rekowski, Jerome G	Exec VP	\$357,288.28	\$300,649.21	\$224,723.79	\$882,661.28
Schmoeger, Mary L	Exec VP	\$357,286.44	\$350,649.21	\$114,477.24	\$822,412.89
Afable, Mark V	Exec VP	\$359,826.62	\$327,737.95	\$120,174.75	\$807,739.32
Benusa, Gerry W	Exec VP	\$312,901.44	\$284,371.95	\$116,558.41	\$713,831.80
Spencer, Christopher S	CLO/Secretary Sr VP	\$290,746.37	\$191,213.22	\$173,695.32	\$655,654.91
Loper, Dennis J	P & C Loss Reservin VP	\$297,247.70	\$147,255.16	\$174,585.09	\$619,087.95
Kirkconnell, Kristin R	Information Svcs Sr VP	\$330,399.81	\$225,747.60	\$62,190.15	\$618,337.56
Bacus, Lisa R	Marketing VP	\$312,784.54	\$205,161.48	\$69,861.26	\$587,807.28
Fetherston, Richard A	Public Relations VP	\$271,015.41	\$184,407.39	\$128,952.29	\$584,375.09
Knapstein, Annette S	Business/Wrkplc Svcs VP	\$261,016.56	\$159,465.94	\$131,074.53	\$551,557.03
Zwettler, Joseph J	Brokerage/Alliances VP	\$275,827.08	\$146,383.97	\$127,660.47	\$549,871.52
Duran, Michael R	Agency Sales VP	\$289,246.01	\$153,302.00	\$106,740.16	\$549,288.17
Bosco, M Jeff	Integrated Channels VP	\$308,015.49	\$162,690.75	\$75,811.93	\$546,518.17
Grasee, Kari E	Controller VP	\$278,093.93	\$188,360.55	\$68,043.75	\$534,498.23
Westrate, William B	Personal Lines VP	\$278,095.24	\$188,360.55	\$53,120.38	\$519,576.17
Steffen, Richard M	Agency Sales VP	\$289,247.52	\$163,302.00	\$65,421.89	\$517,971.41
Kelly, Daniel J	Human Resources VP	\$250,208.70	\$174,524.50	\$82,212.12	\$506,945.32
Thedinga, John W	Prod Lns Territory VP	\$246,670.36	\$132,547.92	\$111,389.92	\$490,608.20
Listau, Christopher R	Agency Sales VP	\$254,669.40	\$146,501.08	\$59,863.43	\$461,033.91
Seymour, Scott J	Govt Affairs/Compl VP	\$231,017.71	\$124,641.60	\$103,722.69	\$459,382.00
Gilb, Carolyn S	Commercial F/R VP	\$251,130.62	\$144,524.50	\$48,380.63	\$444,035.75
Slack, Kenneth R	Claims Legal A G Counsl	\$157,327.87	\$18,793.22	\$259,518.33	\$435,639.42
McCartan, Bernard T	Claims Legal VP	\$203,939.58	\$110,805.54	\$98,150.13	\$412,895.25
Cruz, Justin B	Actuarial VP	\$227,939.79	\$142,665.02	\$42,199.85	\$412,804.66
Lamb, Steven G	District Sales Manager	\$260,397.95	\$124,745.73	\$24,284.22	\$409,427.90
Chapman, Byrne W	Svcs & Infrastrct Assoc VP	\$276,432.60	\$65,575.82	\$57,248.53	\$399,256.95
Bergquist, Elizabeth A	Education VP	\$217,249.50	\$127,723.57	\$53,477.48	\$398,450.55
Poeschl, Clint L	District Sales Manager	\$231,225.47	\$112,046.28	\$43,968.85	\$387,240.60
Constien, Timothy D	Claims VP	\$203,940.60	\$130,805.54	\$51,642.82	\$386,388.96
White, Richard J	Equity Investments Director	\$270,139.14	\$32,723.70	\$80,894.26	\$383,757.10
Manganelli, Charles P	District Sales Manager	\$228,535.20	\$90,344.88	\$34,545.82	\$353,425.90
Hoffman, James M	Regional A G Counsl	\$201,123.22	\$24,110.78	\$124,167.26	\$349,401.26
Stampen, Pamela W	Cust Svc Touch Pts VP	\$181,837.98	\$127,307.76	\$39,592.59	\$348,738.33
Schraufnagel, Gary M	Sales Director	\$228,178.12	\$41,637.38	\$76,125.88	\$345,941.38
La Veer, Rick L	Sales Director	\$231,682.68	\$10,000.00	\$103,959.58	\$345,642.26
Maloney, Patrick W	Sales Director	\$202,731.27	\$29,253.32	\$101,742.66	\$333,727.25
Brynd, Steven R	Sales Director	\$216,322.30	\$25,934.68	\$86,998.28	\$329,255.26
Powell, Ryan H	Sales Director	\$199,250.74	\$33,886.08	\$82,713.25	\$315,850.07
Hannifan, Phillip S	Fixed Income Invest Director	\$249,590.34	\$30,257.84	\$35,484.02	\$315,332.20
Jensen, Timothy W	District Sales Manager	\$225,621.54	\$44,805.33	\$43,911.88	\$314,338.75
Daigle, Jack A	Sales Director	\$212,594.08	\$40,487.28	\$59,801.99	\$312,883.35
Flynn, Gary P	Sales Director	\$216,495.98	\$36,225.52	\$60,111.20	\$312,832.70
VanBrocklin, Dana V	District Sales Manager	\$195,276.11	\$97,710.14	\$15,731.57	\$308,717.82
Radisewitz, Cary M	District Sales Manager	\$182,020.63	\$84,409.36	\$41,066.62	\$307,496.61
Friend, Richard S	District Sales Manager	\$212,552.62	\$63,120.16	\$29,154.52	\$304,827.30
Hammarberg, Jon K	Regional A G Counsl	\$179,587.94	\$20,409.12	\$102,727.90	\$302,724.96
Frase, Peter G	Applications Tech Director	\$178,726.82	\$18,120.66	\$102,486.94	\$299,334.42
Kutz Jr, Sylvan J	Sales Director	\$183,986.34	\$72,765.44	\$41,194.70	\$297,946.48
Siebers, Paulette L	Broker/Dealer VP	\$148,362.82	\$60,532.74	\$88,008.56	\$296,904.12
Jones, Terry R	District Sales Manager	\$203,030.34	\$60,613.14	\$32,181.87	\$295,825.35
Doepke, James L	Product Assoc VP	\$183,097.59	\$43,895.42	\$67,210.59	\$294,203.60
Ellefson, Thomas J	Actuary Auto Lines Director	\$207,807.79	\$24,912.94	\$53,852.95	\$286,573.68
Mc Morris, John	District Sales Manager	\$195,891.39	\$63,310.22	\$25,335.71	\$284,537.32
Sebald, David L	Alternative Invest Director	\$207,862.18	\$25,250.46	\$51,096.58	\$284,209.22
Montagna, Tamera B	Pol Sales & Service Director	\$196,646.82	\$40,083.22	\$46,158.65	\$282,888.69
Anfenson, Thomas J	Sales Director	\$191,305.89	\$27,932.70	\$63,297.84	\$282,536.43
Newman, Ann E	Sales Director	\$175,737.69	\$31,064.52	\$75,637.54	\$282,439.75
Spindler, Jane E	Claims Assoc VP	\$171,495.88	\$47,611.02	\$63,297.93	\$282,404.83
Steger, Evonne M	Corp Strat & Plan Assoc VP	\$181,336.22	\$44,811.70	\$55,929.25	\$282,077.17
Quesnel, Michael J	Sales Director	\$197,524.07	\$33,678.88	\$48,353.52	\$279,556.47
Tobin, Richard M	District Sales Manager	\$171,248.63	\$37,926.51	\$70,318.46	\$279,493.60
Fancher, William T	Sales Director	\$198,183.14	\$39,270.81	\$40,977.97	\$278,431.92
Stender, Britt	Sales Director	\$195,430.03	\$34,447.60	\$48,333.31	\$278,210.94

Name	Principal Position	Salary	Bonus	All Other Compensation	Total
Yancy, Telisa L	Advertising Director	\$168,952.96	\$93,270.76	\$15,742.98	\$277,966.70
Taylor, Stephen J	District Sales Manager	\$189,403.22	\$57,821.77	\$29,427.23	\$276,652.22
Prien, Henry L	District Sales Manager	\$186,171.00	\$55,107.19	\$35,304.11	\$276,582.30
Hunter, Shawn P	District Sales Manager	\$209,006.09	\$41,290.27	\$24,714.85	\$275,011.21
Polster, Greg G	Applications Assoc VP	\$179,567.20	\$43,048.12	\$51,538.74	\$274,154.06
Ferrari, Heather M	District Sales Manager	\$171,017.33	\$90,101.64	\$11,218.79	\$272,337.76
Wilberg, Richard W	RE Cnstrctn & Mvs Director	\$182,023.91	\$23,818.86	\$66,424.44	\$272,267.21
Splitt, Daniel L	Actuary Comm'l F/R Director	\$200,640.70	\$24,052.88	\$45,839.23	\$270,532.81
Lund, Verdell L	District Sales Manager	\$181,173.21	\$61,322.01	\$27,830.78	\$270,326.00
Holzhauser, Mark J	Regional Mg Atty	\$177,124.91	\$19,587.92	\$73,198.79	\$269,911.62
Fehrenbach, Michael L	District Sales Manager	\$185,891.22	\$43,806.74	\$38,819.61	\$268,517.57
Sand, Dennis	District Sales Manager	\$193,932.59	\$27,300.00	\$47,175.69	\$268,408.28
Whitlock, James L	District Sales Manager	\$178,013.82	\$58,982.92	\$30,903.25	\$267,899.99
Harris, Daniel G	Tax Director	\$185,666.72	\$22,256.00	\$59,521.99	\$267,444.71
Koupal, Peter J	District Sales Manager	\$186,636.00	\$50,796.35	\$28,405.23	\$265,837.58
Elkins, Ann L	Comm'l Lines Ops Director	\$167,835.52	\$24,116.26	\$73,468.26	\$265,420.04
Edlelson, Dale R	Actry Resrch & Dev Director	\$188,524.67	\$22,598.96	\$52,060.22	\$263,183.85
Carter III, David M	Sales Director	\$195,299.86	\$28,411.98	\$39,208.21	\$262,920.05
Mc Coy, W Scott	District Sales Manager	\$213,334.48	\$39,000.00	\$10,366.63	\$262,701.11
Huth, Kay E	Health Operations Director	\$72,210.87	\$8,626.92	\$181,686.67	\$262,524.46
Van Dyn Hoven, Larry	District Sales Manager	\$178,174.93	\$45,120.60	\$37,938.54	\$261,234.07
Hetzel, Timothy J	District Sales Manager	\$174,711.35	\$44,465.23	\$41,709.90	\$260,886.48
Wallace, Richard L	District Sales Manager	\$151,008.50	\$75,385.11	\$33,062.37	\$259,455.98
Ryniak, Keith J	Sales Director	\$182,151.66	\$33,343.80	\$42,297.79	\$257,793.25
Trujillo, Danette M	District Sales Manager	\$168,706.83	\$71,025.87	\$16,638.30	\$256,371.00
Edwards, Zachery C	District Sales Manager	\$183,415.86	\$60,259.29	\$10,433.21	\$254,108.36
Fiorelli, Dean M	Treasury Director	\$191,019.18	\$22,658.30	\$40,349.89	\$254,027.37
Conboy, J Keith	District Sales Manager	\$200,450.42	\$23,940.29	\$28,817.02	\$253,207.73
Shisler, S. Bryan	District Sales Manager	\$172,731.14	\$58,800.00	\$21,596.32	\$253,127.46
Holmen, Thomas O	District Sales Manager	\$165,072.98	\$57,265.35	\$30,696.26	\$253,034.59
Willard, Kenneth R	District Sales Manager	\$174,475.41	\$53,153.71	\$25,321.04	\$252,950.16
Riggs, Michael R	Sales Director	\$198,771.82	\$23,831.02	\$30,087.33	\$252,690.17
Pinzon Jr, Cesar A	Sales Director	\$181,330.24	\$32,130.22	\$37,796.98	\$251,257.44
Duffy, Rita J	District Sales Manager	\$149,453.85	\$63,934.80	\$37,867.44	\$251,256.09
Hammer, Gary A	District Sales Manager	\$177,057.27	\$42,816.97	\$31,081.15	\$250,955.39
Toney, Robert CD	Sales Director	\$184,486.94	\$32,119.24	\$34,178.76	\$250,784.94
Hickman, Julie M	District Sales Manager	\$200,177.11	\$35,100.00	\$15,143.76	\$250,420.87

Name	Principal Position	Salary	Bonus	All Other	
				Compensation	Total
Culver, Craig	Principal	\$ 61,000.00	\$ -	\$ -	\$ 61,000.00
Dewey, Londa	Principal	\$ 64,000.00	\$ -	\$ -	\$ 64,000.00
Howard, Leslie	Principal	\$ 74,500.00	\$ -	\$ -	\$ 74,500.00
Kellner, Ted	Principal	\$ 81,500.00	\$ -	\$ -	\$ 81,500.00
Knetter, Mike	Principal	\$ 62,500.00	\$ -	\$ -	\$ 62,500.00
Oliver, Walter	Principal	\$ 70,500.00	\$ -	\$ -	\$ 70,500.00
Pierce, Harvey	Principal	\$ 70,000.00	\$ -	\$ -	\$ 70,000.00
Protsch, Eliot	Principal	\$ 77,000.00	\$ -	\$ -	\$ 77,000.00
Renk, Richard	Principal	\$ 65,500.00	\$ -	\$ -	\$ 65,500.00
Thornton, Dr. Jerry Sue	Principal	\$ 64,000.00	\$ -	\$ -	\$ 64,000.00
Wiley, John	Principal	\$ 14,500.00	\$ -	\$ -	\$ 14,500.00
Zimbrick, Thomas J	Principal	\$ 81,000.00	\$ -	\$ -	\$ 81,000.00

	Salary	Bonus	All Other Compensation	Total
Officer Totals	\$ 24,703,239.68	\$ 11,849,363.02	\$ 8,045,832.00	\$ 44,598,434.70
Director Totals	\$ 786,000.00	\$ -		\$ 786,000.00