

**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 MUTUAL INSURANCE COMPANY	For Calendar Year Ending December 31, 2010
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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 MUTUAL INSURANCE COMPANY	For Calendar Year Ending December 31, <u>2010</u>
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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 Officer	\$1,021,361.60	\$1,913,585.68	\$2,570,648.35	\$5,505,595.63
Salzwedel,Jack C	President and Chief Operating Officer	\$788,284.80	\$1,272,112.26	\$369,655.20	\$2,430,052.26
Schultz,Daniel R	Chief Financial Officer/Treasurer	\$451,909.11	\$554,437.20	\$308,224.77	\$1,314,571.08
Gleason,Bradley J	Executive Vice President	\$411,904.19	\$467,102.79	\$241,189.47	\$1,120,196.45
Rekowski,Jerome G	Executive Vice President	\$371,905.74	\$414,768.38	\$285,556.28	\$1,072,230.40
Meyer,Alan E	Life Vice President	\$447,397.55	\$403,605.38	\$185,148.97	\$1,036,151.90
Afable,Mark V	Executive Vice President	\$376,672.91	\$475,060.18	\$137,913.08	\$989,646.17
Bosco,M Jeff	Integrated Channels VP	\$264,635.49	\$174,946.71	\$540,366.44	\$979,948.64
Gunder,Peter C	Investments Senior Vice President	\$404,248.04	\$478,635.91	\$78,448.40	\$961,332.35
Schmoeger,Mary L	Executive Vice President	\$373,669.33	\$471,885.10	\$92,552.58	\$938,107.01
Benusa,Gerry W	Executive Vice President	\$336,324.80	\$397,725.77	\$128,807.59	\$862,858.16
Spencer,Christopher S	Chief Legal Officer/Secretary Senior Vice President	\$304,903.23	\$284,179.52	\$236,268.34	\$825,351.09
Kirkconnell,Kristin R	Information Services Senior Vice President	\$343,667.69	\$401,484.89	\$56,696.66	\$801,849.24
Fetherston,Richard A	Public Relations Vice President	\$281,246.29	\$248,825.28	\$149,702.94	\$679,774.51
Duran,Michael R	Agency Sales Vice President	\$297,478.40	\$225,673.52	\$150,496.66	\$673,648.58
Bacus,Lisa R	Marketing Vice President	\$323,246.18	\$289,926.92	\$55,944.16	\$669,117.26
Zwettler,Joseph J	Brokerage & Alliances Vice President	\$281,710.61	\$218,825.28	\$145,172.97	\$645,708.86
Knapstein,Annette S	Business & Workplace Services Vice President	\$271,247.50	\$221,420.13	\$137,264.85	\$629,932.48
Grasee,Karl E	Controller Vice President	\$293,670.89	\$268,451.98	\$67,323.40	\$629,446.27
Westrate,William B	Personal Lines Vice President	\$293,673.77	\$268,451.98	\$48,055.13	\$610,180.88
Kelly,Daniel J	Human Resources Vice President	\$265,669.42	\$247,717.56	\$94,414.77	\$607,801.75
Steffen,Richard M	Agency Sales Vice President	\$299,247.61	\$232,154.55	\$62,940.89	\$594,343.05
Thedinga,John W	Product Lines Territory Vice President	\$257,246.21	\$196,052.92	\$130,074.42	\$583,373.55
Seymour,Scott J	Government Affairs/Compliance Vice President	\$241,249.94	\$204,204.67	\$101,031.32	\$546,485.93
Listau,Christopher R	Agency Sales Vice President	\$267,015.58	\$208,458.07	\$56,218.93	\$531,692.58
Gilb,Carolyn S	Commercial Farm/Ranch Vice President	\$259,478.20	\$202,533.95	\$41,991.90	\$504,004.05
Cruz,Justin B	Actuarial Vice President	\$241,670.55	\$219,945.19	\$39,107.63	\$500,723.37
McCartan,Bernard T	Claims Legal Vice President	\$211,478.87	\$161,989.22	\$109,829.86	\$483,297.95
Constien,Timothy D	Claims Operations Vice President	\$222,093.23	\$205,875.40	\$50,067.89	\$478,036.52
Theilen,Mary A	P & C Loss Reserving Vice President	\$232,942.52	\$196,517.02	\$28,756.58	\$458,216.12
Bergquist,Elizabeth A	Education Vice President	\$225,477.88	\$172,356.43	\$50,775.23	\$448,609.54
Ober,Steven H	Sales Director	\$194,455.12	\$35,711.83	\$215,185.81	\$445,352.76
Lamb,Steven G	Agency Sales Manager	\$271,084.62	\$135,618.06	\$32,733.37	\$439,436.05
Stampen,Pamela W	Customer Service Touch Points Vice President	\$199,248.00	\$188,103.04	\$51,345.78	\$438,696.82
Steger,Evonne M	Corp Strategy & Planning Vice President	\$196,873.12	\$138,403.06	\$75,212.69	\$410,488.87
White,Richard J	Equity Investments Director	\$277,911.93	\$38,831.07	\$86,719.84	\$403,462.84
Poeschi,Clint L	Agency Sales Manager	\$237,304.98	\$117,972.56	\$39,063.72	\$394,341.26
Flynn,Gary P	Sales Director	\$256,181.71	\$40,105.73	\$96,776.17	\$393,063.61
Holman,David C	Chief Legal Officer	\$197,434.94	\$138,490.14	\$53,961.84	\$389,886.92
Chapman,Byrne W	Svs & Infrastrctr Assoc VP	\$93,101.68	\$0.00	\$287,997.36	\$381,099.04
VanBrocklin,Dana V	Agency Sales Manager	\$221,406.29	\$135,266.62	\$15,977.19	\$372,650.10
Hoffman,James M	Regional Associate General Counsel	\$204,758.68	\$28,602.42	\$132,970.23	\$366,331.33
Brynd,Steven R	Sales Director	\$220,054.01	\$37,241.10	\$94,279.18	\$351,574.29
Jensen,Timothy W	Agency Sales Manager	\$232,382.03	\$76,253.90	\$39,696.88	\$348,332.81
Schraufnagel,Gary M	Sales Director	\$226,234.24	\$41,605.24	\$75,658.87	\$343,498.35
Pfluger,Gregory J	Business System Transformation Associate Vice President	\$244,036.01	\$76,830.66	\$11,639.40	\$332,506.07
Manganelli,Charles P	Agency Sales Manager	\$211,920.49	\$74,473.46	\$43,063.89	\$329,457.84
Ferrari,Heather M	Agency Sales Manager	\$171,480.08	\$138,252.89	\$16,308.06	\$326,041.03
Powell,Ryan H	Sales Director	\$202,569.08	\$38,296.26	\$83,123.60	\$323,988.94
Dalgle,Jack A	Sales Director	\$216,841.54	\$39,458.58	\$66,737.09	\$323,037.21
Hannifan,Phillip S	Private Placement Investments Manager	\$249,730.61	\$13,763.17	\$59,327.19	\$322,820.97
Quesnel,Michael J	Sales Director	\$202,463.33	\$48,281.47	\$66,530.87	\$317,275.67
Shisler,S.Bryan	Agency Sales Manager	\$170,127.64	\$118,040.42	\$28,091.36	\$316,259.42
Anfenson,Thomas J	Sales Director	\$196,166.48	\$42,401.02	\$75,129.96	\$313,697.46
Doepke,James L	Product Associate Vice President	\$188,125.09	\$52,548.55	\$71,927.84	\$312,601.48
Fehrenbach,Michael L	Agency Sales Manager	\$183,840.79	\$87,030.96	\$39,880.51	\$310,752.26
Conboy,J Keith	Agency Sales Manager	\$190,876.62	\$94,845.64	\$22,700.86	\$308,423.12
Spindler,Jane E	Claims Associate Vice President	\$176,301.28	\$51,742.33	\$76,282.92	\$304,326.53
Christensen,Kelly L	Farm/Ranch Operations Director	\$179,552.51	\$64,678.21	\$59,397.75	\$303,628.47
Janzen,Michael S	Agency Sales Manager	\$159,598.15	\$128,345.55	\$15,464.73	\$303,408.43
Sebald,David L	Alternative Investments Director	\$217,509.87	\$30,385.35	\$52,790.57	\$300,685.79
Ellefson,Thomas J	Actuary Auto Lines Director	\$211,801.25	\$29,587.14	\$54,422.90	\$295,811.29
Polster,Greg G	Applications Associate Vice President	\$183,197.95	\$51,170.81	\$60,564.94	\$294,933.70
Hunter,Shawn P	Agency Sales Manager	\$208,911.81	\$67,055.00	\$17,859.75	\$293,826.56
Kutz Jr,Sylvan J	Sales Director	\$190,408.92	\$39,095.97	\$62,912.53	\$292,417.42
Newman,Ann E	Sales Director	\$179,785.79	\$35,110.58	\$76,029.98	\$290,926.35
Sand,Dennis	Agency Sales Manager	\$184,388.44	\$62,959.71	\$40,855.78	\$288,203.93
Fancher,William T	Advance Field Director	\$208,990.79	\$42,795.92	\$36,393.33	\$288,180.04
Stender,Britt	Sales Director	\$200,371.64	\$40,488.99	\$46,453.78	\$287,314.41
Elkins,Ann L	Commercial Lines Operations Director	\$173,028.93	\$34,165.81	\$79,623.93	\$286,818.67
Mc Coy,W Scott	Agency Sales Manager	\$205,165.91	\$52,000.00	\$25,591.16	\$282,757.07
Wallace,Richard L	Agency Sales Manager	\$149,874.51	\$101,419.05	\$30,938.38	\$282,231.94
Wilberg,Richard W	Real Estate Constructn & Moves Director	\$185,620.64	\$27,426.44	\$69,025.45	\$282,072.53
Edwards,Zachery C	Agency Sales Manager	\$194,736.32	\$67,590.92	\$19,637.91	\$281,965.15
Prien,Henry L	Agency Sales Manager	\$181,471.22	\$60,701.13	\$38,191.33	\$280,363.68

Name	Principal Position	Salary	Bonus	All Other Compensation	Total
Merrill, Sandra K	District Sales Manager	\$171,402.43	\$94,246.63	\$14,091.99	\$279,741.05
Spitt, Daniel L	Actuary Commercial Farm/Ranch Director	\$203,776.26	\$28,465.05	\$46,617.86	\$278,859.17
Roedell, Randall S	District Sales Manager	\$128,521.56	\$135,333.30	\$14,863.25	\$278,718.11
Holzhauser, Mark J	Regional Managing Attorney	\$184,655.64	\$12,544.37	\$80,156.84	\$277,356.85
Mc Morris, John	Agency Sales Manager	\$191,729.39	\$54,492.13	\$30,072.61	\$276,294.13
Harris, Daniel G	Tax Director	\$191,029.93	\$29,182.80	\$55,493.54	\$275,706.27
Riggs, Michael R	Sales Director	\$202,330.14	\$48,262.85	\$25,009.69	\$275,602.68
Carter III, David M	Sales Director	\$199,201.88	\$32,825.44	\$42,743.37	\$274,770.69
Radisewitz, Cary M	Agency Sales Manager	\$176,019.13	\$60,306.47	\$34,877.29	\$271,202.89
Weber, Darin A	Agency Sales Manager	\$142,010.83	\$98,149.37	\$30,776.08	\$270,936.28
Edlefson, Dale R	Actuary Research & Development Director	\$190,928.49	\$26,668.61	\$51,512.24	\$269,109.34
Tjugum, Steven R	Product Associate Vice President	\$192,038.28	\$46,689.09	\$28,660.71	\$267,388.08
Pinzon Jr, Cesar A	Sales Director	\$187,428.54	\$46,187.62	\$33,276.34	\$266,892.50
Friend, Richard S	Agency Sales Manager	\$198,025.19	\$44,800.00	\$22,752.60	\$265,577.79
Slocum, Rick K	Agency Sales Manager	\$163,595.43	\$72,432.48	\$29,160.71	\$265,188.62
Montagna, Tamera B	Policy Sales & Service Director	\$200,214.44	\$36,501.05	\$26,928.89	\$263,644.38
Quesnel, Robert D	Sales Director	\$189,394.34	\$31,804.10	\$40,112.72	\$261,311.16
Moran, Lisa A	Claims Associate Vice President	\$161,227.94	\$45,735.24	\$54,149.20	\$261,112.38
Van Dyn Hoven, Larry	Agency Sales Manager	\$177,756.61	\$44,490.26	\$37,433.20	\$259,680.07
Willis, Douglas W	Agency Sales Manager	\$161,420.08	\$78,806.02	\$19,144.93	\$259,371.03
Ryniak, Keith J	Sales Director	\$194,160.44	\$39,378.91	\$25,589.41	\$259,128.76
Fiorelli, Dean M	Treasury Director	\$191,942.17	\$28,310.35	\$37,259.37	\$257,511.89
Koupal, Peter J	Agency Sales Manager	\$187,948.61	\$28,000.00	\$41,153.61	\$257,102.22
Butler, Gary D	Agency Sales Manager	\$179,095.64	\$49,322.79	\$28,617.93	\$257,036.36
Schell, Amy D	Agency Sales Manager	\$169,009.79	\$73,747.62	\$14,104.46	\$256,861.87
Toney, Robert CD	Sales Director	\$188,870.51	\$36,383.65	\$31,599.63	\$256,853.79
Willan, Steven R	Sales Director	\$174,757.91	\$30,807.56	\$51,150.24	\$256,715.71
Beck, Phillip R	Agency Sales Manager	\$163,084.57	\$66,037.43	\$27,093.23	\$256,215.23
Tobin, Richard M	Agency Sales Manager	\$183,178.08	\$18,200.00	\$52,576.41	\$253,954.49
Eckert, Larry M	Agency Sales Manager	\$162,502.40	\$63,503.02	\$27,742.01	\$253,747.43
Hickman, Julie M	Agency Sales Manager	\$195,530.36	\$31,200.00	\$26,828.84	\$253,559.20
Taylor, Stephen J	Agency Sales Manager	\$187,672.44	\$63,644.20	\$1,906.94	\$253,223.58
Woodman, Andy	Agency Sales Manager	\$192,617.58	\$47,962.87	\$12,505.58	\$253,086.03
Mc Ghee, Patrick T	Agency Sales Manager	\$196,980.02	\$18,200.00	\$37,206.32	\$252,386.34
Keyes, Francine S	Agency Sales Manager	\$132,709.57	\$107,417.85	\$11,547.48	\$251,674.90
Latham, Daryl G	Agency Sales Manager	\$172,415.35	\$67,937.83	\$10,251.91	\$250,605.09
Holmen, Thomas O	Agency Sales Manager	\$161,211.86	\$75,788.89	\$13,473.32	\$250,474.07

Name	Principal Position	Salary	Bonus	All Other Compensation	Total
Culver, Craig	Principal	\$ 64,500.00	\$ -	\$ -	\$ 64,500.00
Dewey, Londa	Principal	\$ 69,000.00	\$ -	\$ -	\$ 69,000.00
Howard, Leslie	Principal	\$ 72,000.00	\$ -	\$ -	\$ 72,000.00
Kellner, Ted	Principal	\$ 78,000.00	\$ -	\$ -	\$ 78,000.00
Knetter, Mike	Principal	\$ 67,500.00	\$ -	\$ -	\$ 67,500.00
Oliver, Walter	Principal	\$ 67,000.00	\$ -	\$ -	\$ 67,000.00
Pierce, Harvey	Principal	\$ 66,000.00	\$ -	\$ -	\$ 66,000.00
Protsch, Eliot	Principal	\$ 81,000.00	\$ -	\$ -	\$ 81,000.00
Renk, Richard	Principal	\$ 61,500.00	\$ -	\$ -	\$ 61,500.00
Thornton, Dr. Jerry Sue	Principal	\$ 66,000.00	\$ -	\$ -	\$ 66,000.00
Zimbrick, Thomas J	Principal	\$ 77,500.00	\$ -	\$ -	\$ 77,500.00