

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, <u>2011</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 employe 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>2011</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 and Chief Executive Officer	\$ 969,809.80	\$ 1,722,545.28	\$ 2,518,582.84	\$ 5,210,937.92
Salzwedel,Jack C	Chairman and Chief Executive Officer	\$ 888,861.46	\$ 1,834,637.44	\$ 466,655.68	\$ 3,190,154.58
Gleason,Bradley J	Executive Vice President	\$ 422,248.44	\$ -	\$ 2,115,083.47	\$ 2,537,331.91
Schultz,Daniel R	President and Chief Operating Officer	\$ 491,471.50	\$ 979,682.89	\$ 342,629.30	\$ 1,813,783.69
Rekowski,Jerome G	Chief Business Integration Officer	\$ 382,247.93	\$ 501,691.83	\$ 294,455.81	\$ 1,178,395.57
Gunder,Peter C	Chief Investment Officer	\$ 414,248.23	\$ 663,608.64	\$ 92,442.69	\$ 1,170,299.56
Afable,Mark V	Executive Vice President	\$ 396,092.48	\$ 596,340.34	\$ 154,562.31	\$ 1,146,995.13
Meyer,Alan E	Life Vice President	\$ 447,404.30	\$ 478,918.22	\$ 173,236.80	\$ 1,099,559.32
Schmoeger,Mary L	Executive Vice President	\$ 397,517.50	\$ 548,960.14	\$ 125,162.97	\$ 1,071,640.61
Zwettler,Joseph J	Brokerage & Alliances Vice President	\$ 218,081.92	\$ 255,110.58	\$ 499,909.48	\$ 973,101.98
Benusa,Gerry W	Executive Vice President	\$ 347,248.01	\$ 455,845.32	\$ 126,399.01	\$ 929,492.34
Duran,Michael R	Agency Sales Vice President	\$ 204,356.46	\$ 182,747.92	\$ 542,069.76	\$ 929,174.14
Kirkconnell,Kristin R	Chief Information Officer	\$ 356,016.92	\$ 478,498.45	\$ 62,355.39	\$ 896,870.76
Bacus,Lisa R	Executive Vice President	\$ 333,246.30	\$ 408,554.46	\$ 68,929.73	\$ 810,730.49
Kelly,Daniel J	Chief Financial Officer/Treasurer	\$ 314,211.81	\$ 346,216.90	\$ 136,814.33	\$ 797,243.04
Westrate,William B	Executive Vice President	\$ 312,787.77	\$ 388,248.41	\$ 65,191.68	\$ 766,227.86
Fetherston,Richard A	Communications Senior Vice President	\$ 286,823.06	\$ 278,239.17	\$ 153,483.41	\$ 718,545.64
Grasee,Kari E	Controller Vice President	\$ 304,247.44	\$ 325,917.48	\$ 79,706.95	\$ 709,871.87
Knapstein,Annette S	Marketing Vice President	\$ 276,824.33	\$ 250,587.35	\$ 126,560.82	\$ 653,972.50
Steffen,Richard M	Agency Sales Vice President	\$ 304,825.92	\$ 275,917.48	\$ 68,075.85	\$ 648,819.25
Thedinga,John W	Agency Sales Vice President	\$ 262,825.62	\$ 237,922.28	\$ 141,336.70	\$ 642,084.60
Holman,David C	Chief Legal Officer /Secretary	\$ 263,353.91	\$ 274,239.83	\$ 100,807.34	\$ 638,401.08
Listau,Christopher R	Agency Sales Vice President	\$ 277,246.00	\$ 251,491.99	\$ 62,999.06	\$ 591,737.05
Constien,Timothy D	Claims Operations Vice President	\$ 237,670.18	\$ 291,210.75	\$ 62,012.05	\$ 590,892.98
Seymour,Scott J	Corp Legal & Reg Affairs Vice President	\$ 251,248.48	\$ 227,971.16	\$ 107,972.34	\$ 587,191.98
Cruz,Justin B	Actuarial Vice President	\$ 265,516.80	\$ 242,445.52	\$ 51,887.41	\$ 559,849.73
Gilb,Carolyn S	Commercial Farm/Ranch Vice President	\$ 264,822.90	\$ 239,731.72	\$ 54,404.84	\$ 558,959.46
Theilen,Mary A	P & C Loss Reserving Vice President	\$ 251,015.18	\$ 252,971.16	\$ 41,596.42	\$ 545,582.76
McCartan,Bernard T	Claims Legal Vice President	\$ 216,825.36	\$ 196,308.50	\$ 121,273.22	\$ 534,407.08
Bergquist,Elizabeth A	Integrated Sales & Service Vice President	\$ 230,823.15	\$ 208,973.57	\$ 64,466.25	\$ 504,262.97
Stampen,Pamela W	Human Resources Vice President	\$ 222,539.44	\$ 202,340.32	\$ 71,364.79	\$ 496,244.55
Dorcus,Mark K	Fixed Income Investments Director	\$ 304,419.77	\$ 121,753.91	\$ 19,608.21	\$ 445,781.89
Sand,Dennis	Agency Sales Manager	\$ 201,065.87	\$ 42,225.20	\$ 194,487.46	\$ 437,778.53
Bose,Ajoy K	Corporate Finance Director	\$ 179,795.80	\$ 17,344.56	\$ 232,191.83	\$ 429,332.19
Steger,Evonne M	Business Processes Associate Vice President	\$ 204,625.18	\$ 127,732.37	\$ 95,526.58	\$ 427,884.13
White,Richard J	Equity Investments Director	\$ 280,200.23	\$ 31,570.02	\$ 93,625.37	\$ 405,395.62
Jensen,Timothy W	Agency Sales Manager	\$ 228,605.34	\$ 84,279.51	\$ 77,097.91	\$ 389,982.76
Holmen,Thomas O	Agency Sales Manager	\$ 181,339.94	\$ 47,888.14	\$ 129,943.33	\$ 359,171.41
Gisi,Gregory V	Entprs Strtgy & Risk Alliance Vice President	\$ 197,217.35	\$ 116,580.21	\$ 45,194.39	\$ 358,991.95
Hammer,Gary A	Agency Sales Manager	\$ 191,345.56	\$ 49,141.09	\$ 108,756.95	\$ 349,243.60
Schraufnagel,Gary M	Sales Director	\$ 230,648.86	\$ 35,983.11	\$ 81,749.40	\$ 348,381.37
Menesse,Mario S	Product Lines Territory Vice President	\$ 210,113.21	\$ 116,946.95	\$ 16,945.97	\$ 344,006.13
Manganelli,Charles P	Agency Sales Manager	\$ 231,321.70	\$ 53,062.45	\$ 57,833.48	\$ 342,217.63
Brynd,Steven R	Sales Director	\$ 225,323.51	\$ 31,357.17	\$ 83,827.70	\$ 340,508.38
Tobin,Richard M	Agency Sales Manager	\$ 181,270.33	\$ 32,145.54	\$ 123,898.18	\$ 337,314.05
Jones,Terry R	Agency Sales Manager	\$ 211,741.67	\$ 58,600.43	\$ 64,613.73	\$ 334,955.83
Daigle,Jack A	Sales Director	\$ 229,101.57	\$ 25,808.65	\$ 75,859.99	\$ 330,770.21
Spindler,Jane E	Claims Associate Vice President	\$ 187,487.99	\$ 42,233.44	\$ 96,782.09	\$ 326,503.52
Mc Coy,W Scott	Agency Sales Manager	\$ 220,558.96	\$ 55,799.67	\$ 40,067.83	\$ 316,426.46
Elkins,Ann L	Personal Lines Operations Associate Vice President	\$ 192,705.70	\$ 41,878.04	\$ 81,385.42	\$ 315,969.16
Pfluger,Gregory J	Business System Transformation Associate Vice President	\$ 243,335.38	\$ 59,191.12	\$ 12,829.35	\$ 315,355.85
Hunter,Shawn P	Agency Sales Manager	\$ 217,826.89	\$ 49,618.73	\$ 47,877.84	\$ 315,323.46
Poeschl,Clint L	Sales Director	\$ 210,241.96	\$ 58,739.01	\$ 44,861.88	\$ 313,842.85
Conboy,J Keith	Agency Sales Manager	\$ 213,682.41	\$ 48,428.66	\$ 49,411.05	\$ 311,522.12
Hoffman,James M	Regional Associate General Counsel	\$ 208,113.42	\$ 23,442.24	\$ 79,558.21	\$ 311,113.87
Doepke,James L	Regional Operations Director	\$ 192,125.14	\$ 53,279.12	\$ 65,010.45	\$ 310,414.71
Hickman,Julie M	Agency Sales Manager	\$ 212,674.92	\$ 50,025.05	\$ 47,391.86	\$ 310,091.83
Sebald,David L	Alternative Investments Director	\$ 227,143.41	\$ 25,587.87	\$ 55,675.98	\$ 308,407.26
Taylor,Stephen J	Agency Sales Manager	\$ 202,860.86	\$ 46,676.01	\$ 58,250.04	\$ 307,786.91
Lamb,Steven G	Agency Sales Manager	\$ 255,476.41	\$ 15,845.45	\$ 35,726.57	\$ 307,048.43
Fehrenbach,Michael L	Agency Sales Manager	\$ 193,801.69	\$ 68,085.02	\$ 44,702.51	\$ 306,589.22
Friend,Richard S	Agency Sales Manager	\$ 218,624.50	\$ 55,476.65	\$ 32,118.68	\$ 306,219.83
Anfenson,Thomas J	Sales Director	\$ 201,378.97	\$ 30,182.93	\$ 74,179.39	\$ 305,741.29
Smith,James Z	Agency Sales Manager	\$ 184,886.03	\$ 48,632.91	\$ 68,298.27	\$ 301,817.21
Quesnel,Michael J	Agency Sales Manager	\$ 199,961.91	\$ 41,900.17	\$ 59,898.01	\$ 301,760.09
Mc Cabe,Kurt A	Agency Sales Manager	\$ 189,642.60	\$ 72,196.94	\$ 39,355.94	\$ 301,195.48
Ellefson,Thomas J	Actuary Auto Lines Director	\$ 215,441.97	\$ 24,268.53	\$ 60,373.14	\$ 300,083.64
Prien,Henry L	Agency Sales Manager	\$ 197,084.03	\$ 62,710.85	\$ 39,752.09	\$ 299,546.97
Polster,Greg G	Applications Associate Vice President	\$ 186,884.40	\$ 42,097.34	\$ 69,403.63	\$ 298,385.37
Lund,Verdell L	Agency Sales Manager	\$ 191,190.59	\$ 64,989.12	\$ 37,495.51	\$ 293,675.22
Hetzel,Timothy J	Agency Sales Manager	\$ 198,884.07	\$ 44,087.40	\$ 48,393.62	\$ 291,365.09
Mc Ghee,Patrick T	Agency Sales Manager	\$ 192,394.69	\$ 63,108.61	\$ 35,802.95	\$ 291,306.25
Mc Morris,John	Agency Sales Manager	\$ 203,748.43	\$ 46,750.92	\$ 36,870.95	\$ 287,370.30
Stender,Britt	Sales Director	\$ 206,314.98	\$ 36,940.46	\$ 42,787.41	\$ 286,042.85
Willis,Douglas W	Agency Sales Manager	\$ 191,463.14	\$ 50,010.90	\$ 43,952.30	\$ 285,426.34
Harris,Daniel G	Tax Director	\$ 196,190.51	\$ 22,097.93	\$ 62,611.50	\$ 280,899.94
Rupert,Julie A	Personal Lines Vice President	\$ 186,006.86	\$ 69,481.80	\$ 25,346.34	\$ 280,835.00
Wilberg,Richard W	Real Estate Constructn & Moves Director	\$ 188,497.44	\$ 22,230.53	\$ 69,838.25	\$ 280,566.22
Lupien,Tanya M	Agency Sales Manager	\$ 131,997.07	\$ 25,872.58	\$ 121,983.45	\$ 279,853.10
Van Dyn Hoven,Larry	Agency Sales Manager	\$ 187,258.26	\$ 38,768.14	\$ 52,932.63	\$ 278,959.03
Koupal,Peter J	Agency Sales Manager	\$ 197,161.02	\$ 20,870.57	\$ 60,150.28	\$ 278,181.87
Willan,Steven R	Sales Director	\$ 188,507.71	\$ 28,731.69	\$ 60,505.14	\$ 277,744.54
Kutz Jr,Sylvan J	Sales Director	\$ 196,891.54	\$ 32,176.97	\$ 47,877.78	\$ 276,856.29
Wallace,Richard L	Agency Sales Manager	\$ 171,036.84	\$ 55,063.71	\$ 49,738.28	\$ 275,838.83
Tjugum,Steven R	Regional Product Associate Vice President	\$ 197,573.19	\$ 44,507.66	\$ 32,560.22	\$ 274,641.07
Newman,Ann E	Sales Director	\$ 183,997.45	\$ 25,723.16	\$ 64,124.10	\$ 273,844.71
Fancher,William T	Advance Field Director	\$ 208,991.81	\$ 29,080.45	\$ 35,384.31	\$ 273,456.57
Radisewitz,Cary M	Agency Sales Manager	\$ 196,140.67	\$ 34,143.64	\$ 41,872.44	\$ 272,156.75

Name	Principal Position	Salary	Bonus	All Other Compensation	Total
Seifert, Terrance A	Services & Infrastructure Associate Vice President	\$ 182,194.32	\$ 48,539.72	\$ 38,409.40	\$ 269,143.44
Carter III, David M	Sales Director	\$ 202,452.04	\$ 27,803.92	\$ 37,911.95	\$ 268,167.91
Moran, Lisa A	Claims Associate Vice President	\$ 167,989.26	\$ 37,836.47	\$ 60,895.36	\$ 266,721.09
Duffy, Rita J	Agency Sales Manager	\$ 162,567.05	\$ 47,805.54	\$ 55,807.72	\$ 266,180.31
Slocum, Rick K	Agency Sales Manager	\$ 178,931.23	\$ 41,769.82	\$ 45,116.65	\$ 265,817.70
Ober, Steven H	Sales Director	\$ 199,515.30	\$ 32,484.08	\$ 33,051.44	\$ 265,050.82
Edwards, Zachery C	Agency Sales Manager	\$ 190,754.97	\$ 49,734.67	\$ 24,086.06	\$ 264,575.70
Green, Cindy A	Agency Sales Manager	\$ 163,160.55	\$ 56,282.47	\$ 45,000.72	\$ 264,443.74
Ryniak, Keith J	Sales Director	\$ 199,778.46	\$ 32,506.98	\$ 31,955.60	\$ 264,241.04
Duval, Todd C	Agency Sales Manager	\$ 187,719.80	\$ 36,661.64	\$ 39,604.47	\$ 263,985.91
Quesnel, Robert D	Sales Director	\$ 193,451.66	\$ 26,789.12	\$ 43,097.86	\$ 263,338.64
Weber, Darin A	Agency Sales Manager	\$ 160,328.98	\$ 62,053.90	\$ 40,424.62	\$ 262,807.50
Letzkus, Gerald F	Agency Sales Manager	\$ 155,321.49	\$ 54,906.99	\$ 51,631.50	\$ 261,859.98
Latham, Daryl G	Agency Sales Manager	\$ 174,385.32	\$ 62,159.50	\$ 25,128.78	\$ 261,673.60
Shisler, S. Bryan	Agency Sales Manager	\$ 180,276.15	\$ 49,469.02	\$ 31,400.10	\$ 261,145.27
Pinzon Jr, Cesar A	Sales Director	\$ 196,244.68	\$ 32,108.55	\$ 31,678.31	\$ 260,031.54
Beck, Phillip R	Agency Sales Manager	\$ 174,792.48	\$ 46,542.49	\$ 37,758.98	\$ 259,093.95
Kosowski, Kevin L	Agency Sales Manager	\$ 178,583.13	\$ 35,449.87	\$ 44,885.21	\$ 258,918.21
Riggs, Michael R	Sales Director	\$ 205,330.40	\$ 25,128.45	\$ 27,652.22	\$ 258,111.07
Fiorelli, Dean M	Treasury Director	\$ 195,845.11	\$ 21,946.23	\$ 39,747.64	\$ 257,538.98
Hannifan, Phillip S	Private Placement Investments Manager	\$ 208,311.05	\$ 6,247.51	\$ 42,877.30	\$ 257,435.86
Helixon, Joel P	Agency Sales Manager	\$ 176,201.71	\$ 38,128.45	\$ 43,075.76	\$ 257,405.92
Rogers, Stuart P	Agency Sales Manager	\$ 188,559.97	\$ 40,933.17	\$ 27,225.15	\$ 256,718.29
Eckert, Larry M	Agency Sales Manager	\$ 170,099.76	\$ 43,349.03	\$ 43,247.07	\$ 256,695.86
Lubahn, Michael J	Agency Sales Manager	\$ 189,544.46	\$ 25,616.79	\$ 41,529.64	\$ 256,690.89
Pierce, Steven J	Agency Sales Manager	\$ 192,858.65	\$ 23,087.05	\$ 40,584.22	\$ 256,529.92
Montagna, Tamera B	Policy Sales & Service Director	\$ 201,033.96	\$ 24,310.29	\$ 30,287.21	\$ 255,631.46
Holzhauser, Mark J	Regional Managing Attorney	\$ 181,518.94	\$ 10,221.86	\$ 63,422.34	\$ 255,163.14
Whitlock, James L	Agency Sales Manager	\$ 184,720.89	\$ 26,294.69	\$ 44,138.77	\$ 255,154.35
Robbins, Michael A	Agency Sales Manager	\$ 178,157.70	\$ 41,628.06	\$ 33,820.48	\$ 253,606.24
Hammer, John D	Property Director	\$ 169,786.53	\$ 59,046.04	\$ 24,604.92	\$ 253,437.49
Christensen, John C	Life Chief Actuary	\$ 192,864.57	\$ 22,422.93	\$ 36,729.77	\$ 252,017.27
Kirby, Karen J	Agency Sales Manager	\$ 194,074.79	\$ 27,495.44	\$ 30,259.90	\$ 251,830.13
Toney, Robert CD	Sales Director	\$ 193,790.91	\$ 26,827.38	\$ 29,899.65	\$ 250,517.94
Robinson, Douglas R	Agency Sales Manager	\$ 199,252.05	\$ 10,434.79	\$ 40,708.63	\$ 250,395.47
Arenson, Charles A	Agency Sales Manager	\$ 174,173.79	\$ 40,814.21	\$ 35,262.30	\$ 250,250.30
		\$ 29,131,352.42	\$ 17,656,063.52	\$ 14,159,554.56	\$ 60,946,970.50

Name	Principal Position	Salary	Bonus	All Other Compensation	Total
Anderson, Dave	Principal	\$ 18,250.00	\$ -	\$ -	\$ 18,250.00
Culver, Craig	Principal	\$ 29,499.00	\$ -	\$ -	\$ 29,499.00
Dewey, Londa	Principal	\$ 95,329.00	\$ -	\$ -	\$ 95,329.00
Howard, Leslie	Principal	\$ 98,329.00	\$ -	\$ -	\$ 98,329.00
Kellner, Ted D	Principal	\$ 116,609.00	\$ -	\$ -	\$ 116,609.00
Khurana, Rakesh	Principal	\$ 19,750.00	\$ -	\$ -	\$ 19,750.00
Knetter, Mike	Principal	\$ 92,329.00	\$ -	\$ -	\$ 92,329.00
Malmgren, Scott	Principal	\$ 19,750.00	\$ -	\$ -	\$ 19,750.00
Oliver, Walter	Principal	\$ 110,109.00	\$ -	\$ -	\$ 110,109.00
Pierce, Harvey	Principal	\$ 77,162.34	\$ -	\$ -	\$ 77,162.34
Protsch, Eliot	Principal	\$ 122,609.00	\$ -	\$ -	\$ 122,609.00
Renk, Richard	Principal	\$ 29,498.00	\$ -	\$ -	\$ 29,498.00
Shain, Paul	Principal	\$ 21,250.00	\$ -	\$ -	\$ 21,250.00
Thornton, Dr. Jerry Sue	Principal	\$ 87,829.00	\$ -	\$ -	\$ 87,829.00
Zimbrick, Thomas J	Principal	\$ 120,609.00	\$ -	\$ -	\$ 120,609.00

\$ 1,058,911.34 \$ - \$ - \$ 1,058,911.34

	Salary	Bonus	All Other Compensation	Total
Officer Totals	\$ 11,509,952.08	\$ 13,982,532.87	\$ 9,233,174.01	\$ 34,725,658.96
Director Totals	\$ 1,058,911.34	\$ -	\$ -	\$ 1,058,911.34