

**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	For Calendar Year Ending
American Family Insurance Company	December 31, <u>2017</u>

**INSTRUCTIONS:**

Each Wisconsin-domiciled insurer shall file a Report on Executive Compensation as a supplement to the insurer's annual statement, to be filed with the annual statement on or before March 1. The Report on Executive Compensation shall disclose the annual compensation of each director and all "C" level executives or their equivalent, for example, the Chief Executive Officer, Chief Financial Officer, Chief Information Officer, etc. In addition, report all members of executive management 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 executive management in Parts 1 and 3 either on a consolidated basis or by allocation to each insurer. The footnote to Part 1 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 manager, and shall include wages, stock grants, gains from the exercise of stock options, and all other forms of personal compensation (including employer-paid health, life and any other premiums).

**Part 1 Officer and Executive Management Compensation**

Report on the compensation of all "C" level executives or their equivalent. In addition, report all other members of executive management based on the following schedule:

Insurer's Current Year-end Capital and Surplus*	Report for any officer or executive management whose total annual compensation is in excess of
Less than \$200,000,000	\$150,000
\$200,000,000 to \$400,000,000	\$300,000
More than \$400,000,000	\$400,000

\* 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					0
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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 []

American Family Insurance Company  
Report on Executive Compensation

Name	Principal Position	Salary	Bonus	All Other Compensation	Total
Salzwedel, Jack C	Chairman and CEO	\$ 1,125,000	\$ 7,975,403	\$ 516,781	\$ 9,617,184
Schmoeger, Mary L	Retired Personal Lines President	\$ 414,203	\$ 893,428	\$ 2,428,881	\$ 3,736,512
Westrate, William B	President	\$ 678,769	\$ 1,967,261	\$ 259,999	\$ 2,906,030
Kelly, Daniel J	Chief Financial Officer/Treasurer	\$ 568,300	\$ 1,569,798	\$ 323,673	\$ 2,461,771
Gunder, Peter C	Chief Business Development Officer	\$ 532,500	\$ 1,469,926	\$ 197,809	\$ 2,200,235
Graham, David A	Chief Investment Officer	\$ 455,700	\$ 1,344,221	\$ 77,483	\$ 1,877,405
Holman, David C	Chief Strategy Officer/Secretary	\$ 439,000	\$ 1,127,805	\$ 211,516	\$ 1,778,321
Kirkconnell, Kristin R	Chief Information Officer	\$ 419,400	\$ 1,034,113	\$ 112,425	\$ 1,565,939
Benusa, Gerry W	Chief Sales Officer	\$ 419,400	\$ 955,975	\$ 169,281	\$ 1,544,656
Afable, Mark V	Chief Legal Officer	\$ 430,700	\$ 925,112	\$ 152,593	\$ 1,508,405
St Vincent, James E	Chief Human Resources Officer	\$ 353,031	\$ 837,311	\$ 294,271	\$ 1,484,613
Yancy, Telisa L	Chief Marketing Officer	\$ 384,539	\$ 957,691	\$ 74,533	\$ 1,416,762
Fancher, Todd	Chief Digital Transformation Officer	\$ 345,777	\$ 755,680	\$ 207,226	\$ 1,308,683
Stauffacher, Jessica J	American Family Agency Chief Operating Officer	\$ 442,431	\$ 721,128	\$ 134,152	\$ 1,297,710
Theilen, Mary A	Personal Lines President	\$ 345,616	\$ 686,298	\$ 78,575	\$ 1,110,489
Listau, Christopher R	Commercial Farm/Ranch President	\$ 346,100	\$ 658,490	\$ 93,306	\$ 1,097,896
Constien, Timothy D	Personal Lines Claims Vice President	\$ 326,662	\$ 625,411	\$ 115,299	\$ 1,067,372
Van Beek, Troy P	Finance Vice President	\$ 307,000	\$ 629,966	\$ 85,923	\$ 1,022,889
Geraci II, Sebastian J	Strategy Vice President	\$ 333,400	\$ 533,438	\$ 116,662	\$ 983,500
Grasee, Kari E	Business & Workplace Services Vice President	\$ 345,800	\$ 535,991	\$ 74,092	\$ 955,883
Cruz, Justin B	Strategic Data and Analytics Vice President	\$ 323,500	\$ 531,002	\$ 70,276	\$ 924,778
Gisi, Gregory V	B&A Insurance Solutions President	\$ 272,600	\$ 444,896	\$ 118,697	\$ 836,193
Steffen, Richard M	Life President	\$ 323,977	\$ 432,228	\$ 72,915	\$ 829,120
Seymour, Scott J	Government Affairs & Compl Vice President	\$ 286,100	\$ 423,967	\$ 90,087	\$ 800,155
Preston, Jeffrey N	Reinsurance Vice President	\$ 316,200	\$ 418,398	\$ 64,936	\$ 799,534
Pfluger, Gregory J	Business Application Systems Mgmt Vice President	\$ 299,500	\$ 386,591	\$ 62,067	\$ 748,158
Tjugum, Steven R	Sales Strategy & Support Vice President	\$ 255,877	\$ 374,969	\$ 111,997	\$ 742,843
Castellucci, Marc A	Personal Lines Claims Vice President	\$ 325,902	\$ 22,143	\$ 391,177	\$ 739,221
Rupert, Julie A	IT Security Vice President	\$ 285,600	\$ 369,397	\$ 61,916	\$ 716,913
Lien, Kelly J	Former PL Product Management Vice President	\$ 191,353	\$ -	\$ 517,711	\$ 709,064
Bergquist, Elizabeth A	Agency Sales Vice President	\$ 255,970	\$ 327,415	\$ 68,870	\$ 652,255
Buchheim, James S	Communications Vice President	\$ 250,000	\$ 349,360	\$ 47,211	\$ 646,571
Pinzon Jr, Cesar A	Agency Sales Vice President	\$ 247,300	\$ 313,896	\$ 59,841	\$ 621,036
Madden, James J	Computing Services Vice President	\$ 227,600	\$ 285,980	\$ 85,786	\$ 599,367
Swalve, Jeffrey J	Chief of Staff Vice President	\$ 250,039	\$ 252,497	\$ 77,491	\$ 580,027
Riggs, Michael R	Agency Sales Vice President	\$ 246,000	\$ 243,256	\$ 54,726	\$ 543,982
Tolefree, Bryce H	Claims Legal Vice President	\$ 220,400	\$ 216,445	\$ 93,358	\$ 530,203
Endres, David J	Corporate Legal Vice President	\$ 220,400	\$ 216,445	\$ 81,582	\$ 518,428
Embray, Candy	Sales & Service Operations Vice President	\$ 220,400	\$ 223,685	\$ 73,789	\$ 517,875
Koenig, Brenda L	Small Commercial Vice President	\$ 234,846	\$ 171,818	\$ 55,435	\$ 462,099
Gates, Joseph C	Chief Risk Officer	\$ 258,023	\$ 126,408	\$ 66,413	\$ 450,844
Kittoe, Jan A	Ignite Vice President	\$ 221,031	\$ 161,209	\$ 58,566	\$ 440,806
Quesnel, Robert D	Marketing Vice President	\$ 229,994	\$ 129,538	\$ 80,384	\$ 439,917
Wright, Benjamin P	PL Product Management Vice President	\$ 211,539	\$ 145,738	\$ 56,999	\$ 414,275

American Family Insurance Company  
Report on Executive Compensation

Name	Principal Position	Salary	Bonus	All Other Compensation	Total
Kathleen S. Barclay	Retired Sr. Vice President Human Resources, The Kroger Company	\$ 169,167	\$ -	\$ -	\$ 169,167
Christine M. Cumming	Retired First Vice President & COO, Federal Reserve Bank of New York	\$ 159,167	\$ -	\$ -	\$ 159,167
Londa J. Dewey	President, QTI Group	\$ 159,167	\$ -	\$ -	\$ 159,167
Leslie A. Howard	Senior Advisor to the CEO, United Way Worldwide	\$ 159,167	\$ -	\$ -	\$ 159,167
Ted D. Kellner	Chairman & CEO, Fiduciary Management, Inc.	\$ 159,167	\$ -	\$ -	\$ 159,167
Rakesh Khurana	Dean, Harvard College	\$ 159,167	\$ -	\$ -	\$ 159,167
Michael M. Knetter	President & CEO, University of Wisconsin Foundation	\$ 169,167	\$ -	\$ -	\$ 169,167
R. Scott Malmgren	Retired Senior Partner, Deloitte & Touche, LLP	\$ 174,167	\$ -	\$ -	\$ 174,167
Elliot G. Protsch	President, Wapsie Investment & Advisory, LLC	\$ 159,167	\$ -	\$ -	\$ 159,167
Paul S. Shain	President & CEO, Singlewire Software, LLC	\$ 184,167	\$ -	\$ -	\$ 184,167
Dmitri L. Stockton	Retired Sr. Vice President, General Electric	\$ 27,500	\$ -	\$ -	\$ 27,500
Thomas M. Tefft	Retired Sr. Vice President, Medtronic	\$ 27,500	\$ -	\$ -	\$ 27,500
Thomas J. Zimbrick	CEO, Zimbrick, Inc.	\$ 169,167	\$ -	\$ -	\$ 169,167

American Family Insurance Company  
Report on Executive Compensation

	Salary	Bonus	All Other Compensation	Total
A. Officers	\$ 15,187,483	\$ 32,771,729	\$ 8,246,708	\$ 56,205,919
B. Directors	\$ 1,875,837	\$ -	\$ -	\$ 1,875,837



SUPPLEMENT FOR THE YEAR 2017 OF THE AMERICAN FAMILY INSURANCE COMPANY  
**SUPPLEMENTAL COMPENSATION EXHIBIT**

For the Year Ended December 31, 2017

(To be filed by March 1)

**PART 1 - INTERROGATORIES**

1. Is the reporting insurer a member of a group of insurers or other holding company system? Yes [ X ] No [ ]  
 If yes, do the amounts below represent 1) total gross compensation earned for each individual by or on behalf of all companies which are part of the group: Yes [ X ]; or 2) allocation to each insurer: Yes [ ].
2. Did any person while an officer, director, or trustee of the reporting entity receive directly or indirectly, during the period covered by this statement any commission on the business transactions of the reporting entity? Yes [ ] No [ X ]
3. Except for retirement plans generally applicable to its staff employees, has the reporting entity any agreement with any person, other than contracts with its agents for the payment of commissions whereby it agrees that for any service rendered or to be rendered, that he/she shall receive directly or indirectly, any salary, compensation or emolument that will extend beyond the period of 12 months from the date of the agreement? Yes [ X ] No [ ]

**PART 2 - OFFICERS AND EMPLOYEES COMPENSATION**

1	2	3	4	5	6	7	8	9	10
Name and Principal Position	Year	Salary	Bonus	Stock Awards	Option Awards	Sign-on Payments	Severance Payments	All Other Compensation	Totals
Current:									
1. Salzwedel, Jack C Chairman and CEO	2017	1,125,000	7,975,403					516,781	9,617,184
Salzwedel, Jack C Chairman and CEO	2016	1,095,006	6,692,876					457,143	8,245,025
Salzwedel, Jack C Chairman and CEO	2015	1,062,500	6,195,753					419,410	7,677,663
Current:									
2. Kelly, Daniel J Chief Financial Officer/Treasurer	2017	568,300	1,569,798					323,673	2,461,771
Kelly, Daniel J Chief Financial Officer/Treasurer	2016	525,000	1,371,336					329,505	2,225,841
Kelly, Daniel J Chief Financial Officer/Treasurer	2015	482,231	1,290,419					254,194	2,026,844
3. Schoeager, Mary L Retired Personal Lines President	2017	414,203	893,428				2,376,312	52,569	3,736,512
Schoeager, Mary L Chief Administration Officer	2016	475,003	1,022,568					143,200	1,640,771
Schoeager, Mary L Personal Lines President	2015	466,579	1,033,696					116,954	1,617,229
4. Westrate, William B President	2017	678,769	1,967,261					259,999	2,906,029
Westrate, William B AnFam Agency Chief Operating Officer	2016	600,003	1,278,352					183,522	2,061,877
Westrate, William B American Family Chief Operating Officer	2015	454,656	1,005,104					110,233	1,569,993
5. Gunder, Peter C Chief Business Development Officer	2017	532,500	1,469,926					197,809	2,200,235
Gunder, Peter C Chief Business Development Officer	2016	512,003	1,123,800					154,344	1,790,147
Gunder, Peter C Chief Business Development Officer	2015	507,692	1,182,610					137,786	1,828,088
6. Graham, David A Chief Investment Officer	2017	455,700	1,344,221					77,483	1,877,404
Graham, David A Chief Investment Officer	2016	446,800	902,734					89,747	1,439,281
Graham, David A Chief Investment Officer	2015	449,154	987,734					74,659	1,511,547
7. Holman, David C Chief Strategy Officer/Secretary	2017	439,000	1,127,805					211,516	1,778,321
Holman, David C Chief Strategy Officer/Secretary	2016	425,002	921,723					185,519	1,532,244
Holman, David C Chief Strategy Officer/Secretary	2015	414,387	919,045					186,280	1,519,712
8. Kirkconnell, Kristin R Chief Information Officer	2017	419,400	1,034,113					112,425	1,565,938
Kirkconnell, Kristin R Chief Information Officer	2016	431,802	892,574					145,494	1,469,870
Kirkconnell, Kristin R Chief Information Officer	2015	421,607	865,059					87,846	1,374,512
9. Benusa, Gerry W Chief Sales Officer	2017	419,400	955,975					169,281	1,544,656
Benusa, Gerry W Chief Sales Officer	2016	423,002	854,154					154,248	1,431,404
Benusa, Gerry W Chief Sales Officer	2015	408,646	826,053					148,116	1,382,815
10. Afable, Mark V Chief Legal Officer	2017	430,700	925,112					152,593	1,508,405
Afable, Mark V Chief Legal Officer	2016	432,502	791,230					131,882	1,355,614
Afable, Mark V Chief Legal Officer	2015	450,117	859,273					144,649	1,454,039



SUPPLEMENT FOR THE YEAR 2017 OF THE AMERICAN FAMILY INSURANCE COMPANY

PART 3 - DIRECTOR COMPENSATION

1 Name and Principal Position or Occupation and Company (if Outside Director)	Paid or Deferred for Services as Director				6 All Other Compensation Paid or Deferred	7 Totals
	2 Direct Compensation	3 Stock Awards	4 Option Awards	5 Other		
Kathleen S. Barclay Retired Sr. Vice President Human Resources, The Kroger Company	169,167					169,167
Christine M. Cumming Retired First Vice President & COO, Federal Reserve Bank of New York	159,167					159,167
Londa J. Dewey President, QTI Group	169,167					169,167
Leslie A. Howard Senior Advisor to the CEO, United Way Worldwide	169,167					169,167
Ted D. Kellner Chairman & CEO, Fiduciary Management, Inc.	169,167					169,167
Rakesh Khurana Dean, Harvard College	159,167					159,167
Michael M. Knetter President & CEO, University of Wisconsin Foundation	169,167					169,167
R. Scott Malmgren Retired Senior Partner, Deloitte & Touche, LLP	174,167					174,167
Eliot G. Protsch President, Wapsle Investment & Advisory, LLC	159,167					159,167
Paul S. Shain President & CEO, Singlewire Software, LLC	184,167					184,167
Dmitri L. Stockton Retired Sr. Vice President, General Electric	27,500					27,500
Thomas M. Tefft Retired Sr. Vice President, Medtronic	27,500					27,500
Thomas J. Zimbrick CEO, Zimbrick, Inc.	169,167					169,167

SUPPLEMENT FOR THE YEAR 2017 OF THE AMERICAN FAMILY INSURANCE COMPANY

**PART 4 - NARRATIVE DESCRIPTION OF MATERIAL FACTORS**

Provide a narrative description of any material factors necessary to gain an understanding of the information disclosed in the tables.