

Name	Principal Position	Salary	Bonus	All Other Compensation	Total
Salzwedel,Jack C	Chairman and Chief Executive Officer	974,297	6,739,901	413,283	8,127,480
Schultz,Daniel R	Enterprise President/ Chief Operating Officer	644,075	2,981,615	431,645	4,057,335
Kelly,Daniel J	Chief Financial Officer/Treasurer	446,124	1,113,009	209,499	1,768,632
Gunder,Peter C	Chief Business Development Officer	459,077	1,024,965	101,751	1,585,793
Schmoeger,Mary L	Chief Administration Officer	430,723	863,314	89,249	1,383,286
Afable,Mark V	Chief Legal Officer	434,000	822,987	125,918	1,382,905
Westrate,William B	American Family Chief Operating Officer	404,093	843,372	70,261	1,317,726
Holman,David C	Chief Strategy Officer/Secretary	371,646	765,297	144,602	1,281,545
Rekowski,Jerome G	Sales Strategy & Support Vice President	386,000	735,936	132,946	1,254,882
Graham,David A	Chief Investment Officer	419,540	744,254	71,919	1,235,714
Kirkconnell,Kristin R	Chief Information Officer	394,772	749,444	71,646	1,215,861
Benusa,Gerry W	Chief Sales Officer	379,538	709,283	106,020	1,194,841
St Vincent,James E	Human Resources Vice President	296,579	492,504	148,806	937,890
Grasee,Kari E	Controller Vice President	338,367	473,242	57,157	868,766
Listau,Christopher R	Commercial Farm/Ranch President	313,077	456,687	52,044	821,808
Meyer,Alan E	Life President	111,723	-	672,038	783,761
Fancher,William T	Life President	289,017	404,538	89,221	782,776
Geraci II,Sebastian J	Strategy Vice President	312,400	414,517	52,142	779,059
Steffen,Richard M	Agency Sales Vice President	322,003	397,960	45,113	765,076
Constien,Timothy D	Personal Lines President	297,218	382,590	68,420	748,228
Cruz,Justin B	Strategic Data and Analytics Vice President	297,401	398,304	45,234	740,940
Yancy,Telisa L	Marketing Vice President	289,837	413,936	18,465	722,238
Theilen,Mary A	Enterprise Risk Management Vice President	272,596	381,105	39,945	693,646
Seymour,Scott J	Corp Legal & Reg Affairs Vice President	267,673	350,970	67,655	686,298
Castellucci,Marc A	Personal Lines Claims Vice President	173,078	499,178	10,197	682,453
Gilb,Carolyn S	Agency Sales Vice President	284,001	349,953	43,595	677,549
Rupert,Julie A	Business Integration Vice President	263,559	345,732	44,110	653,400
Gisi,Gregory V	Reinsurance/B&A Ins Solutions President	234,594	336,477	55,449	626,519
McCartan,Bernard T	Claims Legal Vice President	231,225	309,421	85,329	625,975
Pfluger,Gregory J	Information Services Vice President	255,610	351,827	18,137	625,574
Bergquist,Elizabeth A	Sales & Service Operations Vice President	239,224	320,114	39,416	598,754
Buchheim,James S	Communications Vice President	229,776	307,416	17,656	554,847
Tjugum,Steven R	Agency Strategy Vice President	221,505	284,343	42,731	548,579
Lien,Kelly J	PL Product Management Vice President	227,001	280,468	15,670	523,139
White,Richard J	Equity Investments Director	288,109	75,881	68,020	432,010
Stampen,Pamela W	Community Development Director	259,202	56,070	79,329	394,601
Tobin,Richard M	Agency Sales Manager	174,579	37,287	162,226	374,091
Sebald,David L	Private Markets Investment Director	241,586	63,628	58,075	363,288
Hammer,Gary A	Agency Sales Manager	184,402	28,420	148,750	361,571
Elkins,Ann L	Personal Lines Operations Associate Vice President	208,184	41,127	107,514	356,825
Smith,James Z	Agency Sales Manager	185,420	27,492	143,479	356,391
Steger,Evonne M	Business & Workplace Services Associate Vice President	212,607	63,261	63,520	339,388
Schraufnagel,Gary M	Sales Director	241,546	31,812	64,182	337,540
Hickman,Julie M	Agency Sales Manager	206,771	74,866	50,084	331,721
Hunter,Shawn P	Agency Sales Manager	209,343	64,055	55,683	329,082
Quesnel,Michael J	Agency Sales Manager	207,377	68,162	50,049	325,587
Friend,Richard S	Agency Sales Manager	205,769	80,746	36,740	323,255
Greiter,William D	Affiliate Services Director	244,501	31,608	33,568	309,677
Willan,Steven R	Sales Director	203,327	26,778	78,611	308,716
Conboy,J Keith	Sales Director	222,774	45,466	37,902	306,142
Anfenson,Thomas J	Sales Director	211,039	27,794	66,783	305,615
Taylor,Stephen J	Agency Sales Manager	196,967	50,179	55,264	302,410
Harris,Daniel G	Tax Director	207,308	27,302	64,903	299,514
Kirby,Karen J	Agency Sales Manager	191,664	68,551	38,240	298,455
Lamb,Steven G	Agency Sales Manager	205,771	60,250	30,645	296,666
Hetzl,Timothy J	Agency Sales Manager	191,283	55,219	49,963	296,465
Pinzon Jr,Cesar A	Agency Sales Vice President	214,523	50,395	28,972	293,891
Lubahn,Michael J	Agency Sales Manager	184,686	45,546	63,581	293,813
McCoy,W Scott	Agency Sales Manager	206,771	43,152	42,887	292,811
Ober,Steven H	Sales Director	212,610	28,001	51,747	292,359
Seifert,Terrance A	Services & Infrastructure Associate Vice President	196,917	48,747	45,159	290,822
Manganelli,Charles P	Sales Director	220,903	29,093	40,786	290,783
Stender,Britt	Sales Director	217,629	28,662	44,148	290,439
Romero,Manuel J	Brand & Consumer Marketing Associate Vice President	224,268	53,454	11,464	289,186
Simon,William J	Cust & OmniChannel Experience Associate Vice President	183,325	34,549	70,683	288,557
Prien,Henry L	Agency Sales Manager	194,376	49,900	40,660	284,936
Mc Cabe,Kurt A	Agency Sales Manager	187,831	60,150	36,440	284,420
Doepke,James L	Regional Operations Director	199,334	26,252	58,417	284,004

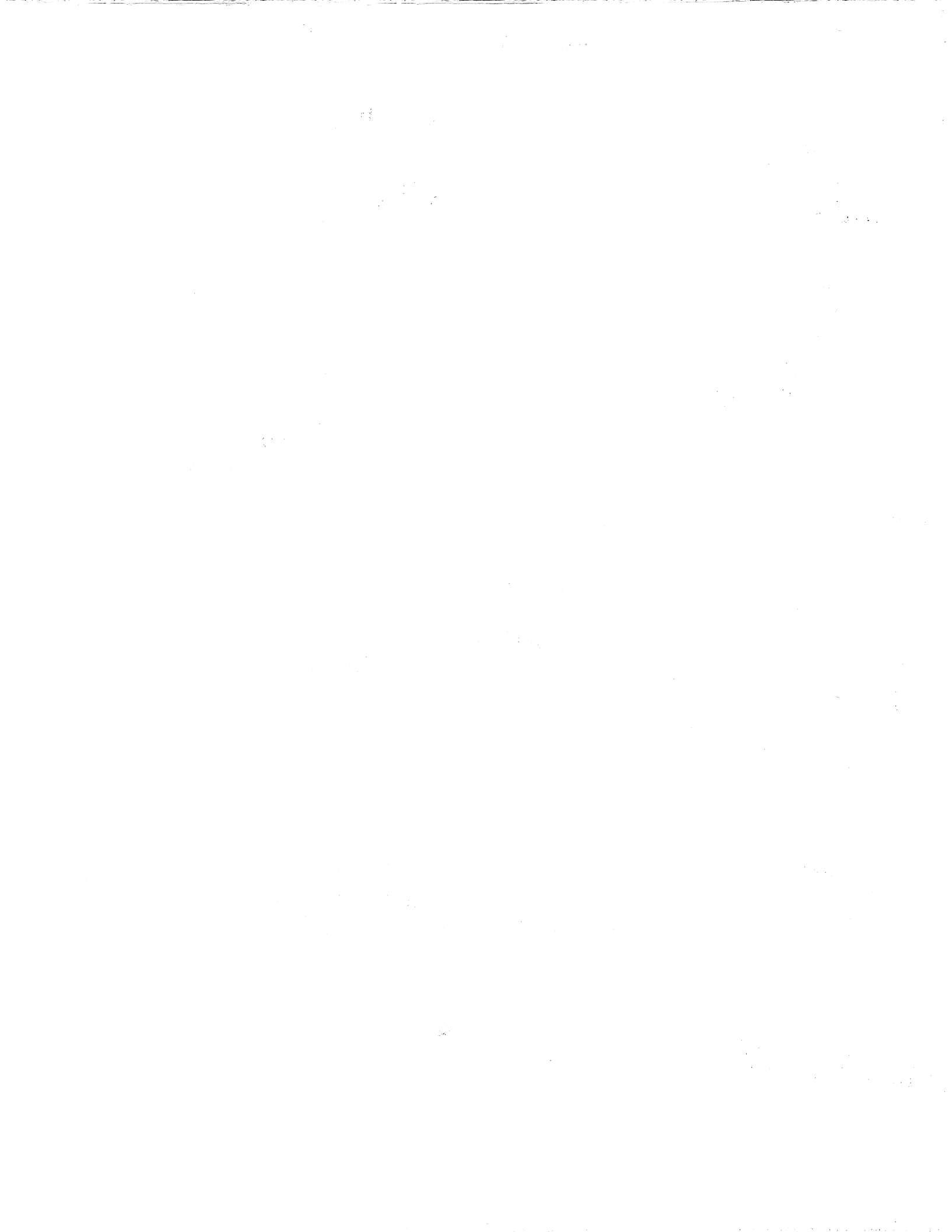
Name	Principal Position	Salary	Bonus	All Other Compensation	Total
Christensen,Kelly L	Commercial & F/R Ops Director	198,338	25,726	59,048	283,112
Miele,Marc J	Affiliate Services & Midvale Director	211,434	27,517	43,705	282,655
Fehrenbach,Michael L	Agency Sales Manager	188,084	56,290	38,103	282,477
Moran,Lisa A	Claims Care Center Director	188,654	39,075	54,341	282,071
Buchheim,Martin P	Business Development Director	230,000	30,291	21,724	282,015
Ryniak,Keith J	Agency Strategy Business Director	219,664	28,930	33,326	281,919
Madden,James J	Shared Services Associate Vice President	176,191	61,235	44,092	281,518
Carlson,Stephanie K	Regional Associate General Counsel	195,152	25,702	59,842	280,696
Reed,Daniel K	Venture Capital Managing Director	225,442	29,691	25,188	280,321
Kutz Jr,Sylvan J	Sales Performance & Develop Director	208,562	26,914	44,686	280,163
Van Dyn Hoven,Larry	Agency Sales Manager	186,718	50,164	43,102	279,984
Quesnel,Robert D	Sales & Support Director	204,837	26,977	47,960	279,773
Slocum,Rick K	Agency Sales Manager	180,179	49,147	50,059	279,385
Radisewitz,Cary M	Agency Sales Manager	187,511	54,824	36,888	279,223
McMorris,John	Agency Sales Manager	197,393	42,476	37,657	277,526
Breunig,Charles L	Fixed Income Sr Portfolio Unit Manager	189,263	12,462	75,590	277,316
Jackson,Latunja Y	Sales Director	210,872	27,772	37,830	276,475
Koupal,Peter J	Agency Sales Manager	190,334	35,581	49,458	275,374
Fetherston,Richard A	Communications Senior Vice President	120,693	149,113	5,378	275,183
Maastricht,James J	Life Insurance Direct Associate Vice President	194,115	48,053	32,391	274,559
Saponas,George W	Sales Director	200,309	26,381	47,376	274,065
Mc Ghee,Patrick T	Agency Sales Manager	185,423	47,350	40,499	273,271
Riggs,Michael R	Sales Director	214,014	28,186	29,576	271,777
Johnson II,Donald W	Claims Line of Business Associate Vice President	183,101	38,079	48,345	269,525
Christensen,John C	Life Chief Actuary	201,760	26,572	40,961	269,294
Grilz,Anthony R	Sales Director	198,290	26,115	44,125	268,529
Wallace,Richard L	Agency Sales Manager	175,819	50,023	41,283	267,125
Eckert,Larry M	Agency Sales Manager	173,467	49,648	43,257	266,372
Wenzel,Ann F	Assistant Secretary/Associate General Counsel	180,121	23,722	62,504	266,346
Edwards,Zachery C	Agency Sales Manager	187,248	51,351	26,638	265,237
Porter,Mary E	Field Development and Process Administrator	145,476	17,205	101,814	264,495
Duval,Todd C	Agency Sales Manager	185,849	39,796	38,608	264,254
Madock,Richard E	Business Development Director	210,000	27,657	24,557	262,214
Toney,Robert CD	Sales Director	205,833	27,108	29,066	262,007
Gresham,Gerald J	Agency Sales Manager	168,374	57,579	35,607	261,560
Rogers,Stuart P	Agency Sales Manager	184,765	41,981	34,538	261,284
Kluesner,John J	Claims Centralized Services Associate Vice President	192,472	25,349	43,255	261,076
Shisler,S.Bryan	Agency Sales Manager	181,020	44,155	35,753	260,928
Poeschl,Clint L	Sales Director	201,287	26,509	30,976	258,773
Ifkewitsch,Bernard F	Agency Sales Manager	172,572	50,036	36,087	258,695
Robbins,Michael A	Agency Sales Manager	173,711	44,124	40,138	257,973
Goldermann,Stephen P	Agency Sales Manager	153,675	52,162	51,251	257,088
Swalve,Jeffrey J	Sales Director	188,094	24,772	43,976	256,842
Yard,Roger A	PC Loss Reserve and Forecast Director	191,077	25,165	37,730	253,972
Breunig-Silbernagel,Theresa	Commercial & F/R Shared Svs Director	191,068	25,164	36,504	252,735
Puglisi,Carmelo A	Performance & Quality Associate General Counsel	171,315	22,562	58,443	252,320
Rovin,David A	Commercial & F/R Product Mgmt Associate Vice President	194,961	44,862	11,756	251,580
Scharr,Kathy B	Agency Sales Manager	167,887	23,016	59,815	250,718
Green,Cindy A	Agency Sales Manager	168,489	35,279	46,738	250,507
Little,Scott A	Claims Line of Business Associate Vice President	189,202	36,092	24,773	250,067
		28,094,167	29,554,449	7,862,059	65,510,676

Name	Principal Position	Salary	Bonus
Anderson, Dave	Principal	120,000	0
Barclay, Katy	Principal	26,250	0
Dewey, Londa	Principal	150,000	0
Howard, Leslie	Principal	150,000	0
Khurana, Rakesh	Principal	67,500	0
Knetter, Mike	Principal	135,000	0
Malmgren, Scott	Principal	135,000	0
Protsch, Eliot	Principal	150,000	0
Shain, Paul	Principal	135,000	0
Zimbrick, Thomas J	Principal	160,000	0
		\$1,228,750.00	\$0.00

All Other Compensation	Total
0	120,000
0	26,250
0	150,000
0	150,000
0	67,500
0	135,000
0	135,000
0	150,000
0	135,000
0	160,000

\$0.00 \$1,228,750.00

	Salary	Bonus	All Other Compensation	Total
Officer Totals	28,094,167	29,554,449	7,862,059	65,510,675
Director Totals	1,228,750	0	0	1,228,750





SUPPLEMENTAL COMPENSATION EXHIBIT

For the Year Ended DECEMBER 31, 2014
(To be filed by March 1)

PART 1 - INTERROGATORIES

1. The reporting insurer is a member of a group of insurers or other holding company system:
If yes, do the below amounts represent 1) total gross compensation paid to each individual by or on behalf of all companies that are part of the group:
or 2) allocation to each insurer: Yes[X] No[]
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 a period of 12 months from the date of the agreement? Yes[X] No[]

PART 2 - OFFICERS AND EMPLOYEES COMPENSATION

	1 Name and Principal Position	2 Year	3 Salary	4 Bonus	5 Stock Awards	6 Option Awards	7 Sign-on Payments	8 Severance Payments	9 All Other Compensation	10 Totals
1.	Jack C. Salzwedel Chairman and Chief Executive Officer	2014	974,297	6,739,901					413,283	8,127,481
		2013	956,192	3,907,666					356,908	5,220,766
		2012	924,284	3,308,764					453,430	4,686,478
2.	Daniel R. Schultz Enterprise President and Chief Operating Officer	2014	644,075	2,981,615					431,645	4,057,335
		2013	617,278	2,083,090					417,606	3,117,974
		2012	556,329	1,689,566					406,367	2,652,262
3.	Daniel J. Kelly Chief Financial Officer/Treasurer	2014	446,124	1,113,009					209,499	1,768,632
		2013	406,384	793,948					155,152	1,355,484
		2012	389,556	773,696					215,437	1,378,689
4.	Peter C. Gunder Chief Business Development Officer	2014	459,077	1,024,965					101,751	1,585,793
		2013	438,269	783,407					82,084	1,303,760
		2012	424,250	816,787					100,759	1,341,796
5.	Mary L. Schmoeger Chief Administration Officer	2014	430,723	863,314					89,249	1,383,286
		2013	419,731	657,221					75,171	1,152,123
		2012	409,246	741,488					127,945	1,278,679
6.	Mark V. Atable Chief Legal Officer	2014	434,000	822,987					125,918	1,382,905
		2013	417,735	669,360					132,167	1,219,262
		2012	407,250	753,115					169,546	1,329,911
7.	William B. Westrate American Family Chief Operating Officer	2014	404,093	843,372					70,261	1,317,726
		2013	342,620	562,076					47,345	952,041
		2012	331,017	609,937					80,768	1,021,722
8.	David C. Holman Chief Strategy Officer/Secretary	2014	371,646	765,297					144,602	1,281,545
		2013	320,000	547,036					97,086	964,122
		2012	296,363	470,012					116,968	883,343
9.	Jerome G. Rekowski Sales Strategy and Support Vice President	2014	386,000	735,936					132,946	1,254,882
		2013	386,000	580,155					156,489	1,122,644
		2012	386,056	661,011					289,982	1,337,049
10.	David A. Graham Chief Investment Officer	2014	419,540	744,254					71,919	1,235,713
		2013	264,924	599,051			125,839		7,833	997,647
		2012								

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	3	4	5		
	Direct Compensation	Stock Awards	Option Awards	Other		
David R. Anderson, Chairman & CEO-Retired, American Family Insurance Group	120,000					120,000
Katy S. Barclay, Sr. Vice President of Human Resources, The Kroger Company	26,250					26,250
Londa J. Dewey, President, QTI Group	150,000					150,000
Leslie A. Howard, President & CEO, United Way of Dane County	150,000					150,000
Rakesh Khurana, Dean, Harvard College	67,500					67,500
Michael M. Knetter, President, University of Wisconsin Foundation	135,000					135,000
Scott Malmgren, Retired Senior Partner, Deloitte & Touche Chicago	135,000					135,000
Eliot G. Protsch, President, Wapsie Investment & Advisory, LLC	150,000					150,000
Paul S. Shain, CEO, Singlewire	135,000					135,000
Thomas J. Zimbrick, CEO, Zimbrick, Inc.	160,000					160,000
9999999	1,228,750					1,228,750

