





American Family Insurance Company  
2016 WI OCI  
Report on Executive Compensation

Name	Principal Position	Salary	Bonus	All Other Compensation	Total
Salzwedel, Jack C	Chairman, CEO and President	1,095,006	6,692,876	457,143	8,245,025
Kelly, Daniel J	Chief Financial Officer/Treasurer	525,000	1,371,336	329,505	2,225,841
Westrate, William B	AmFam Agency Chief Operating Officer	600,003	1,278,352	183,522	2,061,877
Gunder, Peter C	Chief Business Development Officer	512,003	1,123,800	154,344	1,790,147
Schmoeger, Mary L	Personal Lines President	475,003	1,022,568	143,200	1,640,770
Holman, David C	Chief Strategy Officer/Secretary	425,002	921,723	185,519	1,532,243
Kirkconnell, Kristin R	Chief Information Officer	431,802	892,574	145,494	1,469,870
Graham, David A	Chief Investment Officer	446,800	902,734	89,747	1,439,281
Benusa, Gerry W	Chief Sales Officer	423,002	854,154	154,248	1,431,405
Afable, Mark V	Chief Legal Officer	432,502	791,230	131,882	1,355,614
St Vincent, James E	Human Resources Vice President	330,000	624,681	226,293	1,180,974
Yancy, Telisa L	Chief Marketing Officer	350,000	582,767	81,690	1,014,457
Fancher, William T	Life President	315,002	499,150	156,173	970,325
Grasee, Kari E	Information & Data Management Vice President	345,502	447,431	124,795	917,728
Listau, Christopher R	Commercial Farm/Ranch President	335,000	430,577	138,101	903,678
Theillen, Mary A	Chief Risk Officer	325,000	486,973	84,552	896,526
Steffen, Richard M	Customer Experience Vice President	324,200	442,641	119,119	885,960
Geraci, Sebastian J	Strategy Vice President	324,300	436,803	111,761	872,864
Constien, Timothy D	Chief Customer Officer	317,802	441,125	111,021	869,947
Rekowski, Jerome G	Retired Sales Strategy & Support Vice President	288,578	491,168	76,166	855,912
Rupert, Julie A	IT Security Vice President	280,000	466,034	89,223	835,258
Cruz, Justin B	Strategic Data and Analytics Vice President	314,703	423,852	93,281	831,836
Gilb, Carolyn S	Agency Sales Vice President	303,900	407,580	113,318	824,798
Seymour, Scott J	Government Affairs & Compliance Vice President	278,301	374,822	169,320	822,443
Tjugum, Steven R	Agency Strategy Vice President	247,101	406,262	161,123	814,486
Castellucci, Marc A	Personal Lines Claims Vice President	317,002	405,869	83,285	806,156
Pfluger, Gregory J	Business App Systems Mgmt Vice President	312,000	415,692	62,383	790,075
Stauffacher, Jessica J	Chief Administration Officer	297,447	361,555	80,040	739,043
Gisi, Gregory V	B&A Insurance Solutions President	267,300	352,795	101,585	721,679
Van Beek, Troy P	Controller Vice President	280,400	349,667	81,327	711,394
Bergquist, Elizabeth A	Business & Workplace Services Vice President	250,213	307,917	116,553	674,684
Preston, Jeffrey N	Reinsurance Vice President	292,116	320,341	45,268	657,725
Pinzon, Cesar A	Agency Sales Vice President	241,300	311,004	78,946	631,250
Lien, Kelly J	PL Product Management Vice President	234,801	337,656	48,281	620,738
Buchheim, James S	Communications Vice President	240,000	300,687	46,819	587,505
McCartan, Bernard T	Retired Claims Legal Vice President	229,096	285,895	32,781	547,772
Madden, James J	Computing Services Vice President	220,300	191,392	81,943	493,759
Swalve, Jeffrey J	Sales Strategy & Support Vice President	233,662	126,847	65,941	426,450
Riggs, Michael R	Agency Sales Vice President	234,327	128,607	57,210	420,145



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Name	Principal Position	Salary	Bonus	All Other Compensation	Total
David R. Anderson	Retired Chairman & CEO American Family Insurance	140,000	0	0	140,000
Kathleen S. Barclay	Retired Sr. Vice President Human Resources, The Kroger Company	163,333	0	0	163,333
Christine M. Cumming	Retired First Vice President & COO, Federal Reserve Bank of New York	129,167	0	0	129,167
Londa J. Dewey	President, QTI Group	155,000	0	0	155,000
Jason Goldberger	Former Chief Digital Officer, Target Corporation & former President, target.com	38,750	0	0	38,750
Leslie A. Howard	Senior Advisor to the CEO, United Way Worldwide	155,000	0	0	155,000
Ted D. Kellner	Chairman & CEO, Fiduciary Management, Inc.	155,000	0	0	155,000
Rakesh Khurana	Dean, Harvard College	155,000	0	0	155,000
Michael M. Knetter	President & CEO, University of Wisconsin Foundation	165,000	0	0	165,000
R. Scott Malmgren	Retired Senior Partner, Deloitte & Touche, LLP	170,000	0	0	170,000
Walter M. Oliver	Retired Sr. Vice President Human Resources & Administration, General Dynamics Corporation	141,667	0	0	141,667
Eliot G. Protsch	President, Wapsie Investment & Advisory, LLC	157,500	0	0	157,500
Paul S. Shain	President & CEO, Singlewire Software, LLC	180,000	0	0	180,000
Thomas J. Zimbrick	CEO, Zimbrick, Inc.	165,000	0	0	165,000

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	<b>Salary</b>	<b>Bonus</b>	<b>All Other Compensation</b>	<b>Total</b>
A. Officers	13,695,478	27,009,135	4,812,904	45,517,640
B. Directors	2,070,417	0	0	2,070,417



SUPPLEMENT FOR THE YEAR 2016 OF THE AMERICAN FAMILY INSURANCE COMPANY  
**SUPPLEMENTAL COMPENSATION EXHIBIT**

For the Year Ended December 31, 2016  
(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 [ ]



**SUPPLEMENT FOR THE YEAR 2016 OF THE AMERICAN FAMILY INSURANCE COMPANY**

**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
Current:									
1. Salzwedel, Jack C Principal Executive Officer	2016	1,095,006	6,692,876					457,143	8,245,025
Salzwedel, Jack C Principal Executive Officer	2015	1,062,500	6,195,763					419,410	7,677,663
Salzwedel, Jack C Principal Executive Officer	2014	974,297	6,739,901					413,283	8,127,481
Current:									
2. Kelly, Daniel J Principal Financial Officer	2016	525,000	1,371,336					329,505	2,225,841
Kelly, Daniel J Principal Financial Officer	2015	482,231	1,290,419					254,194	2,026,844
Kelly, Daniel J Principal Financial Officer	2014	446,124	1,113,009					209,499	1,768,632
3. Westrate, William B AmFam 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
Westrate, William B American Family Chief Operating Officer	2014	404,093	843,372					70,261	1,317,726
4. 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
Gunder, Peter C Chief Business Development Officer	2014	459,077	1,024,965					101,751	1,585,793
5. Schmoeger, Mary L Personal Lines President	2016	475,003	1,022,568					143,200	1,640,771
Schmoeger, Mary L Chief Administration Officer	2015	466,579	1,033,696					116,954	1,617,229
Schmoeger, Mary L Chief Administration Officer	2014	430,723	863,314					89,249	1,383,286
6. 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
Holman, David C Chief Strategy Officer/Secretary	2014	371,646	765,297					144,602	1,281,545
7. 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
Kirkconnell, Kristin R Chief Information Officer	2014	394,772	749,444					71,646	1,215,862
8. 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
Graham, David A Chief Investment Officer	2014	419,540	744,254					71,919	1,235,713
9. 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
Benusa, Gerry W Chief Sales Officer	2014	379,536	709,283					106,020	1,194,841
10. Atable, Mark V Chief Legal Officer	2016	432,502	791,230					131,882	1,355,614
Atable, Mark V Chief Legal Officer	2015	450,117	859,273					144,649	1,454,039
Atable, Mark V Chief Legal Officer	2014	434,000	822,987					125,918	1,382,905

**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		
David R. Anderson Retired Chairman & CEO American Family Insurance	140,000					140,000
Kathleen S. Barclay Retired Sr. Vice President Human Resources, The Kroger Company	163,333					163,333
Christine H. Cumming Retired First Vice President & COO, Federal Reserve Bank of New York	129,167					129,167



SUPPLEMENT FOR THE YEAR 2016 OF THE AMERICAN FAMILY INSURANCE COMPANY

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

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

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SUPPLEMENT FOR THE YEAR 2016 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		
Londa J. Dewey President, QTI Group	155,000					155,000
Jason Goldberger Former Chief Digital Officer, Target Corporation & former President, target.com	38,750					38,750
Leslie A. Howard Senior Advisor to the CEO, United Way Worldwide	155,000					155,000
Ted D. Keilner Chairman & CEO, Fiduciary Management, Inc.	155,000					155,000
Rakesh Khurana Dean, Harvard College	155,000					155,000
Michael M. Knetler President & CEO, University of Wisconsin Foundation	165,000					165,000
R. Scott Malmgren Retired Senior Partner, Deloitte & Touche, LLP	170,000					170,000
Walter M. Oliver Retired Sr. Vice President Human Resources & Administration, General Dynamics Corporation	141,667					141,667
Eliot G. Protsch President, Wapsie Investment & Advisory, LLC	157,500					157,500
Paul S. Shain President & CEO, Singlewire Software, LLC	180,000					180,000
Thomas J. Zimbrick CEO, Zimbrick, Inc.	165,000					165,000