

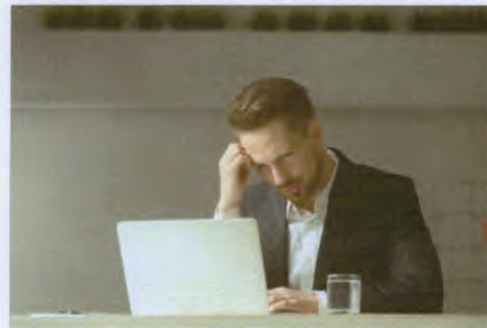
AMFAM'S CORPORATE SALARIES.... WE'RE PERPLEXED

Corporate salaries, the how, why, and the wherefore of such are always a mystery...or so it seems. To imagine any one person to be worth what CEOs are making these days is astounding. Any CEO who makes \$12M a year makes, of course, \$1M per month. Can you imagine at the end of each day saying, "Well, I made (notice I didn't say 'earned') \$33,333 today?" I have to question whether any one individual is worth that much. Certainly, there must be some days where such a person sort of coasted through the day, didn't really accomplish much. But in such a high position, it just doesn't matter, evidently.

This year we've found it has become quite a task to present our readers with the American Family Enterprise officers' salaries. For some reason (more about this in a minute) we are told by the Insurance Commissioner's office that insurance companies had the choice of submitting a total of each officer's salary for the year. Or they could choose, if they were an enterprise like AmFam, to submit salaries each officer earned in each company under the enterprise umbrella. OK, now you're getting the picture. The true salaries of the officers become quite hidden. If you really want to know how much Jack Salzwedel made in 2021, you must look at the document from American Family Mutual, American Family Life, and American Family Insurance Company. Then you must add these numbers together to, hopefully, find what Jack made.

Why would the insurance commissioner's office do this? And why did they do this? And exactly who did it? Well, we have a suspicion. Remember who the commissioner was a couple of years ago? None other than one of AmFam's own. Mark Afable, an attorney who had been on staff at AmFam since 1994. Do you imagine he might have seen a need to camouflage corporate salaries?

Many employees, policyholders, and the agency force people take an interest in the salaries of management. It is especially disheartening when the grunts see their salaries stagnating or even dropping off, but the CEOs salaries continue to rise. Believe it or not, there have been CEOs who in stressful times, take no salary at all for a year or so as a way of saying to their employees that they are willing to suffer in the downturn also. Dan Price, CEO of Gravity Payments cut his own salary in order to increase the salaries of his employees;



Washington, Hoover, Kennedy, and Trump are said to have waived their presidential salaries.

The average CEO salary in the United States as of March 29, 2022, was \$788,400. Did you ever wonder why AmFam's CEO and upper management make so much *more* than the average? It's so interesting that over the years, the agents have brought in the money, but we see the CEOs getting paid millions more just to handle the money we brought in. It just seems to us that it takes more hard work, skill, knowledge of the insurance products, and ability to convince policyholders to buy the product than it does to sit in the high office and ponder how to spend it!

Well, we spent quite a lot of time to combine the salaries of the top ten officers in the AmFam Enterprise and present them to you. We can't guarantee we're exactly right, but we're probably close. Please note that for 2021 officer salaries totals \$80,608,133 and the AmFam Board (now showing 14 members) showed \$2,873,353. That's over \$200,000 per board member per year. Can you believe that? We will try to post on our www.NAAFA.com website, some of these 10+ pages of AmFam corporate salaries we received from the Wisconsin Insurance Department in the near future. Meanwhile, it good to get to know the company you're working for.

[The NAAFA board has talked this over. We don't take salaries. We volunteer our time. We believe our cause is just as righteous as the job of AmFam's Board. We do pay the contractors who work for us, but their salaries are extremely meager. They're loyal, truthful, and dedicated. Let me ask you, who do you trust more?]

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Read on.....

AMERICAN FAMILY 2021 TOP TEN CORPORATE SALARIES

NAME	POSITION	SALARIES		TOTAL
Jack Salzwedel	Chairman & CEO	Life	\$729,467	\$11,549,896
		AmFam	\$4,012,069	
		Mutual	\$6,808,360	
William Westrate	Enterprise President	Life	\$441,601	\$6,992,012
		AmFam	\$2,428,804	
		Mutual	\$4,121,607	
Telisa Yancy	AmFam Direct President	Life	\$227,704	\$3,605,311
		AmFam	\$1,252,371	
		Mutual	\$2,125,236	
Daniel Kelly	Chief Financial Officer/Treasurer	Life	\$211,479	\$3,348,411
		AmFam	\$1,163,132	
		Mutual	\$1,973,800	
Jessica Stauffacher	Exclusive & Independent Agency President	Life	\$186,538	\$2,953,518
		AmFam	\$1,025,959	
		Mutual	\$1,741,021	
Peter Settel	Enterprise Chief Strategy & Technology Officer	Life	\$165,656	\$2,788,546
		AmFam	\$911,109	
		Mutual	\$1,546,125	
David Holman	Chief Administration Officer/Secretary	Life	\$143,407	\$2,270,615
		AmFam	\$788,740	
		Mutual	\$1,338,468	
David Graham	Chief Investment Officer	Life	\$135,964	\$2,152,760
		AmFam	\$747,801	
		Mutual	\$1,268,995	
William Francher	Life President	Life	\$111,766	\$1,769,622
		AmFam	\$614,711	
		Mutual	\$1,043,145	
Terry Schweitzer	Enterprise Chief People Officer	Life	\$103,465	\$1,638,194
		AmFam	\$569,057	
		Mutual	\$965,672	
Total 2021 Officer Salaries=\$80,608,133				
Total 2021 Board (14 people) Salaries=\$2,873,353				

Disclaimer: Because the information above is being tabulated from 3 different documents obtained from the Wisconsin OCI, we did our best to achieve accuracy when compiling these numbers. We do wish to inform you, however, of potential accuracy issues. Feel free to confirm with the OCI yourselves.

Look for more information on AmFam 2021 Corporate and Board Salaries as received
from the Wisconsin Office of the Commissioner
at www.NAAFA.com

"One may outwit another, but not all the others."
~~Francois de La Rochefoucauld

American Family Insurance Company
2021 WI OCI
Report on Executive Compensation

Name	Principal Position	Salary	Bonus	All Other Compensation	TOTAL
Salzwedel, Jack C	Chairman and CEO	\$437,250	\$3,308,953	\$265,866	\$4,012,069
Westrate, William B	Enterprise President	\$318,450	\$1,935,026	\$175,327	\$2,428,804
Yancy, Telisa L	AmFam Direct President	\$232,523	\$810,349	\$209,499	\$1,252,371
Kelly, Daniel J	Chief Financial Officer/Treasurer	\$231,000	\$780,071	\$152,061	\$1,163,132
Stauffacher, Jessica J	Exclusive & Independent Agency President	\$108,138	\$386,957	\$530,864	\$1,025,959
Settel, Peter B	Enterprise Chief Strategy & Technology Officer	\$194,192	\$689,638	\$27,279	\$911,109
Holman, David C	Chief Administration Officer/Secretary	\$170,610	\$516,405	\$101,726	\$788,740
Graham, David A	Chief Investment Officer	\$173,250	\$524,137	\$50,414	\$747,801
Fancher, William T	Life President	\$149,008	\$364,283	\$101,420	\$614,711
Schweitzer, Tracy L	Enterprise Chief People Officer	\$143,423	\$317,128	\$108,505	\$569,057
Gates, Joseph C	Chief Risk Officer	\$122,760	\$258,123	\$151,182	\$532,066
Burke, Bradley D	Enterprise Chief Engineering & Data Officer	\$118,864	\$227,198	\$150,922	\$496,983
Theilen, Mary A	Finance Vice President	\$136,290	\$303,183	\$49,985	\$489,458
Swalve, Jeffrey J	Chief Sales Officer	\$133,980	\$295,839	\$59,628	\$489,446
Tjugum, Steven R	Chief Underwriting Officer	\$151,883	\$242,324	\$87,713	\$481,919
Cuffie, Sheldon I	Enterprise CISO & Tech Ops Officer	\$150,150	\$306,560	\$23,107	\$479,817
Benusa, Gerry W	Former Enterprise Chief People Officer	\$115,413	\$330,736	\$17,978	\$464,127
Steffen, Richard M	Personal Lines President	\$133,980	\$267,568	\$58,668	\$460,217
Embray, Janet S	Commercial Farm/Ranch President	\$118,800	\$248,906	\$78,263	\$445,970
Chadha, Aman	Talent Acquisition, Tech & Analytics Vice President	\$130,477	\$263,589	\$28,488	\$422,554
Alexandrovich, Asya S	Chief Legal Officer	\$132,000	\$268,901	\$19,435	\$420,335
Koenig, Brenda L	Small Commercial Partnership Exec	\$123,750	\$238,552	\$51,563	\$413,865
Geraci, Sebastian J	Strategy Vice President	\$125,400	\$230,840	\$41,376	\$397,616
Rupert, Julie A	Agency CIO	\$120,679	\$232,461	\$41,831	\$394,971
Preston, Jeffrey N	Reinsurance Vice President	\$120,120	\$209,668	\$59,885	\$389,673
Reed, Daniel K	Business Development Vice President	\$127,050	\$211,808	\$38,463	\$377,321
Powell, Lauren K	Corporate Legal Vice President/Assistant Secretary	\$85,800	\$85,747	\$186,470	\$358,017
Cruz, Justin B	Product Design & Development Vice President	\$120,945	\$192,303	\$36,838	\$350,086
Grasee, Kari E	Business & Workplace Services Vice President	\$118,800	\$195,098	\$34,198	\$348,096
Smith, Sherina	Marketing Vice President	\$107,314	\$152,314	\$78,548	\$338,176
Pfluger, Gregory J	Enterprise System Transformation Vice President	\$116,490	\$193,457	\$19,228	\$329,175
Brugger, Jennifer L	EIT Strategy & Transformation Officer	\$110,106	\$174,936	\$42,187	\$327,230
Kittoe, Jan A	Ent. Emp. Experience & Effectiveness Vice President	\$106,285	\$168,610	\$46,416	\$321,311
Hyman, Timothy T	Chief Underwriting Officer	\$110,550	\$181,710	\$21,577	\$313,837
Gisi, Gregory V	B&A Insurance Solutions President	\$99,990	\$153,377	\$48,853	\$302,220
Buchheim, James S	Community & Social Impact Officer	\$107,250	\$160,700	\$16,553	\$284,503
Riggs, Michael R	Agency Sales Vice President	\$94,710	\$153,041	\$35,958	\$283,709
Hamilton, Ann M	Customer Insights, Analytics & Technology Vice President	\$84,150	\$117,724	\$79,815	\$281,689
Seymour, Scott J	Former Gov. Affairs & Compliance Vice President	\$103,290	\$119,953	\$51,376	\$274,620
Tolfree, Bryce H	Litigation Vice President	\$90,750	\$129,844	\$46,383	\$266,977
Joos, Micah	Enterprise Platforms Vice President	\$107,250	\$132,786	\$24,304	\$264,340
Dunn, Rondale L	Agency Strategy & Growth Vice President	\$93,720	\$139,478	\$30,469	\$263,668
Pinzon, Cesar A	Sales & Service Operations Vice President	\$95,370	\$117,326	\$33,808	\$246,503
Bergquist, Elizabeth A	Agency Sales Vice President	\$93,720	\$115,298	\$34,767	\$243,785
Azali, Elicia L	Enterprise Chief Marketing Officer	\$60,923	\$110,149	\$64,053	\$235,125
Whipple, Tyler A	Customer Insights, Analytics, & Technology Vice President	\$87,069	\$89,395	\$44,314	\$220,778
Rustler, Michelle	Internal Audit Vice President	\$85,800	\$91,892	\$35,789	\$213,481
Schneider, Joseph E	Enterprise Corporate Development Vice President	\$118,648	\$72,130	\$20,236	\$211,014
Wiegand, Jeffrey J	Protective Services Vice President	\$84,150	\$74,932	\$36,666	\$195,747
St Vincent, James E	Former Human Resources Senior Vice President	\$61,446	\$125,211	\$8,166	\$194,824
Dettmann, Janet L	Sales Strategy & Support Vice President	\$78,540	\$73,539	\$27,359	\$179,438
Sanderson, Stacey M	Agency Sales Vice President	\$80,850	\$71,237	\$24,105	\$176,192
Caya, Nichole L	Chief of Staff	\$79,073	\$64,192	\$28,708	\$171,973
Komlofske, Gerald	Former SVP, Digital Transformation Advisor	\$81,985	\$39,003	\$13,129	\$134,118

American Family Insurance Company
2021 WI OCI
Report on Executive

Name	Principal Position	Salary	Bonus	All Other Compensation	TOTAL
Christine M. Cumming	Retired First Vice President and COO, Federal Reserve Bank of New York	75,900	0	0	75,900
Londa J. Dewey	Chief Executive Officer, QTI Group	75,900	0	0	75,900
Sheri H. Edison	Executive Vice President and General Counsel, Amcors Flexibles, Inc.	67,650	0	0	67,650
Leslie Ann Howard	Senior Advisor to the CEO, United Way Worldwide	67,650	0	0	67,650
Idalene F. Kesner	Dean, Indiana University Kelley School of Business	67,650	0	0	67,650
Rakesh Khurana Dean	Dean, Harvard College	67,650	0	0	67,650
Michael M. Knetter	President & CEO, University of Wisconsin Foundation	77,550	0	0	77,550
Tonie Leatherberry	Former Deloitte Partner and Chief Executive Officer, Amplify Advisors, LLC	67,650	0	0	67,650
Eliot G. Protsch	President, WAPSIE Investment & Advisory	61,737	0	0	61,737
Rosa G. Rios	Former United States Treasurer, CEO, Red River Associates	67,650	0	0	67,650
Paul S. Shain	President and CEO, Singlewire	80,025	0	0	80,025
Thomas M. Tefft	Former Executive, Medtronic, Inc.	77,550	0	0	77,550
Scott Wrobbel	Central Region Market Leader and Milwaukee Managing Partner, Deloitte	67,650	0	0	67,650
Thomas J. Zimbrick	CEO, Zimbrick, Inc.	75,900	0	0	75,900

American Family Insurance Company
2021 WI OCI

	Salary	Bonus	All Other Compensation	TOTAL
A. Officers	6,884,416	17,264,582	3,851,722	28,000,720
B. Directors	998,112	0	0	998,112

American Family Life Insurance Company
2021 WI OCI
Report on Executive Compensation

Name	Principal Position	Salary	Bonus	All Other Compensation	TOTAL
Salzwedel, Jack C	Chairman and CEO	\$79,500	\$601,628	\$48,339	\$729,467
Westrate, William B	Enterprise President	\$57,900	\$351,823	\$31,878	\$441,601
Yancy, Telisa L	AmFam Direct President	\$42,277	\$147,336	\$38,091	\$227,704
Kelly, Daniel J	Chief Financial Officer/Treasurer	\$42,000	\$141,831	\$27,647	\$211,479
Stauffacher, Jessica J	Exclusive & Independent Agency President	\$19,662	\$70,356	\$96,521	\$186,538
Settel, Peter B	Enterprise Chief Strategy & Technology Officer	\$35,308	\$125,389	\$4,960	\$165,656
Holman, David C	Chief Administration Officer/Secretary	\$31,020	\$93,892	\$18,496	\$143,407
Graham, David A	Chief Investment Officer	\$31,500	\$95,298	\$9,166	\$135,964
Fancher, William T	Life President	\$27,092	\$66,233	\$18,440	\$111,766
Schweitzer, Tracy L	Enterprise Chief People Officer	\$26,077	\$57,660	\$19,728	\$103,465
Gates, Joseph C	Chief Risk Officer	\$22,320	\$46,931	\$27,488	\$96,739
Burke, Bradley D	Enterprise Chief Engineering & Data Officer	\$21,612	\$41,309	\$27,440	\$90,361
Theilen, Mary A	Finance Vice President	\$24,780	\$55,124	\$9,088	\$88,992
Swalve, Jeffrey J	Chief Sales Officer	\$24,360	\$53,789	\$10,841	\$88,990
Tjugum, Steven R	Chief Underwriting Officer	\$27,615	\$44,059	\$15,948	\$87,622
Cuffie, Sheldon I	Enterprise CISO & Tech Ops Officer	\$27,300	\$55,738	\$4,201	\$87,239
Benusa, Gerry W	Former Enterprise Chief People Officer	\$20,984	\$60,134	\$3,269	\$84,387
Steffen, Richard M	Personal Lines President	\$24,360	\$48,649	\$10,667	\$83,676
Embray, Janet S	Commercial Farm/Ranch President	\$21,600	\$45,256	\$14,230	\$81,085
Chadha, Aman	Talent Acquisition, Tech & Analytics Vice President	\$23,723	\$47,925	\$5,180	\$76,828
Alexandrovich, Asya S	Chief Legal Officer	\$24,000	\$48,891	\$3,534	\$76,425
Koenig, Brenda L	Small Commercial Partnership Exec	\$22,500	\$43,373	\$9,375	\$75,248
Geraci, Sebastian J	Strategy Vice President	\$22,800	\$41,971	\$7,523	\$72,294
Rupert, Julie A	Agency CIO	\$21,942	\$42,266	\$7,606	\$71,813
Preston, Jeffrey N	Reinsurance Vice President	\$21,840	\$38,121	\$10,888	\$70,850
Reed, Daniel K	Business Development Vice President	\$23,100	\$38,511	\$6,993	\$68,604
Powell, Lauren K	Corporate Legal Vice President/Assistant Secretary	\$15,600	\$15,590	\$33,904	\$65,094
Cruz, Justin B	Product Design & Development Vice President	\$21,990	\$34,964	\$6,698	\$63,652
Grasee, Kari E	Business & Workplace Services Vice President	\$21,600	\$35,472	\$6,218	\$63,290
Smith, Sherina	Marketing Vice President	\$19,512	\$27,693	\$14,282	\$61,487
Pfluger, Gregory J	Enterprise System Transformation Vice President	\$21,180	\$35,174	\$3,496	\$59,850
Brugger, Jennifer L	EIT Strategy & Transformation Officer	\$20,019	\$31,807	\$7,670	\$59,496
Kittoe, Jan A	Ent. Emp. Experience & Effectiveness Vice President	\$19,325	\$30,656	\$8,439	\$58,420
Hyman, Timothy T	Chief Underwriting Officer	\$20,100	\$33,038	\$3,923	\$57,061
Gisi, Gregory V	B&A Insurance Solutions President	\$18,180	\$27,887	\$8,882	\$54,949
Buchheim, James S	Community & Social Impact Officer	\$19,500	\$29,218	\$3,010	\$51,728
Riggs, Michael R	Agency Sales Vice President	\$17,220	\$27,826	\$6,538	\$51,583
Hamilton, Ann M	Customer Insights, Analytics & Technology Vice President	\$15,300	\$21,404	\$14,512	\$51,216
Seymour, Scott J	Former Gov. Affairs & Compliance Vice President	\$18,780	\$21,810	\$9,341	\$49,931
Tolefree, Bryce H	Litigation Vice President	\$16,500	\$23,608	\$8,433	\$48,541
Joos, Micah	Enterprise Platforms Vice President	\$19,500	\$24,143	\$4,419	\$48,062
Dunn, Rondale L	Agency Strategy & Growth Vice President	\$17,040	\$25,360	\$5,540	\$47,940
Pinzon, Cesar A	Sales & Service Operations Vice President	\$17,340	\$21,332	\$6,147	\$44,819
Bergquist, Elizabeth A	Agency Sales Vice President	\$17,040	\$20,963	\$6,321	\$44,324
Azali, Elicia L	Enterprise Chief Marketing Officer	\$11,077	\$20,027	\$11,646	\$42,750
Whipple, Tyler A	Customer Insights, Analytics, & Technology Vice President	\$15,831	\$16,254	\$8,057	\$40,142
Rustler, Michelle	Internal Audit Vice President	\$15,600	\$16,708	\$6,507	\$38,815
Schneider, Joseph E	Enterprise Corporate Development Vice President	\$21,572	\$13,115	\$3,679	\$38,366
Wiegand, Jeffrey J	Protective Services Vice President	\$15,300	\$13,624	\$6,666	\$35,590
St Vincent, James E	Former Human Resources Senior Vice President	\$11,172	\$22,766	\$1,485	\$35,422
Dettmann, Janet L	Sales Strategy & Support Vice President	\$14,280	\$13,371	\$4,974	\$32,625
Sanderson, Stacey M	Agency Sales Vice President	\$14,700	\$12,952	\$4,383	\$32,035
Caya, Nichole L	Chief of Staff	\$14,377	\$11,671	\$5,220	\$31,268
Komlofske, Gerald	Former SVP, Digital Transformation Advisor	\$14,906	\$7,092	\$2,387	\$24,385

American Family Life Insurance Company
2021 WI OCI
Report on Executive

Name	Principal Position	Salary	Bonus	All Other Compensation	TOTAL
Christine M. Cumming	Retired First Vice President and COO, Federal Reserve Bank of New York	13,800	0	0	13,800
Londa J. Dewey	Chief Executive Officer, QTI Group	13,800	0	0	13,800
Sheri H. Edison	Executive Vice President and General Counsel, Amcor Flexibles, Inc.	12,300	0	0	12,300
Leslie Ann Howard	Senior Advisor to the CEO, United Way Worldwide	12,300	0	0	12,300
Idalene F. Kesner	Dean, Indiana University Kelley School of Business	12,300	0	0	12,300
Rakesh Khurana Dean	Dean, Harvard College	12,300	0	0	12,300
Michael M. Knetter	President & CEO, University of Wisconsin Foundation	14,100	0	0	14,100
Tonie Leatherberry	Former Deloitte Partner and Chief Executive Officer, Amplify Advisors, LLC	12,300	0	0	12,300
Eliot G. Protsch	President, WAPSIE Investment & Advisory	11,225	0	0	11,225
Rosa G. Rios	Former United States Treasurer, CEO, Red River Associates	12,300	0	0	12,300
Paul S. Shain	President and CEO, Singlewire	14,550	0	0	14,550
Thomas M. Tefft	Former Executive, Medtronic, Inc.	14,100	0	0	14,100
Scott Wrobbel	Central Region Market Leader and Milwaukee Managing Partner, Deloitte	12,300	0	0	12,300
Thomas J. Zimbrick	CEO, Zimbrick, Inc.	13,800	0	0	13,800

American Family Life Insurance Company
2021 WI OCI

	Salary	Bonus	All Other Compensation	TOTAL
A. Officers	1,251,712	3,139,015	700,313	5,091,040
B. Directors	181,475	0	0	181,475

American Family Mutual Insurance Company, S.I.

2021 WI OCI

Report on Executive Compensation

Name	Principal Position	Salary	Bonus	All Other Compensation	TOTAL
Salzwedel, Jack C	Chairman and CEO	\$742,000	\$5,615,193	\$451,167	\$6,808,360
Westrate, William B	Enterprise President	\$540,400	\$3,283,681	\$297,525	\$4,121,607
Yancy, Telisa L	AmFam Direct President	\$394,585	\$1,375,137	\$355,514	\$2,125,236
Kelly, Daniel J	Chief Financial Officer/Treasurer	\$392,000	\$1,323,757	\$258,043	\$1,973,800
Stauffacher, Jessica J	Exclusive & Independent Agency President	\$183,508	\$656,654	\$900,860	\$1,741,021
Settel, Peter B	Enterprise Chief Strategy & Technology Officer	\$329,538	\$1,170,294	\$46,292	\$1,546,125
Holman, David C	Chief Administration Officer/Secretary	\$289,520	\$876,323	\$172,625	\$1,338,468
Graham, David A	Chief Investment Officer	\$294,000	\$889,444	\$85,551	\$1,268,995
Fancher, William T	Life President	\$252,862	\$618,177	\$172,107	\$1,043,145
Schweitzer, Tracy L	Enterprise Chief People Officer	\$243,385	\$538,157	\$184,130	\$965,672
Gates, Joseph C	Chief Risk Officer	\$208,320	\$438,027	\$256,552	\$902,899
Burke, Bradley D	Enterprise Chief Engineering & Data Officer	\$201,708	\$385,548	\$256,109	\$843,365
Theilen, Mary A	Finance Vice President	\$231,280	\$514,493	\$84,823	\$830,595
Swalve, Jeffrey J	Chief Sales Officer	\$227,360	\$502,029	\$101,186	\$830,575
Tjugum, Steven R	Chief Underwriting Officer	\$257,740	\$411,216	\$148,846	\$817,802
Cuffie, Sheldon I	Enterprise CISO & Tech Ops Officer	\$254,800	\$520,222	\$39,212	\$814,234
Benusa, Gerry W	Former Enterprise Chief People Officer	\$195,852	\$561,249	\$30,509	\$787,610
Steffen, Richard M	Personal Lines President	\$227,360	\$454,056	\$99,559	\$780,974
Embray, Janet S	Commercial Farm/Ranch President	\$201,600	\$422,386	\$132,811	\$756,797
Chadha, Aman	Talent Acquisition, Tech & Analytics Vice President	\$221,415	\$447,303	\$48,343	\$717,061
Alexandrovich, Asya S	Chief Legal Officer	\$224,000	\$456,316	\$32,980	\$713,296
Koenig, Brenda L	Small Commercial Partnership Exec.	\$210,000	\$404,816	\$87,501	\$702,317
Geraci, Sebastian J	Strategy Vice President	\$212,800	\$391,728	\$70,213	\$674,742
Rupert, Julie A	Agency CIO	\$204,788	\$394,480	\$70,986	\$670,254
Preston, Jeffrey N	Reinsurance Vice President	\$203,840	\$355,800	\$101,622	\$661,263
Reed, Daniel K	Business Development Vice President	\$215,600	\$359,431	\$65,271	\$640,303
Powell, Lauren K	Corporate Legal Vice President/Assistant Secretary	\$145,600	\$145,510	\$316,434	\$607,544
Cruz, Justin B	Product Design & Development Vice President	\$205,240	\$326,332	\$62,513	\$594,085
Grasee, Kari E	Business & Workplace Services Vice President	\$201,600	\$331,075	\$58,032	\$590,708
Smith, Sherina	Marketing Vice President	\$182,108	\$258,472	\$133,294	\$573,874
Pfluger, Gregory J	Enterprise System Transformation Vice President	\$197,680	\$328,290	\$32,629	\$558,600
Brugger, Jennifer L	EIT Strategy & Transformation Officer	\$186,846	\$296,862	\$71,590	\$555,299
Kittoe, Jan A	Ent. Emp. Experience & Effectiveness Vice President	\$180,363	\$286,126	\$78,767	\$545,255
Hyman, Timothy T	Chief Underwriting Officer	\$187,600	\$308,356	\$36,615	\$532,571
Gisi, Gregory V	B&A Insurance Solutions President	\$169,680	\$260,276	\$82,902	\$512,859
Buchheim, James S	Community & Social Impact Officer	\$182,000	\$272,703	\$28,090	\$482,793
Riggs, Michael R	Agency Sales Vice President	\$160,720	\$259,706	\$61,019	\$481,445
Hamilton, Ann M	Customer Insights, Analytics & Technology Vice President	\$142,800	\$199,774	\$135,444	\$478,018
Seymour, Scott J	Former Gov. Affairs & Compliance Vice President	\$175,280	\$203,557	\$87,184	\$466,021
Tolefree, Bryce H	Litigation Vice President	\$154,000	\$220,342	\$78,710	\$453,052
Joos, Micah	Enterprise Platforms Vice President	\$182,000	\$225,333	\$41,243	\$448,577
Dunn, Rondale L	Agency Strategy & Growth Vice President	\$159,040	\$236,690	\$51,706	\$447,436
Pinzon, Cesar A	Sales & Service Operations Vice President	\$161,840	\$199,098	\$57,371	\$418,309
Bergquist, Elizabeth A	Agency Sales Vice President	\$159,040	\$195,657	\$58,998	\$413,695
Azali, Elicia L	Enterprise Chief Marketing Officer	\$103,385	\$186,919	\$108,696	\$399,000
Whipple, Tyler A	Customer Insights, Analytics, & Technology Vice President	\$147,754	\$151,700	\$75,200	\$374,654
Rustler, Michelle	Internal Audit Vice President	\$145,600	\$155,937	\$60,733	\$362,271
Schneider, Joseph E	Enterprise Corporate Development Vice President	\$201,342	\$122,403	\$34,340	\$358,085
Wiegand, Jeffrey J	Protective Services Vice President	\$142,800	\$127,157	\$62,220	\$332,177
St Vincent, James E	Former Human Resources Senior Vice President	\$104,272	\$212,479	\$13,858	\$330,610
Dettmann, Janet L	Sales Strategy & Support Vice President	\$133,280	\$124,793	\$46,428	\$304,501
Sanderson, Stacey M	Agency Sales Vice President	\$137,200	\$120,887	\$40,905	\$298,993
Caya, Nichole L	Chief of Staff	\$134,185	\$108,932	\$48,717	\$291,834
Komlofske, Gerald	Former SVP, Digital Transformation Advisor	\$139,127	\$66,188	\$22,280	\$227,595

American Family Mutual Insurance Company, S.I.
 2021 WI OCI
 Report on Executive Compensation

Mutual Board

Name	Principal Position	Salary	Bonus	All Other Compensation	TOTAL
Christine M. Cumming	Retired First Vice President and COO, Federal Reserve Bank of New York	128,800	0	0	128,800
Londa J. Dewey	Chief Executive Officer, QTI Group	128,800	0	0	128,800
Sheri H. Edison	Executive Vice President and General Counsel, Amcor Flexibles, Inc.	114,800	0	0	114,800
Leslie Ann Howard	Senior Advisor to the CEO, United Way Worldwide	114,800	0	0	114,800
Idalene F. Kesner	Dean, Indiana University Kelley School of Business	114,800	0	0	114,800
Rakesh Khurana Dean	Dean, Harvard College	114,800	0	0	114,800
Michael M. Knetter	President & CEO, University of Wisconsin Foundation	131,600	0	0	131,600
Tonie Leatherberry	Former Deloitte Partner and Chief Executive Officer, Amplify Advisors, LLC	114,800	0	0	114,800
Eliot G. Protsch	President, WAPSIE Investment & Advisory	104,766	0	0	104,766
Rosa G. Rios	Former United States Treasurer, CEO, Red River Associates	114,800	0	0	114,800
Paul S. Shain	President and CEO, Singlewire	135,800	0	0	135,800
Thomas M. Tefft	Former Executive, Medtronic, Inc.	131,600	0	0	131,600
Scott Wrobbel	Central Region Market Leader and Milwaukee Managing Partner, Deloitte	114,800	0	0	114,800
Thomas J. Zimbrick	CEO, Zimbrick, Inc.	128,800	0	0	128,800

American Family Mutual Insurance Company, S.I.
2021 WI OCI

	Salary	Bonus	All Other Compensation	TOTAL
A. Officers	11,682,645	29,297,473	6,536,255	47,516,373
B. Directors	1,693,766	0	0	1,693,766



6 pages

REPORT ON EXECUTIVE COMPENSATION
Domestic Insurers

Ref: Sections 601.42 and 611.63 (4),
Wis. Stat.*

Insurer Name American Family Connect Property and Casualty Insurance Company	For Calendar Year Ending December 31, <u>2021</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 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 the executive management of the insurer whose compensation exceeds specified amounts. Add additional pages as necessary.

Insurers that 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 or 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 is 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
Jessica J Stauffacher	President & CEO - former	336,166	1,968,545	14,542	2,319,253
Sharena Ali	President - current	441,873	1,204,775	28,105	1,674,753

Is the reporting insurer a member of a group of insurers or other holding company system? Yes [X] 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 [X]



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Insurer Name American Family Connect Insurance Company	For Calendar Year Ending December 31, <u>2021</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 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 the executive management of the insurer whose compensation exceeds specified amounts. Add additional pages as necessary.

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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 is 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
Jessica J Stauffacher	President & CEO - former	6,863	40,189	297	47,349
Sharena Ali	President - current	9,021	24,596	574	34,191

Is the reporting insurer a member of a group of insurers or other holding company system? Yes [X] 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 [X]



SUPPLEMENT FOR THE YEAR 2021 OF THE American Family Connect Insurance Company
SUPPLEMENTAL COMPENSATION EXHIBIT
 For the Year Ended December 31, 2021
 (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 []; or 2) allocation to each insurer: Yes [X].
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 [] No [X]

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. Sharena Ali President - current	2021	9,021	24,596					574	34,191
Sharena Ali President - current	2020	8,561	3,490					264	12,315
Sharena Ali President - current	2019	3,494							3,494
Current:									
2. Jessica J Stauffacher President & CEO - former	2021	6,863	40,189					297	47,349
Jessica J Stauffacher President & CEO - former	2020	13,000	33,601					986	47,587
Jessica J Stauffacher President & CEO - former	2019	5,329						600	5,929
3. John Whalin VP Head of Marketing & Product Mgmt	2021	3,381	4,480					18	7,879
John Whalin VP Head of Marketing & Product Mgmt	2020	6,101	4,920					37	11,058
John Whalin VP Head of Marketing & Product Mgmt	2019	10,772	5,582	927	276			80	17,637
4. Christine Pasqualucci VP Business Program Mgmt I	2021	4,423	2,921					23	7,367
Christine Pasqualucci VP Business Program Mgmt I	2020	4,547	3,770					131	8,448
Christine Pasqualucci VP Business Program Mgmt I	2019	6,807	2,926	2,267	2,368			46	14,414
5. Timothy Johnston VP Policyholder Services II	2021	4,163	2,620					60	6,843
Timothy Johnston VP Policyholder Services II	2020	4,249	2,974					64	7,287
Timothy Johnston VP Policyholder Services II	2019	7,658	2,695	406				120	10,879
6. Jennifer L Dreves VP National Markets	2021	4,466	2,182					16	6,664
Jennifer L Dreves VP National Markets	2020	4,474	2,905					20	7,399
Jennifer L Dreves VP National Markets	2019	7,782	2,991	2,248	5,744			163	18,928
7. Charity E Vickers VP Human Resources	2021	4,413	2,189					24	6,626
Charity E Vickers VP Human Resources	2020	4,401	1,017					280	5,698
Charity E Vickers VP Human Resources	2019	1,791							1,791
8. Lisa K Jossart VP Community Investment & Partner Distribution	2021	3,578	2,264					17	5,849
Lisa K Jossart VP Community Investment & Partner Distribution	2020	3,741	2,047					23	5,811
Lisa K Jossart VP Community Investment & Partner Distribution	2019	6,761	2,310	1,133	22,069			1,816	34,089
9. John R Broadrick VP Actuary	2021	3,532	2,191					17	5,740
John R Broadrick VP Actuary	2020	4,894	2,580					24	7,498
John R Broadrick VP Actuary	2019	8,797	2,964	18				135	11,914
10. Dawn Papin VP Marketing	2021	4,119	1,033					16	5,168
Dawn Papin VP Marketing	2020	2,983						14	2,997
Dawn Papin VP Marketing	2019								0



SUPPLEMENT FOR THE YEAR 2021 OF THE American Family Connect Property & Casualty Insurance Company

SUPPLEMENTAL COMPENSATION EXHIBIT

For the Year Ended December 31, 2021

(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 []; or 2) allocation to each insurer: Yes [X].
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 [] No [X]

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. Sharena Ali President - current	2021	441,873	1,204,775					28,105	1,674,753
Sharena Ali President - current	2020	377,777	154,010					11,671	543,458
Sharena Ali President - current	2019	87,275							87,275
Current:									
2. Jessica J Stauffacher President & CEO - former	2021	336,166	1,968,545					14,542	2,319,253
Jessica J Stauffacher President & CEO - former	2020	573,635	1,482,681					43,506	2,099,822
Jessica J Stauffacher President & CEO - former	2019	133,094						14,977	148,071
3. John Whalin VP Head of Marketing & Product Mgmt	2021	165,600	219,423					874	385,897
John Whalin VP Head of Marketing & Product Mgmt	2020	269,207	217,096					1,637	487,940
John Whalin VP Head of Marketing & Product Mgmt	2019	269,059	139,418	23,155	6,889			1,999	440,520
4. Christine Pasqualucci VP Business Program Mgmt I	2021	216,655	143,067					1,146	360,868
Christine Pasqualucci VP Business Program Mgmt I	2020	200,645	166,355					5,768	372,768
Christine Pasqualucci VP Business Program Mgmt I	2019	170,021	73,074	56,611	59,146			1,138	359,990
5. Timothy Johnston VP Policyholder Services II	2021	203,915	128,310					2,922	335,147
Timothy Johnston VP Policyholder Services II	2020	187,483	131,226					2,806	321,515
Timothy Johnston VP Policyholder Services II	2019	191,261	67,305	10,137				3,004	271,707
6. Jennifer L Dreves VP National Markets	2021	218,765	106,900					783	326,448
Jennifer L Dreves VP National Markets	2020	197,423	128,193					868	326,484
Jennifer L Dreves VP National Markets	2019	194,382	74,700	56,153	143,468			4,064	472,767
7. Charity E Vickers VP Human Resources	2021	216,145	107,205					1,153	324,503
Charity E Vickers VP Human Resources	2020	194,176	44,887					12,340	251,403
Charity E Vickers VP Human Resources	2019	44,728						5	44,733
8. Lisa K Jossart VP Community Investment & Partner Distribution	2021	175,265	110,396					849	286,510
Lisa K Jossart VP Community Investment & Partner Distribution	2020	165,067	90,326					1,022	256,415
Lisa K Jossart VP Community Investment & Partner Distribution	2019	168,870	57,690	28,301	551,220			45,365	851,446
9. John R Broadrick VP Actuary	2021	172,993	107,337					813	281,143
John R Broadrick VP Actuary	2020	215,947	113,832					1,075	330,854
John R Broadrick VP Actuary	2019	219,718	74,036	453				3,374	297,581
10. Dawn Pepin VP Marketing	2021	201,777	50,594					807	253,178
Dawn Pepin VP Marketing	2020	131,633						604	132,237
Dawn Pepin VP Marketing	2019								0