



“GOOD

ENOUGH ISN'T GOOD
ENOUGH IF IT CAN BE

BETTER

& BETTER ISN'T GOOD
ENOUGH IF IT CAN BE

BEST”

— OZZIE SMITH —



STATEWIDE 2020 ANNUAL AGENT AWARDS



Welcome to Statewide!

Thank you for taking the time to attend our annual sales conference and awards banquet. I am excited to welcome you and look forward to interacting with you during the conference. We have a wonderful agenda prepared for you, built around our theme of "Good, Better, Best." This theme reminds each one of us to strive for excellence as we work together to provide service, solutions and security to our customers.

Your active participation in the conference will provide you with insight into the company's strategy and plans, and equip you with knowledge and techniques to improve your business. I also hope you have the opportunity to network and share ideas with your



peers. It is often these informal conversations, learning from one another, that offer new perspectives and ideas to improve your agency. Take advantage of every moment of the Statewide conference.

Tonight's awards banquet is a time to reflect back on 2019 and recognize those agents who performed at the highest levels during the year. This is a special event with over 50 awards for outstanding achievements presented during the banquet.

Our conference will conclude tomorrow featuring internationally acclaimed motivational



speaker, Dr. Rick Rigsby. As Dr. Rigsby shares simple lessons that he learned from a third grade dropout, he will motivate and inspire you to be the best person and best business owner that you can be.

"Good, better, best" ... never settle for anything less than excellence. Our customers expect and deserve that.

Have a great conference!

Sincerely,

A handwritten signature in black ink that reads "Todd Argall".

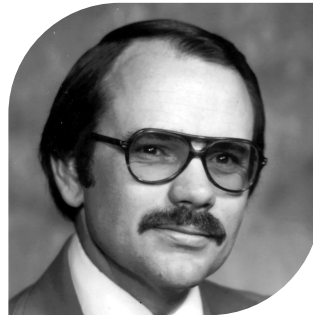
Todd Argall
Executive Vice President & CEO





STATEWIDE 2020
ANNUAL AGENT AWARDS

IN MEMORY OF



Dave Lehman

Vice President of Sales & Marketing

Hire Date: August, 1967

Retirement Date: February, 2003



GOOD
BETTER
BEST



STATEWIDE 2020
ANNUAL AGENT AWARDS



2019 RETIREES



Eileen Hardy

Hire Date: September 1, 1994
Retirement Date: March 31, 2019



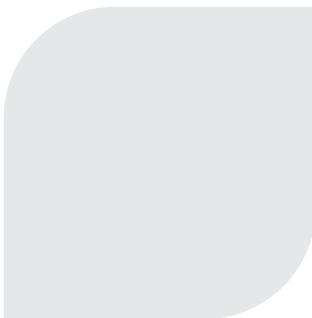
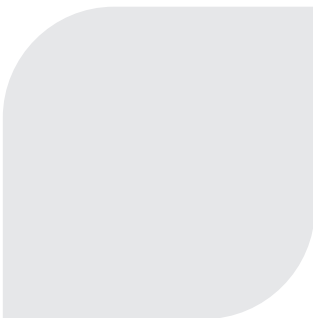
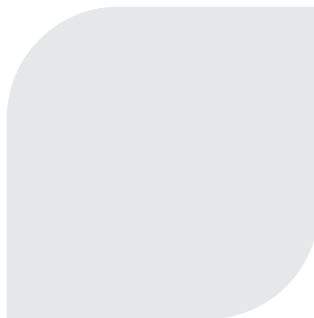
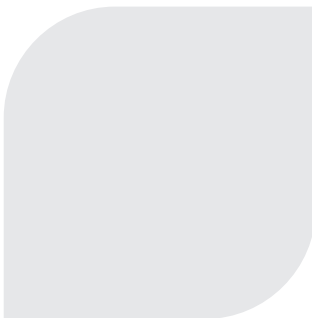
Russ Holland

Hire Date: March 13, 1998
Retirement Date: March 31, 2019



Loren West

Hire Date: September 1, 2000
Retirement Date: March 1, 2019





STATEWIDE 2020 ANNUAL AGENT AWARDS

NEW AGENTS



Jake Andrus
Eastern Idaho Region
January 1, 2019



Stetzen Bailey
Magic Valley Region
January 1, 2019



Andrew Meyer
Treasure Valley Region
January 1, 2019



Wade Andersen
Crop Specialist
March 1, 2019



Dan Neuenfeldt
North Idaho Region
March 1, 2019



Andrew Scott
North Idaho Region
March 1, 2019



Dakota Stallions
Treasure Valley Region
March 1, 2019



Jolene Zollinger
Eastern Idaho Region
March 1, 2019



Steve Clark
Eastern Idaho Region
July 1, 2019



Chip Quaade
North Idaho Region
October 1, 2019



Kellie McMillan
Treasure Valley Region
October 1, 2019



Brian Walters
Treasure Valley Region
October 1, 2019

STATEWIDE 2020
ANNUAL AGENT AWARDS



SERVICE AWARDS

5 Years

Bart Crofoot
Justin Nichols
Tony Nichols
Zak Popejoy

10 Years

Kerry Baxter
Keefan Caron
Troy Ferguson
Brock Merrill

15 Years

Erica Catt
Jared Hall
Eli Hansen
Jared Hart

20 Years

Derald Armstrong
Stu Barrett
Jason Gardner
John Hill
Brett Paynter
Jerry Petersen
Perry Shank

25 Years

Rob Ellis
Wayne Hungate
Paul Johnson
Tim Kasper
Darin Pfost
Becky Tinsley
Norman Funk

30 Years

Doug Guthrie
Joe Leach

35 Years

Mike Asker
Vaughn Price

40 Years

Grant Moses
Bob Stowell





STATEWIDE 2020
ANNUAL AGENT AWARDS



SERVICE BONUS QUALIFIERS

Level 2

Matt Anderson
Derald Armstrong
Stu Barrett
Brett Barton
Marcy Brodine
Trevor Clark
Chad Cox
Donna D'Ambra
Kevin Degn
Troy Ferguson
Tom Gallup
Jared Hall
Kent Jeppesen
Chris Larsen
Brandt Leslie
Barrett McClure
Grant Moses
Brett Paynter
Ryan Rex
Pam Russom
Steve Widmer

Level 3

Van Barkus
Kerry Baxter
Ryan Beckner
Bart Crofoot
Walt Dinning
Norman Funk
Jason Gardner
Lynnae Gliege
Neil Hazelbaker
Kerry Harris
John Hill
Paul Johnson
Tim Kasper
John Marks
Vaughn Price
Shawn Quinn
Alex Salinas
Garren Taylor
Becky Tinsley
Mark Vanderwall
Dale Zimney

Level 4

Mike Asker
Jennifer Cook
Eli Hansen
Doug Guthrie
Kyle Jeppesen
Doug Johnson
Jerry Petersen

Level 5

Kris Burke
Todd Burke
Keefan Caron
Rob Ellis
Jared Hart
Neil Jensen
Kendon Perry
Darin Pfof
Rhett Price
Perry Shank





LOSS RATIO QUALIFIERS

Level 2

Matt Anderson
Stu Barrett
Brett Barton
Trevor Clark
Chad Cox
Donna D'Ambra
Kevin Degn
Troy Ferguson
Tom Gallup
Jared Hall
Barrett McClure
Brett Paynter
Ryan Rex
Mario Salinas

Level 3

Ryan Beckner
Bart Crofoot
Walt Dinning
Jason Gardner
Lynnae Gliege
Norman Funk
Neil Hazelbaker
John Hill
Paul Johnson
John Marks
Tim Kasper

Level 3 (Cont.)

Shawn Quinn
Garren Taylor
Becky Tinsley
Mark Vanderwall
Dale Zimney

Level 4

Mike Asker
Jennifer Cook
Doug Guthrie
Kyle Jeppesen
Doug Johnson
Jerry Petersen

Level 5

Kris Burke
Rob Ellis
Jared Hart
Kendon Perry
Darin Pfof
Perry Shank





STATEWIDE 2020 ANNUAL AGENT AWARDS

TOP PRODUCERS



Wade Andersen
7 Crop Hail Policies



Pam Russom
\$61,642 Crop Hail Premium



Travis Terry
82 Finance Loans



Eli Hansen
\$1,250,789 Finance Volume



Becky Tinsley
18 Country Squires



Neil Hazelbaker
\$203 Custom Auto Premium



Tony Nichols
55 New BOP & CPP

STATEWIDE 2020
ANNUAL AGENT AWARDS



TOP PRODUCERS



Darin Pfost

\$103,473 Total New Personal
\$114,764 New Commercial
\$1,706,570 Total Commercial



Rob Ellis

11 Farm & Ranch Policies



Kendon Perry

64 Issued FBL Apps
\$151,230 Issued LPC



Perry Shank

\$16,136,882 Life Volume



Steven Zamora

\$330,187 Personal Premium
303 City Squires





STATEWIDE 2020 ANNUAL AGENT AWARDS

COURT OF HONOR



Mike Asker

\$111,200 P&C Premium
\$42,514 LPC
28 Life Apps



Kris Burke

\$129,686 P&C Premium
\$110,697 LPC
36 Life Apps



Todd Burke

\$248,964 P&C Premium
\$33,657 LPC
31 Life Apps



Keefan Caron

\$271,415 P&C Premium
\$39,130 LPC
27 Life Apps



Rob Ellis

\$247,083 P&C Premium
\$99,531 LPC
36 Life Apps



Doug Guthrie

\$103,379 P&C Premium
\$33,028 LPC
25 Life Apps



Eli Hansen

\$166,132 P&C Premium
\$26,081 LPC
37 Life Apps



Jared Hart

\$224,039 P&C Premium
\$59,041 LPC
38 Life Apps

STATEWIDE 2020
ANNUAL AGENT AWARDS



COURT OF HONOR



Neil Jensen

\$286,675 Total New Personal
\$64,137 New Commercial
48 Lif Apps



Doug Johnson

\$118,820 P&C Premium
\$67,481 LPC
40 Life Apps



Kyle Jeppesen

\$179,764 P&C Premium
\$30,729 LPC
28 Life Apps



Kendon Perry

\$204,339 P&C Premium
\$151,230 LPC
64 Life Apps



Jerry Petersen

\$105,936 P&C Premium
\$87,223 LPC
36 Life Apps



Darin Pfost

\$218,237 P&C Premium
\$69,949 LPC
40 Life Apps



Rhett Price

\$135,344 P&C Premium
\$60,215 LPC
38 Life Apps



Perry Shank

\$145,513 P&C Premium
\$77,927 LPC
47 Life Apps



Steven Zamora

\$372,354 P&C Premium
\$37,059 LPC
33 Life Apps





STATEWIDE 2020 ANNUAL AGENT AWARDS

PRESIDENT'S CLUB



Kris Burke

\$95,429 New P&C
\$110,697 LPC
36 Life Apps



Rob Ellis

\$165,511 New P&C
\$99,536 LPC
36 Life Apps



Kendon Perry

\$152,983 New P&C
\$151,230 LPC
64 Life Apps



Jerry Petersen

\$89,769 New P&C
\$87,223 LPC
36 Life Apps



Darin Pfost

\$103,473 New P&C
\$69,949 LPC
40 Life Apps



Perry Shank

\$102,572 New P&C
\$77,927 LPC
47 Life Apps



STATEWIDE 2020
ANNUAL AGENT AWARDS



FBFS AWARD - SILVER AWARD



Steven Zamora





STATEWIDE 2020
ANNUAL AGENT AWARDS

FBFS AWARD - ALL AMERICAN



Kris Burke

\$95,429 New P&C; \$70,133 LPC
36 Life Apps



Rob Ellis

\$165,511 New P&C; \$99,536 LPC
36 Life Apps



Jared Hart

\$142,112 New P&C; \$59,053 LPC
38 Life Apps



Neil Jensen

\$204,552 New P&C; \$64,137 LPC
48 Life Apps



Doug Johnson

\$101,672 New P&C; \$67,481 LPC
40 Life Apps



Ben Rae



STATEWIDE 2020
ANNUAL AGENT AWARDS



FBFS AWARD - ALL AMERICAN



Kendon Perry

\$152,983 New P&C; \$151,460 LPC
64 Life Apps



Jerry Petersen

\$89,769 New P&C; \$87,248 LPC
36 Life Apps



Darin Pfost

\$103,473 New P&C; \$69,992 LPC
154 Life Apps



Rhett Price

\$107,379 New P&C; \$59,403 LPC
38 Life Apps



Perry Shank

\$102,572 New P&C; \$88,038 LPC
47 Life Apps





STATEWIDE 2020
ANNUAL AGENT AWARDS

FBFS AWARD - SUPER ALL AMERICAN



Kendon Perry

\$152,983 New P&C; \$151,460 LPC
64 Life Apps



Scott Badger

STATEWIDE 2020
ANNUAL AGENT AWARDS



FBFS AWARD - MDRT PAST QUALIFIERS

	2012
	Kris Burke Brandt Leslie Kendon Perry Jerry Petersen
2019	
Kendon Perry	
2018	
Rob Ellis Kent Jeppesen Kendon Perry Rhett Price	2011
	Kris Burke Brandt Leslie Kendon Perry Jerry Petersen
2017	
Rob Ellis Jerry Petersen	2009
	Kendon Perry
2015	
Rob Ellis	2007
	Kent Jeppesen Darin Pfof
2014	
Jerry Petersen Darin Pfof Rhett Price	2006
	Chris Axenty Kent Jeppesen Kyle Jeppesen Rhett Price
2013	
Kendon Perry Jerry Petersen Rhett Price	2005
	Rob Ellis Kendon Perry





STATEWIDE 2020
ANNUAL AGENT AWARDS

FBFS AWARD - HALL OF FAME



Mike Asker
2009



Rob Ellis
2012



Wayne Hungate
2004



Kent Jeppesen
1997



Kyle Jeppesen
1997



STATEWIDE 2020
ANNUAL AGENT AWARDS



FBFS AWARD - HALL OF FAME



Kendon Perry
2015



Darin Pfost
2005



Rhett Price
2010



Dale Zimney
2001





STATEWIDE 2020
ANNUAL AGENT AWARDS

FBFS AWARD - BEST OF 2019



Life Region of the Year
Scott Badger
Magic Valley Region



Life App Champion of the Year
Perry Shank
Magic Valley Region



STATEWIDE 2020
ANNUAL AGENT AWARDS



FBFS AWARD - BEST OF 2019



Life Rookie of the Year / Life Annuity Champion

Jerry Spray

North Idaho Region



Life App Champion of the Year category 2

Kendon Perry

North Idaho Region



**GOOD
BETTER
BEST**





STATEWIDE 2020
ANNUAL AGENT AWARDS

BEST OF 2019



**LOSS
RATIO
LEADER**

**BARRETT
MCCLURE**

BEST THREE OUT
OF FOUR YEARS
MAGIC VALLEY
REGION

STATEWIDE 2020
ANNUAL AGENT AWARDS

BEST OF 2019



**NEW
BROKERAGE
PREMIUM**



\$253,232
MAGIC VALLEY
REGION

**ROB
ELLIS**





STATEWIDE 2020
ANNUAL AGENT AWARDS

BEST OF 2019



**STEVEN
ZAMORA**

**NEW
OVERALL
PREMIUM**

\$330,187
P&C PREMIUM
\$42,167
COMMERCIAL
\$372,354
TOTAL
NORTH IDAHO
REGION

STATEWIDE 2020
ANNUAL AGENT AWARDS

BEST OF 2019



**ROOKIE
OF THE
YEAR**

\$104,977
P&C PREMIUM

\$14,899
COMMERCIAL

\$119,876
TOTAL

\$11,243,000
LIFE VOLUME

52 ISSUED APPS
EASTERN IDAHO
REGION



**JAKE
ANDRUS**





STATEWIDE 2020
ANNUAL AGENT AWARDS

BEST OF 2019



**AGENT
OF THE
YEAR**

**KENDON
PERRY**

\$152,983
P&C PREMIUM
\$51,356
COMMERCIAL
\$204,339
TOTAL
\$151,230
LPC
NORTH IDAHO
REGION

STATEWIDE 2020
ANNUAL AGENT AWARDS

BEST OF 2019



REGION
OF THE
YEAR



MAGIC VALLEY
REGION

SCOTT
BADGER





STATEWIDE 2020 ANNUAL AGENT AWARDS

MISSION AND VALUES STATEMENT



Our Mission

OUR MISSION is to provide service, solutions, and security to Farm Bureau members and clients.

WE VALUE integrity and understand the virtue of hard work. We are rooted in the farms, ranches, cities, and communities we serve.

OUR VISION for the future is that of a financially strong company actively serving the needs of our customers by offering innovative insurance and financial solutions for their ever changing needs.

OUR GOAL is to be the leader in the markets we serve by delivering highly personal service that meets the needs and lifestyles of our customers with an UnMatched experience and to serve as a trusted partner on their life's journey.

OUR STRATEGIC INTENT is to be a first-class, high-performing enterprise with profitable growth.

Our Values

ETHICS

We believe our conduct must be ethical. This includes:

- Honesty always; and
- Legally and morally correct actions and decisions.

WORK ENVIRONMENT

We believe in an enjoyable work environment that includes:

- Appreciation and respect for each other;
- Meaningful work and fair compensation;
- Loyalty, self-improvement, and excellence; and
- Opportunity for growth and advancement.

COMMUNITY

We believe in being good citizens in our communities and in contributing a portion of our time, talents, and resources to them.



LEADERSHIP PRINCIPLES

Leadership Principles

CUSTOMER

Leaders, first and foremost work to earn and maintain customer trust, understanding that UnMatched experience means every aspect of the individual customer journey as well as that of all customers.

OWNERSHIP

Leaders are owners. They think long term and do not sacrifice long-term value for short-term results. They act on behalf of the entire company, beyond just their own team. They never say, "That's not my job."

INNOVATE AND SIMPLIFY

Leaders always ask WHY. They constantly innovate and simplify. They never say, "We've always done it that way."

PERFORMANCE

Leaders understand that "UnMatched" is a way of thinking. They have high performance standards. Average is not acceptable.

LEARN

Leaders recognize that personal improvement is ongoing. They are not afraid of change or what they don't know.

INVEST IN PEOPLE

Leaders realize that the right people make all the difference. They develop leaders and take seriously their role in coaching others.

BIAS FOR ACTION

Leaders are proactive; they see what needs to be done and do not let fear of failure get in the way of action. Speed matters.

COST LEADERSHIP

Leaders control costs and invest in value. They accomplish more with less.

PREPARE, DEBATE, COMMIT

Leaders respectfully challenge opinions when they disagree, even when doing so is uncomfortable or exhausting. Leaders have conviction and are tenacious. They do not compromise for the sake of social cohesion. Once a decision is determined, they commit wholly.

TRUST

Leaders do what they say they will do. They listen attentively, speak candidly, and treat others respectfully.

DELIVER

Leaders focus on the delivery of UnMatched customer service leading to profitability, growth and sustainability. Despite setbacks, they rise to the occasion.





STATEWIDE 2020 ANNUAL AGENT AWARDS