

Midwest Matters

General Manager Notes

Success Through Sales!



Jeff Downing

I've recently been involved in numerous conversations about "Growing Midwest Agency". This is the first time since I've been with Farmers Union and Midwest Agency, that I've not been charged with simply "conservative growth and reasonable profit". To be able to consider goals beyond this is to say the least: EXCITING! It's exciting for me to be a part of this potential. I'm excited to help our agents exceed even higher expectations! I know each of you have goals and many of you have them written down and/or have shared them with your managers. If you have not set goals for 2023, there is still time to plan for success.

As most of you know I'm big on cliches. I thought I would share some of the ideologies I firmly believe guide successful salespeople. Consider incorporating them in your life as you progress forward toward a successful year!

Successful Salespeople are intensely goal oriented. They know where they are going, what they are after, how they are progressing, when they get there, and they keep distractions from sidetracking them.

Successful Salespeople accept 100% responsibility for their results. They take credit for good and bad results. They take advantage of opportunity

and work wiser and even harder when things get tougher.

Successful Salespeople do not take "no" personally. They have high levels of self-confidence and self-esteem. They may get disappointed, but they won't be devastated!

Credibility is a large component for a salesperson's performance. Until the customer believes you are credible, nothing you say will matter to the customer.

People don't care how much you know until they know how much you care! But, know your product. Understand your customer and follow through with your promises.

Most importantly, **Successful Salespeople have willpower and determination.** No matter how tempted they are to give up, they look to the future and persist toward their goals.

This is one of my favorites: "**Luck is when preparation meets opportunity!**" You can't always expect to randomly be in the right place at the right time, but the more you plan and prepare, the more often this occurs. Strangely—the better your luck!

It's a great time to be a Midwest Agent... Let's make 2023 a great year for all of us!

Thank you for all you do!

Jeff



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**BEGIN BY
ALWAYS
EXPECTING
GOOD THINGS
TO HAPPEN.**

Tom Hopkins



Ron Clark	March 2	Tameka Burcham	March 23
Todd Whitehill	March 2	Kyle Wade	March 30
Jason Ortman	March 12	Nicole Schaller	March 31



March 2: Kansas Agents Liberty Mutual meeting and introduction to Sales Manager.

For a current listing of all items check the online calendar found at www.fumainsurance.com



Years of Service

We would like to recognize the following agents who began their careers with Midwest Agency during March:

Jason Ortman began his career on **March 1, 2006**..... **17 Years of Service**

Ryan Scheetz began his career on **March 1, 2019**.....**4 Years of Service**

Rob Fischer began his career on **March 10, 2019****4 Years of Service**

Thank you for 25 Years of loyal service!



2024 Farmers Union Agencies Summit Contest

Secrets Papagayo Costa Rica

JANUARY RESULTS ALL AGENTS

TOTAL POINTS

Jay Obermiller	5462	Mario Lopez	930
Brandon Spevacek	5403	Jacob Irvin	917
Jeff Kindel	4919	Tye Johnson	914
Ken Troost	3929	Nicole Faulconer	905
Greg Frank	3072	Jason Frazier	871
Brian Koch	2532	Kyle Wade	725
Pam Caba	2482	Dustin Ford	699
Mark Kavan	2059	Brian West	465
Nicole Tonjes	1803	Todd Whitehill	396
Randy Mader	1519	Stacey Addison	387
Tommy Velasquez	1477	David Snyder	365
Andy Hopper	1286	Krystal Lind	363
Haley Helzer	1121	Roy McCoy	292
Jerry Nolte	1112	Zach Teske	169
Kris Narvaez	1072	Nicole Johnson	95
Jack Olson	1028	Staci Foreman	40
Richard Boxum	1017	Yvonne Guy	32
Amber Conway	1005	Ken Hayes	6
Matt Anderson	953		

TOP FINANCIAL SERVICES AGENT

(Top 20 Shown)

Hilary Christian	4496
Nicole Tonjes	2149
Roy McCoy	1728
Jason Frazier	1178
Jack Olson	1054
Jason Ortman	875
Andy Hopper	865
Curtis Hinrichs	785
Amanda Fritch	624
Vicky Elliott	581
Stacey Addison	462
Haley Helzer	378
Yvonne Guy	308
Krystal Lind	300
Tom Clark	294
Brian Koch	275
Kris Narvaez	274
Pam Caba	261
Randy Mader	240
Mark Kavan	192

TOP NEW AGENT

Staci Foreman	16,124
Danielle Benash	7,458
Krystal Lind	6,813
Dustin Ford	5,912
Shannon Schibi	5,773
Lavelle McFarland	3,713
Ken Hayes	3,042
Jacob Irvin	2,425
Tommy Velasquez	2,296
Jennifer Edwards	1,693

FUMA COMMERCIAL CLUB

Ryan Scheetz	29,462
Pam Caba	7,490
Yvonne Guy	3,989
Kyle Wade	3,901
Andy Hopper	0
Tommy Velasquez	0

(ELIGIBLE)

SUMMIT CROP GROUP

First Crop Update will be in June

Manager Notes

Bundling



Kevin Herrold

How many times do you sit down, and watch TV and an insurance company ad comes on? Quite often if you watch during prime time. Most of the time, they are fairly entertaining as well. There is always something said or shown that we can laugh or at least smile at. But have you ever really grasped the underlying message? They always talk about how much money they can save you, but how? How can they save what they show? Well, first of all, they always talk

about the average savings, they don't talk about the ones that they can't save on. But I digress.

They save when they bundle. Now, of course we all know that most of the companies will discount another policy when we add to the first. That in itself, is a great deal for the insured. Especially if they are insured with multiple companies when we get our opportunity with them. For the insured, it's always best when they can have everything under one roof. Or umbrella. Or with Flo.

But let's talk about how it affects you. The agent. We fight so hard to get one piece of business just to end up year after year trying to save it at each renewal, because we all know, they were shopping for auto insurance when they came to us and will continue to do so. But what happens when they have 2 or 3 or more policies with us? It becomes more difficult to move away. They have built a strong relationship with you, and they trust you. With everything.

What happens now, when they have multiple policies with us, and one takes a rate increase? Yes, it is noticed and yes they will call and ask about it. But truth is, it's easier to absorb if all policies are with the same company. Or at a minimum, with the same agent. Changing insurance carriers becomes harder when things are bundled. Retention stays high. You keep your client.

You will continue to hear more and more about policy count in each household and retention this year. We are in a hard market. Take an easier route. Go after the individual policies and turn them into multiple policy households. Home, auto, umbrella, toys, boats, motorcycles, financial products. Ask everyone what they do for a living. (Commercial, business, disability, etc.) Not only need it for the app, but good to throw into epic for an x date for the future. Get it all. Be greedy. Be THEIR agent. Not the agent that represents a certain company. I know that I am preaching to the choir, but a friendly reminder once in a while never hurts. Grow your book. In a time when others struggle, you are sitting on a gold mine.

Bundle.

NEW POLICIES ADDED IN JANUARY

AGENT	TOTAL	AGENT	TOTAL
Yvonne Guy	17	Tye Johnson	4
Ryan Scheetz	16	Vicky Elliott	4
Brandon Spevacek	14	Amber Conway	3
Stacey Addison	14	Andy Hopper	3
Kris Narvaez	13	Jack Olson	3
Lillian Fritch	10	Jacob Irvin	3
Sandra Pino	10	Jason Frazier	3
Danielle Benash	9	Ken Hayes	3
Brian Koch	8	Nicole Johnson	3
Kyle Wade	8	Sara Crist	3
Pam Caba	8	Tommy Velasquez	3
Zach Teske	8	Clayton Schmitz	2
Nicole Faulconer	7	Dustin Ford	2
Roy McCoy	7	Jeff Kindel	2
Tom Clark	7	Jerry Nolte	2
Curtis Hinrichs	6	Nicole Schaller	2
Jason Ortman	6	Richard Boxum	2
Krystal Lind	6	Brian West	1
Mark Kavan	6	David Snyder	1
Randy Mader	5	Greg Frank	1
Ron Clark	5	Hilary Christian	1
Staci Foreman	5	Jay Obermiller	1
Haley Helzer	4	Jim Gierhan	1
Hanna Hertzog	4	Ken Troost	1
Jennifer Edwards	4	Matt Anderson	1
Lavelle McFarland	4	Todd Whitehill	1
Mario Lopez	4	Kenny Johnson	0
Nicole Tonjes	4	Steve Yearout	0
Shannon Schibi	4		
Ty Racette	4	Totals	283

New policies as added into EPIC during January



AGENT NEWS



DID YOU KNOW.....

You can quote these carriers directly from the comfort of your office:

Travelers - Personal, Commercial
American Modern - Personal Lines, MC Collector cars
Foremost - Personal and Auto (Bristol West)
Dairyland - Auto
Progressive - Auto, Business Auto & Home/renters (ASI)
State Auto (KS)
Nationwide - Personal
Secura (KS)
Farmers Mutual (NE)
Battlecreek (NE)
Hagerty - Collector Cars
National General - including Flood
Safeco
Kansas Mutual (KS)

If you are interested in learning how to access these refer to Terry Kirby or Rob Fisher

Prior to football's "Big Game", Secura Insurance held a contest for our Kansas Agents, and here are the results via an email from Secura:

The results for the "Big Game" Challenge are in, and Tyler Clark, Dustin Ford, and Zack Teske all tied with 12 correct answers! The tie-breaker total score estimate put Tyler in 1st (\$100 Amazon Gift Card) Dustin in 2nd (\$50 Amazon Gift Card) and Zach in 3rd place (\$25 Amazon Gift Card).

Thank you so much for playing!

Josh Nordin, CIC
Sales Manager - KS & MO



First part of February we held our annual FUMA Commercial Club Kick-off meeting where our club company partners participate. During the meeting we awarded the 2022 club year Top Kansas Agent, Top Nebraska Agent, Top Club Agent, and the top prize, the FUMA Commercial Club Summit trip! Pictured are: Andy Hopper, Top KS Agent, Pam Caba, Top NE Agent, Kyle Wade Top Club Agent, and Ryan Scheetz the 2022 Summit Trip winner!"

Agent New Premium for January

(Agent New Premium all companies from EPIC)

New Premium Property & Casualty Lines

Ryan Scheetz	32523	Tom Clark	7700	Curtis Hinrichs	2656	Jack Olson	1032
Staci Foreman	24574	Danielle Benash	7015	Jay Obermiller	2572	Jim Gierhan	804
Sara Crist	16326	Andy Hopper	6733	Mario Lopez	2206	Brian West	627
Mark Kavan	15233	Nicole Johnson	6527	Tye Johnson	2122	Vicky Elliott	540
Brian Koch	14837	Randy Mader	6284	Tommy Velasquez	2096	Todd Whitehill	412
Brandon Spevacek	13563	Dustin Ford	5912	Jacob Irvin	2000	Greg Frank	280
Zach Teske	13236	Shannon Schibi	5773	Clayton Schmitz	1927	Amber Conway	244
Kris Narvae	12828	Haley Helzer	5721	Jerry Nolte	1752	David Snyder	0
Lillian Fritch	12642	Jason Ortman	5242	Lavelle McFarland	1713	Hilary Christian	0
Sandra Pino	12634	Jeff Kindel	5188	Jennifer Edwards	1566	Jason Frazier	0
Yvonne Guy	12438	Roy McCoy	4364	Richard Boxum	1560	Ken Troost	0
Pam Caba	9887	Nicole Faulconer	3307	Ty Racette	1543	Kenny Johnson	0
Kyle Wade	8484	Ron Clark	3185	Nicole Tonjes	1254	Nicole Schaller	0
Stacey Addison	8247	Ken Hayes	3042	Steve Yearout	1249		
Krystal Lind	7752	Hanna Hertzig	2876	Matt Anderson	1101		

New Premium Financial Services

Amber Conway	12026	Brandon Spevacek	Kris Narvaez	Shannon Schibi
Ken Hayes	12000	Brian Koch	Kyle Wade	Stacey Addison
Jennifer Larabee	5593	Brian West	Lavelle McFarland	Staci Foreman
Krystal Lind	3562	Clayton Schmitz	Lillian Fritch	Steve Yearout
Roy McCoy	3000	Dustin Ford	Mario Lopez	Todd Whitehill
Jason Ortman	2809	Greg Frank	Mark Kavan	Tom Clark
Jason Frazier	2367	Haley Helzer	Matt Anderson	Tommy Velasquez
Jeff Kindel	1622	Hilary Christian	Nicole Faulconer	Ty Racette
Amanda Fritch	960	Jack Olson	Nicole Johnson	Tye Johnson
Curtis Hinrichs	943	Jacob Irvin	Nicole Schaller	Vicky Elliott
Hanna Hertzig	825	Jay Obermiller	Nicole Tonjes	Yvonne Guy
Ron Clark	507	Jennifer Edwards	Randy Mader	Zach Teske
Danielle Benash	240	Jerry Nolte	Richard Boxum	
Pam Caba	240	Jim Gierhan	Ryan Scheetz	
David Snyder	93	Ken Troost	Sandra Pino	
Andy Hopper		Kenny Johnson	Sara Crist	

FUMA Production

FARMERS UNION

AGENT	PREMIUM
Pam Caba	5,152
Andy Hopper	4,947
Ryan Scheetz	4,434
Lil Fritch	3,516
Jerry Nolte	1,752
Richard Boxum	1,560
Mario Lopez	1,273
Jeff Kindel	1,187
Mark Kavan	1,159
Danielle Benash	1,044

AMERICAN MODERN

AGENT	TOTALS
Lil Fritch	2,189
Kris Narvaez	1,854
Tom Clark	1,716
Pam Caba	1,382
Mark Kavan	1,324
Jason Ortman	950
Hanna Hertzog	705

NATIONWIDE

AGENT	TOTALS
Ryan Scheetz	7,597
Brian Koch	6,995
Brandon Spevacek	3,417
Pam Caba	3,353
Krystal Lind	2,921
Ron Clark	2,122
Tom Clark	2,037
Nicole Johnson	1,503
Kyle Wade	1,384

BATTLE CREEK

AGENT	TOTAL
Lillian Fritch	4,657
Brian Koch	3,565
Mark Kavan	2,660
Kyle Wade	2,246
Clayton Schmitz	1,927
Tye Johnson	785

KANSAS MUTUAL

AGENT	TOTALS
Brandon Spevacek	2,542
Kris Narvaez	2,365
Roy McCoy	1,914

FARMERS MUTUAL HAIL P&C

AGENT	TOTALS
Tom Clark	4,385
Jay Obermiller	2,572
Lillian Fritch	2,280
Jack Olson	429

SAFECO

AGENT	TOTALS
Mark Kavan	3,709
Haley Helzer	3,106
Shannon Schibi	2,296
Brian Koch	1,562
Staci Foreman	473
Jacob Irvin	400
Ken Hayes	206
Kyle Wade	99

PROGRESSIVE

AGENT	TOTALS
Randy Mader	5,683
Nicole Johnson	4,328
Mark Kavan	3,540
Ryan Scheetz	3,262
Brian Koch	2,716
Haley Helzer	2,219
Andy Hopper	1,786
Kyle Wade	1,777
Curtis Hinrichs	1,543
Shannon Schibi	1,420
Yvonne Guy	1,299
Jason Ortman	1,295
Steve Yearout	1,249
Ron Clark	1,063

Company numbers are new premium YTD

FOREMOST



Financial Services Award



TOP FINANCIAL SERVICES AGENT

JENNIFER LARABEE	6010	JACK OLSON	1054
HILARY CHRISTIAN	4496	JASON ORTMAN	875
NICOLE TONJES	2149	ANDY HOPPER	865
ROY MCCOY	1728	CURTIS HINRICHS	785
JASON FRAZIER	1178	AMANDA FRITCH	624