

MIDWEST MATTERS



General Manager Notes

THIS IS AN EXCERPT FROM THE FIRST
MIDWEST MATTERS SEPTEMBER 2013

Jeff Notes: In this ever-changing world we live in... I think we are finding that as underwriting gets more difficult and rates are rising with Farmers Union Insurance, other companies are now having to make similar changes. What this does to the marketplace is create a **“Hard Market”**. In a Hard Market it's more difficult for the customer as well as the agent. The customer has to be a more favorable risk and they still end up paying more in premium. The agent has to work harder to retain and earn a customer's business... A higher level of service and professionalism are required. Relationship still matters, but it can no longer depend on friendship alone, it has to transcend to a more professional relationship as customers and prospects become more focused on “What can you do for me”.

An agent and agency that uses systems and process will exhibit more professionalism and will grow. They will grow by earning business from other agents or agencies that cannot rise to the challenge. Therefore I'm calling out to each of you... Strive to keep in contact with your customers. Develop an efficient process for service. Utilize a proven process for selling. If you are not growing you are shrinking! If you are not improving you are growing stagnant! If you are doing the same thing as you've done in the past... you may be passed by.

The good news is as an agency we are changing, evolving, improving and growing! I know we have many things to work on and much room for improvement, but you have mine, Sandy's, your District Manager and everyone at the Midwest Offices commitment to help and support you as we all change, evolve, improve and grow! It's a great time to be a Agent with Midwest Agency! ...See anything similar...?

13 years... and I still “Thank You” for all you do!

Jeff



**Farmers
Union
Midwest
Agency**

November Birthdays

L Wayne November 7
Kevin Harrington November 14
Krystal Lind November 21
Roger Blanken November 24
Dan Conway November 24
Jason Frazier November 26
Vicky Elliott November 30
Hanna Hertzog November 30
Lacey Lange November 30

November Anniversaries

We would like to recognize the following agents who began their career with FUMA in November

Ken Troost began his career on November 10, 2008...17 years Service
Roy McCoy began his career on November 16, 2009...16 years Service
Brian West began his career on November 1, 2012...13 years Service
Tommy Velasquez began his career on November 15, 2020...5 years Service
Jason Frazier began his career on November 1, 2021...4 years Service



Always Be Branding "ABB"

As we approach December, we're proud to mark one year since launching our updated Farmers Union Midwest Agency website and producer sites. From the start, our goal was clear: to create a digital presence that not only looked professional but also drove real business to our local agents. We built the site with SEO and lead generation in mind—focusing on helping customers find and connect with their local agents easily, whether through search engines or direct quote requests. Over the past several months, the website has proven its value. Since April, we've received 363 quote requests submitted through the site. Based on follow-up reviews in Epic, these leads have translated into an estimated \$231,500 in written premium so far—and that number continues to grow. One agent even shared that thanks to a website lead, they're currently working on a \$50,000 account. These success stories highlight exactly why investing in our online presence matters—it's connecting people to you, our agents, right where they are searching. Alongside the website updates, we launched a series of automated email campaigns to help agents stay connected with customers. These emails—covering educational topics, birthdays, and policy reminders—go out directly from your email address, allowing clients to reply straight to you.

The results speak for themselves:

- 31,039 total emails sent
- 14,919 opened — a 51.4% open rate (well above the industry average of 31%)
- Only 11 unsubscribes, an incredibly low 0.0004% rate compared to the industry average of 0.27%.

These numbers show that customers find value in what we're sending—they're reading, engaging, and responding.

Our Net Promoter Score (NPS) surveys have been another added bonus. Since implementing them, we've sent out 6,742 surveys, with a 53% open rate and 1,011 completed responses.

The best part? Our average NPS score is 86—compared to the industry average of just 37. This tells us what we already know: our agents are ROCKSTARS!

We're reaching more people, creating stronger connections, and driving real results. As we move into the new year, we'll continue to look for ways to enhance these tools and build even more opportunities for success.

As always, we value your feedback. Every agent's community is unique, and your insight helps us make these programs even better. If you have suggestions or ideas, please don't hesitate to share them.



2026 Farmers Union Agencies Summit Contest

Secrets Tides Punta Cana

September Update All Agents-March 22-27, 2026

TOTAL POINTS				TOP FINANCIAL SERVICES AGENT	
				(Top 20 Shown)	
Andrew Malone	97628	Randy Mader	16245	Roy McCoy	48800
Amanda Fritch	61189	Matt Anderson	15806	Hilary Christian	38061
Tye Johnson	60038	Sara Swachamer	15131	Nicole Tonjes	20701
Mark Kavan	59244	Nicole Faulconer	14347	Amanda Fritch	9042
Brandon Spevacek	56939	Jack Olson	14095	Jason Ortman	7824
Lacey Lange	48998	Greg Frank	12606	Sara Swackhamer	7071
Blake Pearson	37667	Tommy Velasquez	12145	Mark Kavan	5249
Ryan Scheetz	37341	Lavelle McFarland	11016	Brian West	4888
Tom Clark	33126	Hilary Christian	9381	Amber Conway	4118
Brandon Dahna	32874	Yvonne Guy	8929	Mandy Trout	3781
Kris Narvaez	32387	Jerry Nolte	8477	Nicole Faulconer	3311
Jay Obermiller	29331	Pam Caba	8416	Vicky Elliott	3241
Zach Teske	27926	Andy Hopper	8311	Brandon Spevacek	2588
Dan Matthews	26689	Haley Helzer	8134	Danielle Benash	2444
Jeff Kindel	25164	Jennifer Edwards	7974	Brian Koch	2396
Curtis Hinrichs	24342	Staci Foreman	7512	Pam Caba	2295
Susan McKinney	23886	Karrie Watts	7121	Dan Matthews	2098
Trina Smith	21935	Krystal Lind	5460	Jack Olson	1853
Mandy Trout	20743	Ken Troost	5454	Tom Clark	1765
Samantha Almquist	20716	Nicole Tonjes	5081	Randy Mader	1699
Jason Ortman	20628	Stacey Addison	4627		
Danielle Benash	20201	Brian Koch	4598		
Katelyn Barragan	17482	David Snyder	4354		
				SUMMIT CROP GROUP	
TOP NEW AGENT		FUMA COMMERCIAL CLUB		Jim Gierhan	80
Trina Smith	348490	Ryan Scheetz	173594	Jeff Kindel	48
Lacey Lange	296657	Pam Caba	179974	Brian Koch	41
Blake Pearson	265595	Trina Smith	123685	Jay Obermiller	13
Mandy Trout	171406	Blake Pearson	111148	Tye Johnson	10
Samantha Almquist	151502	Samantha Almquist	60056	Jay Obermiller	13
Katelyn Barragan	121736	Lacey Lange	59394	Tye Johnson	10
Susan McKinney	119104	(ELIGIBLE)			
Krystal Lind	97412				
Will Clark	84876				
Karrie Watts	69165				
April Heim	56227				
Tracie Warder	57757				

Agent New Premium for September

(Agent New Premium all companies from EPIC)

New Premium Property & Casualty Lines

Andrew Malone 50,988	Kyle Wade 12,344	Clayton Schmitz 5,077	Matt Anderson 5,504
Zach Teske 41,228	Curtis Hinrichs 11,981	Jeff Kindel 4,328	Jason Frazier 5,085
Tommy Velasquez 30,016	Krystal Lind 11,507	Jay Obermiller 4,202	Steve Yearout 4,847
Amanda Fritch 28,618	Jason Ortman 10,459	Blake Pearson 3,339	Jerry Nolte 4,784
Samantha Almquist 26,990	Brian West 10,447	Jennifer Edwards 3,141	Tye Johnson 4,765
Katelyn Barragan 25,387	Lavelle McFarland 10,422	Nicole Faulconer 2,960	Susan McKinney 4,310
Mark Kavan 24,287	Kris Narvaez 10,373	Will Clark 2,923	Nicole Tonjes 4,073
Lacey Lange 22,828	Staci Foreman 8,858	Haley Helzer 2,669	Nicole Johnson 3,327
Yvonne Guy 19,629	Ryan Scheetz 8,414	Karrie Watts 2,633	Vicky Elliott 2,932
Pam Caba 19,130	Sara Swackhamer 6,444	Jim Gierhan 2,402	Amber Conway 1,930
Tracie Warder 18,715	Hilary Christian 6,254	Greg Frank 2,265	April Heim 1,723
Mandy Trout 16,543	Stacey Addison 5,432	Ken Troost 2,225	David Snyder 1,142
Danielle Benash 16,158	Brian Koch 5,363	Nicole Schaller 1,936	Jack Olson 993
Trina Smith 14,082	Dan Matthews 5,225	Brandon Spevacek 1,791	Richard Boxum 940
Randy Mader 12,650	Andy Hopper 5,210	Hanna Hertzog 1,531	Todd Whitehill 0
Brandon Dahna 12,619	Roy McCoy 5,193	Tom Clark 1,480	

New Premium Financial Services

Randy Mader 236,355	Brian Koch 2,477
Roy McCoy 207,180	Vicky Elliott 1,447
Mark Kavan 62,590	Amber Conway 845
Nicole Faulconer 30,865	Curtis Hinrichs 828
Jeff Kindel 5,400	Hilary Christian 720
Sara Stucky 4,530	
David Snyder 2,968	

FUMA Production

FARMERS UNION

AGENT	PREMIUM
Amanda Fritch	283,793
Mark Kavan	220,011
Ryan Scheetz	211,915
Tom Clark	165,605
Brandon Spevacek	122,768
Lacey Lange	86,556
Haley Helzer	78,463
Mandy Trout	78,082
Curtis Hinrichs	76,079
Jack Olson	74,070
Jeff Kindel	72,709
Danielle Benash	67,344
Nicole Tonjes	63,586
Jay Obermiller	58,916
Tye Johnson	54,026
Andrew Malone	53,352
Andy Hopper	51,705
Jason Ortman	51,669
Kyle Wade	51,595
Jerry Nolte	47,946

AMERICAN MODERN

AGENT	TOTALS
Danielle Benash	21,435
Jason Ortman	20,909
Brandon Dahna	17,618
Tommy Velasquez	11,025
Yvonne Guy	9,357
Kenneth Troost	8,916
Tom Clark	8,109
Vicky Elliott	7,283
Nicole Faulconer	7,070
Katelyn Barragan	6,963
Amber Conway	6,617
Jeff Kindel	6,406
Samantha Almquist	6,307
Blake Pearson	4,700
Roy McCoy	4,396

NATIONWIDE

AGENT	TOTALS
Susan McKinney	47,864
Stacey Addison	40,896
Will Clark	26,879
Krystal Lind	21,290
Nicole Faulconer	17,023
Brandon Spevacek	14,856
Zach Teske	5,892
Yvonne Guy	5,744
Andy Hopper	5,549
Haley Helzer	5,150
Mark Kavan	3,725
April Heim	3,565
Staci Foreman	3,056
Brian Koch	1,736
Jason Ortman	1,355

BATTLE CREEK

AGENT	TOTAL
Brian Koch	11,368
Jack Olson	5,759
Amber Conway	4,293
Nicole Tonjes	2,022
Nicole Johnson	1,293
Danielle Benash	558
Jay Obermiller	204
-	-
-	-
-	-
-	-
-	-
-	-

KANSAS MUTUAL

AGENT	TOTALS
Brandon Dahna	98,514
Kris Narvaez	26,291
Zach Teske	21,790
Stacey Addison	14,107
Randy Mader	13,832
Jeff Kindel	13,153
Brandon Spevacek	11,905
Jim Gierhan	10,722
Haley Helzer	10,281
Will Clark	9,255

ENCOMPASS

AGENT	TOTALS
Kyle Wade	23,905
Lavelle McFarland	19,798
Brian Koch	4,913
Tommy Velasquez	3,471
Tracie Warder	2,058

SAFECO

AGENT	TOTALS
Blake Pearson	54,981
Tracie Warder	24,009
Mandy Trout	16,394
Krystal Lind	13,543
Pam Caba	10,787
April Heim	8,291
Jack Olson	7,966
Jason Ortman	7,914
Brandon Spevacek	6,959
Haley Helzer	6,610
Jason Frazier	4,932
Jeff Kindel	4,843
Andy Hopper	4,376
Samantha Almquist	3,893
Tom Clark	3,823

PROGRESSIVE

AGENT	TOTALS
Trina Smith	164,820
Ryan Scheetz	99,124
Samantha Almquist	83,140
Tracie Warder	74,868
Brandon Dahna	74,814
Andrew Malone	59,984
Lacey Lange	58,847
Brandon Spevacek	56,329
Curtis Hinrichs	56,047
Pam Caba	55,941
Yvonne Guy	49,110
Danielle Benash	46,905
Mark Kavan	45,600
Kris Narvaez	44,794
Lavelle McFarland	43,754
Kyle Wade	39,162
Nicole Faulconer	38,107
Amanda Fritch	35,043
Zach Teske	33,239
Jason Ortman	30,890

FUMA Production

TRAVELERS PERSONAL LINES

AGENT	ALL LINES
Ryan Scheetz	33,386
Tom Clark	14,500
Curtis Hinrichs	12,583
Will Clark	11,534
Andrew Malone	10,043
Blake Pearson	9,346
Nicole Faulconer	8,924
Zach Teske	8,716
Yvonne Guy	7,710
Katelyn Barragan	6,036
Jerry Nolte	5,029
Jason Frazier	4,757
Krystal Lind	4,408
Haley Helzer	3,914
Mandy Trout	3,118
Jennifer Edwards	2,964
Nicole Tonjes	2,514
Samantha Almquist	2,340

(From EPIC)

TRAVELERS COMMERCIAL

AGENT	ALL LINES
Lavelle McFarland	12,989
Zach Teske	7,036
Mandy Trout	6,591
Ryan Scheetz	6,146
Yvonne Guy	4,324
Trina Smith	4,302
Samantha Almquist	3,430
Jason Ortman	3,293
Brian Koch	2,833
Stacey Addison	2,508

(From EPIC)

ENCOVA

AGENT	ALL LINES
Pam Caba	103,009
Jack Olson	14,552
Amanda Fritch	7,534
Kyle Wade	6,963
Ryan Scheetz	6,910
Lavelle McFarland	5,396
Lacey Lange	4,842
Mark Kavan	4,637
Curtis Hinrichs	2,138
Vicky Elliott	1,798

(From EPIC)

FOREMOST

AGENT	ALL LINES
Trina Smith	89,831
Danielle Benash	27,062
Nicole Faulconer	19,903
Samantha Almquist	16,975
Mandy Trout	14,194
Clayton Schmitz	11,585
Kyle Wade	11,573
Jennifer Edwards	11,015
Blake Pearson	10,796
Andy Hopper	7,462

(From EPIC)

SECURA

AGENT	ALL LINES
Jerry Nolte	37,993
Tracie Warder	10,217
Trina Smith	7,582
Brandon Dahna	4,507
Brandon Spevacek	4,487
Jeff Kindel	2,713
Yvonne Guy	2,609
Mandy Trout	2,254
Krystal Lind	1,929

STATE AUTO

AGENT	ALL LINES
Brandon Dahna	15,041
Tom Clark	6,848
-	-
-	-
-	-
-	-
-	-

(From EPIC)



Financial Services Award



TOP FINANCIAL SERVICES AGENT

ROY MCCOY	48800	PEYTON STAMMER	8261
HILARY CHRISTIAN	38061	JASON ORTMAN	7824
NICOLE TONJES	20701	SARA SWACKHAMER	7071
THERESA BURNELL	20162	MARK KAVAN	5249
AMANDA FRITCH	9042	BRIAN WEST	4888