



September 1, 2010

From: Michael Connealy – President and CEO

To: All Agents, Employees and Adjusters

Re: Another industry veteran joins the ProAg leadership team

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We are pleased to announce the addition of another well-known crop insurance industry veteran to the ProAg team. Robert (Bob) Parkerson joins ProAg effective today as Senior Vice President. He will report to me and be involved in a wide variety of issues including, but not limited to, state and federal government relations, public relations, business acquisition and other duties as time permits.

Bob was most recently President of the industry trade group National Crop Insurance Services (NCIS) and announced his retirement last month from NCIS after leading that group for 17 years of impressive growth in our industry. Bob is and literally has been the long time face of the private sector crop insurance industry to many stakeholders including staff and members of Congress, USDA, domestic and international reinsurers, multiple media outlets and state insurance regulators.

While the 2011 SRA negotiation is in our rear view mirror, the 2012 Farm Bill process is already underway. We are pleased that Bob will be available to represent ProAg and our parent company CUNA Mutual over the next couple of years on this crucial legislation.

Bob brings an impressive resume of service to the crop insurance business in various roles beginning with Old Republic in the late 1970's. His trade association experience began with the National Association of Mutual Insurance Companies (NAMIC).

A graduate of the University of Kentucky, he also spent several years after college serving our country in the United States Air Force (USAF) within the Strategic Air Command (SAC).

Bob and his wife Julie will be moving from their home in Kansas City to the Palm Springs, California vicinity within the next couple of months. He will work out of that location. Please feel free to call or text Bob at 913-208-8784 or drop him a note welcoming him to the ProAg team at his new e-mail address: [bobp@proag.com](mailto:bobp@proag.com).

A stylized graphic of a green leaf or plant, positioned above the website address.

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