



## NEWS RELEASE

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### KENDALL JONES TO SPEAK IN ROME AT INTERNATIONAL RISK MANAGEMENT FORUM

SIOUX FALLS, SD, November 15, 2010 – Kendall Jones, Chief Operations Officer of Producers Ag Insurance Group™ (ProAg), has been invited to speak at the ASNACODI International Forum in Rome, Italy. The forum's topic for this year is "Risk and Crisis Management in Agriculture–National Policies and CAP after 2013." Jones will be discussing the evolution of agricultural risk management and legislation impacting agricultural risk management in the United States. This November 18 – November 19 event is organized by the Association of National Associations of Defense (ASNACODI).

Albano Agabati, president of the ASNACODI, had these words to say about the event: "Taking into account the comparison of the different experiences of public and private operators, Italian, European, International, in the agriculture and insurance sector, participants will be able to closely examine innovative tools for risk management, with one eye focused on the nearest scenario of CAP after 2013."

Other guests speaking at the forum include:

- Dr. Giancarlo Galan - Minister of Agriculture for Italy
- Sen. Paolo Scarpa - President of Italy's Senate Agriculture Committee
- Frank van Oorschot - Senior Specialist for International Affairs and a member of CES (Dutch Farmers Organization) from the Netherlands
- Michael Schmitz - Professor of Agriculture Policy at Justus Liebig University Giessen in Germany

When asked, Jones was enthusiastic about her speaking engagement. "It is a great honor to speak at the ASNACODI International Forum in Rome. Within the United States, the crop insurance industry is moving in bold new directions. Insurance providers must be willing to re-invent our processes to stay competitive in an ever-changing global marketplace. We see that the opportunities and the challenges of agricultural risk management are not limited to our borders. We speak one universal language when we express our commitment to carefully protect and manage the risk management needs of our customers."



#### About Kendall Jones

Kendall Jones has served as Executive Vice President and Chief Operations Officer of ProAg since October of 2009. In Jones' four years with ProAg, the company has grown from a 70-employee entity doing business in 25 states to nearly 500 employees serving more than 40 states. ProAg underwrote \$523 million of crop insurance in 2009, making it the 6th largest crop insurer in the United States. On a day-to-day basis, Jones is responsible for the Standard Reinsurance Agreement (SRA) implementation and maintenance; training, reinsurance, named peril and crop hail products, underwriting procedures and controls. A Sioux Falls resident, Kendall earned both her Masters in Business Administration and Bachelor of Science Degrees from the University of South Dakota.

#### About ProAg

ProAg is among the fastest growing crop insurance companies in the industry. They are singularly focused on one line of business – crop insurance. While the nation weathers economic storms, ProAg, as a wholly owned subsidiary of CUNA Mutual Group (headquartered in Madison, WI), is positioned as a financially strong and well-capitalized insurer. With more than 80 years of service to agents & insureds, they stand committed to continuing the principles that ProAg was founded on: Integrity, Loyalty and Customer Service. Visit [www.ProAg.com](http://www.ProAg.com) for more information.

#### About ASNACODI

ASNACODI is the national association whose 64 participating consortia operate in defense of all Italian regions. The system ASNACODI–Defense Consortium has helped to spread the word of the use of insurance as a tool to protect farm incomes, which are increasingly exposed to natural disasters and increased volatility in prices resulting from globalization and market opening.

[www.ProAg.com](http://www.ProAg.com)

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