

FarmersAlliance NEWS

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Contact: Teri Russell, Marketing & Communications Manager, ext. 1280

Joe Brossard named President & Chief Operating Officer for Farmers Alliance Companies

MCPHERSON, KANSAS -- Joseph J. "Joe" Brossard has been named President and Chief Operating Officer for the Farmers Alliance Companies, effective July 1, 2014.

The announcement was made by L. Keith Birkhead, Chairman of the Board and Chief Executive Officer. Brossard succeeds Birkhead as President, a position he has held since 1997. Birkhead will continue as Chairman of the Board and Chief Executive Officer, working with Brossard.

According to Birkhead, "Joe brings extensive experience in our industry to this position, combined with a clear vision for the future of Farmers Alliance. Most of all, he has embraced the family-oriented culture, and cares deeply about the employees, agent partners and our policyholders."

As President and Chief Operating Officer, Brossard will have day-to-day responsibility for all functional areas of the companies, working directly with members of the Executive Management Team.

A native of Milwaukee, Wisconsin, Brossard joined Farmers Alliance in 2012 as Vice President, Underwriting, and has served on the companies' Executive Management Team. He previously held leadership positions in Underwriting, Marketing and Product Development.

Brossard received his Bachelor of Science degree in Finance from College of St. Thomas (now University of St. Thomas) in St. Paul, Minnesota. He completed the Chartered Property and Casualty Underwriter (CPCU) designation in 1987.

He and his wife, Connie, have four sons and reside in McPherson.



The Farmers Alliance Companies provide property and casualty insurance through independent agents in an 8-state region. Additional information about the company can be found by contacting Farmers Alliance Companies, PO Box 1401, McPherson, KS 67460 or 800.362.1075, or on the website at www.fami.com.

1122 N. Main, P.O. Box 1401 • McPherson, KS 67460
620.241.2200 • fax 620.241.5482 • www.fami.com

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