

# FarmersAlliance NEWS

Insuring Rural America Since 1888

## The Pink Toenail Challenge -- Relay For Life 2014

MCPHERSON, KANSAS -- Farmers Alliance President & CEO Keith Birkhead was presented with a challenge in order to raise money for the FAMI Relay For Life Team. A member of the team asked Keith if he would be willing to match a \$500 donation and have his toenails painted pink if employees raised \$500 in a week. Also, if he accepted, then the four other members of the Executive Management Team would have to get their toenails painted, too, unless they paid \$100 per person to get out of it. Keith agreed to the challenge, and FAMI employees raised \$508 before the deadline! Between that money, the \$500 match from Keith, and \$100 each from the rest of Executive Management (who still went through with the toenail painting), \$1,408 was brought in from this fundraiser alone! And whether or not they'll actually admit it, we think they rather enjoyed themselves!



Members of the Executive Management Team (from L-R): Andy Edwardson, Jack Rader, Keith Birkhead, Joe Brossard and Paul Taliaferro. Creative Hairlines staff did an excellent job!



President & CEO  
Keith Birkhead.



The  
finished  
product.

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](http://www.fami.com).

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