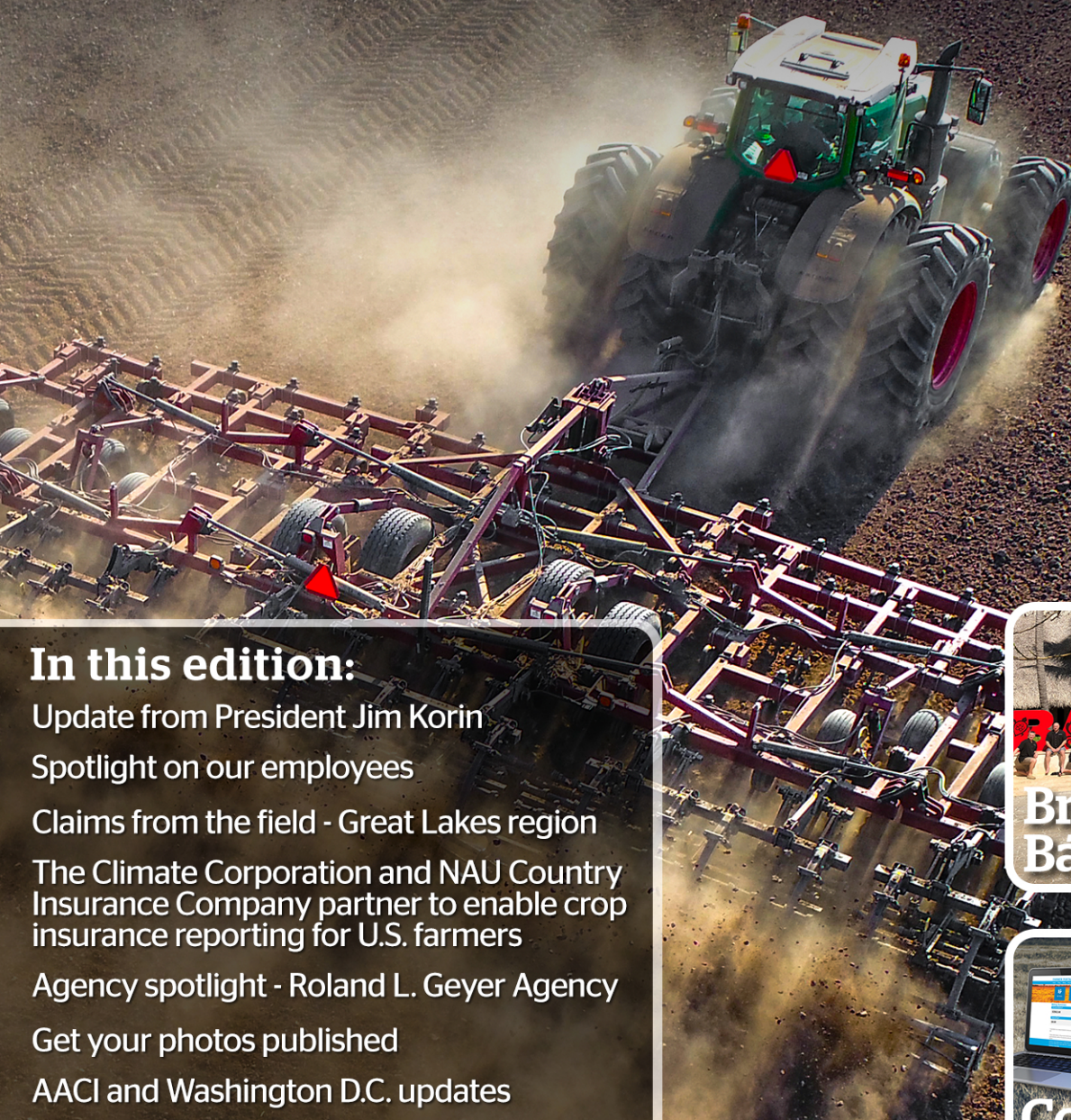


# Country Times



## In this edition:

Update from President Jim Korin

Spotlight on our employees

Claims from the field - Great Lakes region

The Climate Corporation and NAU Country Insurance Company partner to enable crop insurance reporting for U.S. farmers

Agency spotlight - Roland L. Geyer Agency

Get your photos published

AACI and Washington D.C. updates

Employee News

NAU Country Cares

Growing in success

Do your fields SPEAK to you?

Have you checked out our awesome social media channels?

Rodeo bullfighters save cowboys, while NAU Country saves farms!

On the road with NAU Country





# Update from President **Jim Korin**

Another spring sales closing has come and gone and our team is working hard to get all of the business on the books! It's been fun working with our many great agencies, both large and small, addressing things that are important to each. That's our goal, to provide each agent and ultimately our farmers everything they need to prosper. All indications show growth for 2019 will be as strong as last year which was a record high for NAU Country!



We saw how important specialty offerings like Whole Farm and Dairy Revenue Protection (DRP) is to our farmers, so we invested heavily to be sure our agents have what they need. We were asked to make changes to our quoting and processing software and we made that happen. We also invested in our people. Throughout our organization, we had discussions about what good service looks like and what things we could do to improve our touchpoints with agents, producers, and the federal government. I am proud to say that our employees have taken this message to a new level and it is being felt throughout the country. We are earning business the old fashion way, being the best at providing excellent customer service.

A few years ago, we added to our hail viewer technology, offering immediate automated alerts to farmers and agents in areas where storms hit. Around the same time, we came out with Field Insights™, a remarkable tool that helps farmers understand conditions on their mapped fields. Things like field planting conditions, spray window information, growing season conditions, and harvest models became available to many of our customers to help them follow good farming practices. These tools continue to evolve and to be integrated into policyholder information within EASYwriter Pro®. To assist our agents in the sales process, we added a prospects option to Field Insights, allowing agents to bring up any field and demonstrate the benefits of Field Insights to new or potential customers. In addition, we have introduced new and improved versions of our Precision Ag program. Stay tuned to an even more advanced version using cloud-processing infrastructure this summer. Regardless of the equipment being used by your farmers, they will be able to use our tools to upload data, making acreage and production reporting as simple as possible.

Finally, based upon input from many outstanding members of our agent advisory, we are working on various tools to assist you in selling coverage under the program. This will include tools that allow you to demonstrate the results of different coverage options and levels based on farmer data and history - another first of its kind!

We continue to work with RMA and the industry on the implementation of the 2018 Farm Bill. As chair of the National Crop Insurance Services (NCIS) Board and president of a leading provider of crop insurance, I understand the need to deliver on the commitments we made. Among many other things happening this summer, we expect RMA to issue new standards regarding production reporting. The mandates within the legislation will surely require accelerated production reporting. We have just announced new production reporting capabilities on our mobile platform to assist you in making this easier, faster, and more convenient. We are assembling a group of our best IT, underwriting, and claims employees to work with our agents on additional changes to assist in the production reporting efforts. We'll make the changes you are looking for and can rely on.

As you can see, our efforts and commitments are to help make what you do easier, with more accuracy and speed so you can grow your business with more efficiency and fewer costs. If you have ideas on other things we can do to make that happen, I invite you to contact your Marketing Representative or any member of our team. We are here for you. Thanks for your trust, your partnership, and thank you for your business!

Now we just need things to dry up and get our farmers into the fields!

Sincerely,

A handwritten signature in black ink that reads "James R. Korin". The signature is written in a cursive, flowing style.

**President Jim Korin**  
**NAU Country Insurance Company**



# AACI and Washington, D.C. updates

The American Association of Crop Insurers (AACI) was very active during the 2018 Farm Bill debate and budget appropriations process. They were extremely successful with both. The passage of the 2018 Farm Bill without any harm to our crop insurance program was of course a tremendous victory. It was a direct result of all the hard work and efforts by farmers, agents, and NAU Country staff to make it very clear to members of congress that crop insurance is extremely important to not only rural communities, but for all Americans who enjoy the world's best and safest food supply.

The Farm Bill passed with a historic, nearly 90%, bipartisan majority support that is truly amazing in these days of partisan gridlock in congress. Thank you for all your work with farmers, growers, ranchers, and also for your support of AACI, NCIS, and CIPA in the efforts to educate congress, the current administration, and all Americans about the value of crop insurance on so many levels. Thank you all.

However, as tempting as it may be to relax until the next Farm Bill negotiations begin again, let's remember crop insurance is an annual target for those that want to redirect our budgeted funds to their own causes and programs. Whether through a targeted appropriation bill, or by amendments, or riders to totally unrelated bills. We have in the past, and could again, be surprised and harmed unless we stay vigilant and keep our friends in congress aware and on guard, always.

The critics constantly use the same old arguments for attacks on the premium discounts for our insureds, the larger farmers who have higher Adjusted Gross Incomes, agent commissions, and AIPs returns on investment and risks. To the urban voters not familiar with the tremendous success of our crop insurance program these attacks may sound reasonable. That's why it is so important we continue to educate and reach out to members of congress representing the large cities and suburban districts.

AACI so far this year has focused on meeting with over 100 newly elected members of the both the House and Senate and their staff to educate them on the benefits and importance of crop insurance. Since these new members have never voted on any agriculture or crop insurance appropriations bill, it is important we meet with them and deliver our message now.

In addition, AACI is monitoring the USDA's progress on implementing important changes and new provisions in the

2018 Farm Bill. It appears that Secretary Perdue and his staff are progressing in a thoughtful "farmer friendly" manner that makes sense to the entire agricultural community. AACI will keep all our members informed of any issues that may arise through our email alerts, and when needed, a call to action if there is a threat to our program's funding in the future.

Speaking of the future, AACI this year is implementing a leadership development program called "Seeding the Future" that will help volunteers from any AIP or Insurance Agency learn how to be effective leaders that can educate members of congress and their staff, not only in Washington D.C., but also in their local districts.

The training will include how to deliver effective presentations in Washington, D.C. offices where you don't get much time, but also how to facilitate "in district" grassroots organizing, town hall style meetings, and PAC events that further promote and protect crop insurance.

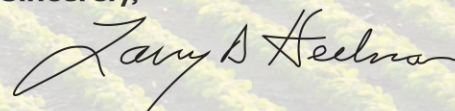
Since many of us who are currently politically active are getting older and will be retiring, it is vital to our future that we begin to train the next class of leaders starting this fall. The *Seeding the Future* class will instill confidence to become effective in this unique political world we must continue to work with now and in the future. We must develop and prepare the next generation of crop insurance advocates now.

Agencies interested in nominating a candidate for the first class please email me at [larry.heitman@naucountry.com](mailto:larry.heitman@naucountry.com) or directly to AACI at [brittney@aacinsurers.com](mailto:brittney@aacinsurers.com).

Finally, I want to again encourage you to join AACI and contribute to the AACI PAC as I know it is worthy of your support and you will be kept informed and alerted to urgent issues. Go to [www.aacinsurers.com](http://www.aacinsurers.com) to learn more.

Thank you and here's to a successful crop year for all.

Sincerely,



**Larry Heitman**

**Immediate Past Chairman of AACI and Senior Vice President NAU Country Insurance Company**





# Claims from the field - Great Lakes region

Hello from the Great Lakes! I'm Mike Large, Regional VP of Claims for the Midwest/Great Lakes region which consists of states east of the Mississippi river and north of the Ohio river, all the way up through the Northeast. I have eight Field Claim Managers who all do an excellent job of helping me manage the region.

Corn and soybeans are the main crops insured in our area. Michigan, Pennsylvania, New York, as well as additional Northeastern states have a variety of crops and insurance plans. This includes a number of perennials, grapes, blueberries, apples, and peach orchards. There are also several nurseries insured in Illinois, Wisconsin, and Ohio. Our claims staff does a very good job making sure the required inspections for these crops are completed in a timely manner.

The Great Lakes region had a good year in 2018. Fewer early season replant and prevent planting claims and fewer claims in total from the previous year. However, harvest season was difficult in almost every state. Rains began early in November 2018, and the land stayed wet for the rest of the fall and well past the End of Insurance period. The region received a huge number of requests for additional time to complete harvest as both corn and soybeans (see picture) remained in the field well into January and February of 2019.



Many policyholders were able to finish harvesting, but there were a few in each state that just did not have an opportunity due to snowfall and persistent rainfall. The claims staff have been busy completing the claims and appraising some remaining unharvested acreage. However, even with the difficulties completing harvest, the crop yields were good.

The early rains last fall did make planting of fall wheat difficult in some areas, so there were some 2019 prevented planting claims submitted, which most of those have been worked already, and now spring planting is already around the corner. And...after a long winter, spring is a very welcome sight!

**- VP of Regional Claims (Great Lakes) Mike Large**



# The Climate Corporation and NAU Country Insurance Company partner to enable crop insurance reporting for U.S. farmers

**SAN FRANCISCO (March 5, 2019)** — The Climate Corporation (Climate), a subsidiary of Bayer, announced today a platform agreement between the company's industry-leading Climate FieldView™ digital agriculture platform and NAU Country Insurance Company, a QBE Insurance Company. The new agreement between Climate and NAU Country enhances the digital reporting capabilities for farmers.



“Through our partnership with NAU Country, we can deliver value for farmers and their agents by simplifying the annual task of crop insurance reporting,” said Mark Young, Chief Technology Officer for The Climate Corporation. “We look forward to working with NAU Country to help bridge the gap between field data collection and reporting to create a more streamlined experience for our shared farmer customers.”

NAU Country Insurance Company is one of the largest federal crop insurance providers in the United States and is considered an industry leader in the digital mapping and precision ag data space. The new collaboration between Climate and NAU Country will help mutual farmer customers and their insurance agents to move planting and harvest data electronically into the NAU Country Precision Farming system, for faster completion and delivery of planting and production reports.

“By enabling farmers to use their data to streamline operation reporting, we are saving them time and reducing errors in the reporting process. Ultimately, this will provide farmers and their agents a more simplified reporting experience, eliminating the need for manual data entry,” said Michael Deal, Chief Marketing Technology Officer at NAU Country Insurance Company. “The opportunities for innovation of existing processes, as well as building out new ways to help farmers remain profitable in current market conditions is what makes our partnership with The Climate Corporation exciting.”

The Climate Corporation's mission is to help all the world's farmers sustainably increase their productivity through the use of digital tools. First launched in the United States in 2015, the Climate FieldView digital agriculture platform is on more than 60 million paid acres across the United States, Canada, Brazil and Europe. It has quickly become the most broadly connected platform in the industry and continues to expand into new global regions. As innovation in the digital agriculture space continues to accelerate rapidly around the globe, Climate continues to explore partnership opportunities to provide farmers with the insights they need to improve their productivity.

NAU Country has had the Climate FieldView Cloud Connection available for our insureds and agents for the past two crop years for production and acreage reporting through our Precision Farming Dashboard. However, this recent partnership will help us explore further opportunities for processing simplification in the future.

Ask us about NAU Country's Precision Farming!



# AGENCY SPOTLIGHT

**Roland L. Geyer**  
Agency

SERVING YOUR CROP INSURANCE NEEDS  
**Since 1958**

*"We have always enjoyed a very positive relationship with NAU Country Insurance Company. Everyone from the local adjusters to the marketing reps and extending to the corporate office staff provide exceptional service to our farmers." - Roland L. Geyer Agency*

## 60 years of service to the American Farmer!

NAU Country prides itself on customer service and the relationships we cultivate with our agents and agencies. Late last fall, we congratulated the Roland L. Geyer Agency located in Sac City, IA, for over 60 years of service to the American Farmer! The agency started working with NAU Country founder Jim Deal in the private crop insurance business in 1980, and they have partnered with NAU Country ever since. Roland Geyer first sold Federal Crop Insurance in 1958. The agency is one of the five original agencies that sold and specialized in crop insurance in the state of Iowa since its introduction. The Roland L. Geyer Agency is the only one that is still owned and operated by the same family. NAU Country is proud to partner with this team of crop insurance experts! Thank you to all of our agents and agencies for putting your trust in NAU Country Insurance Company!



## Don't forget to check out the NAU Country store!



**\$14.06**

NAU Country OGIO Flux Cap



**\$34.13**

Titleist Tour Soft  
NAU Country Golf Balls



**\$43.50**

Men's & Ladies Torrent  
Waterproof Jacket



**\$23.73**

NAU Country  
Tumbler 30oz



**\$13.45**

Ladies Heritage  
Blend V-Neck Tee  
(available in 4 colors)

To view all the items visit: <http://nau.cms-4youshop.com>



# Get your photos published



Dust off the camera, it's time to send us your farm photos! We are gathering photos from the farm in preparation for our 2020 NAU Country Photo Calendar. The theme for our next photo calendar is **2020: Focused on Farming**. That means we want to see any photos farm-related!

What does your farming operation focus on? Did you see a beautiful sunrise while planting one morning? Ever look out over your ranch or fields and say, wow? See something up close that a bystander normally wouldn't notice? Take a picture of it and send it our way! No matter the time of day, the type of crop, or your skill level, we'd love to see those photos!

Agents, Insureds, NAU Country employees, and friends, please submit your photos by 12 p.m. CDT on Friday, September 6, 2019. Anyone wishing to enter should email a digital copy of their photo along with a signed [Release Form](#) to [ITMarketing@naucountry.com](mailto:ITMarketing@naucountry.com).

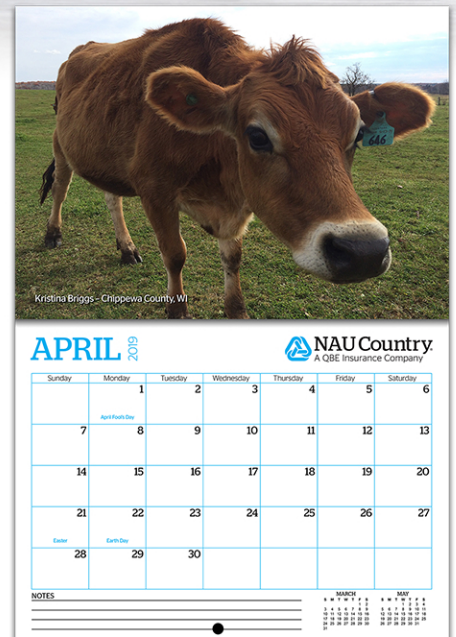
Please note: We are accepting all picture submissions, but not all photos will be chosen to be printed in the calendar.

After the submission window closes, we will post the photos that have met the printing and contest requirements to our Facebook page in a photo gallery and allow voting for the top photos for one week. The most liked photo will be used on the cover of the 2020 NAU Country Calendar. Other chosen photographs will be assigned to a month within the calendar and given printed recognition including name, county, and state. Selected participants will be notified via email and will receive a free calendar.

View complete rules and instructions at:

<https://www.naucountry.com/about-us/news/2019/04/03/2020-nau-country-photo-calendar>

Stay tuned for more information in upcoming IT Marketing Newsletters, and on social media!



*Our April 2019 calendar photo submitted by Kristina Briggs of a curious cow in Chippewa County, WI.*



# SPOTLIGHT on our EMPLOYEES



## JON BURCHAM

**Title:** Lead Perennial Services Specialist.

**Branch Office location:** Central Branch, Council Bluffs, IA – Remote in Spokane, WA.

**Years of service:** Twenty months with NAU Country (Thirty-two years with RMA/FCIC).

**Hobbies:**

Gardening, family time at the lake, motorcycle riding, and Sudoku.

**Best part of your job:**

Working with folks across the nation – and always learning something new. The diversity of crops, production practices, and operations never leaves a dull moment.



## ALEX MIZELL

**Title:** Lead Field Marketing Specialist.

**Branch Office location:** Great Lakes Branch, servicing Illinois.

**Years of service:** 3.5 years.

**Hobbies:**

Spending time with family, traveling, home renovations, and working on or playing around with my classic cars.

**Best part of your job:**

Having grown up on small grain and hog farm in central Illinois, I know firsthand the opportunities and the challenges that our farmers face. I get to work with the farmers that produce the food that feeds the world, as well as our agents that help protect farming operations. I enjoy getting to work with many different people each day.



## CAROLYN SLOWIAK

**Title:** Senior Underwriter.

**Branch Office location:** Great Lakes Branch, Eau Claire, WI.

**Years of service:** 5.5 years.

**Hobbies:**

Spending time with my children, gardening, cooking, photography, bike riding, and going on sight-seeing walks.

**Best part of your job:**

The awesome people that I work with, and that my job is always challenging me. It's great!



## ELLEN WEBB

**Title:** Administrative Assistant.

**Branch Office location:** Northwest Branch, Missoula, MT.

**Years of service:** 1.5 years.

**Hobbies:**

Travel, camping/hiking, collecting vinyl, astrology, numerology, tarot cards, and dining out.

**Best part of your job:**

Working on more than one thing every day. As the Administrative Assistant for our Branch and becoming the assistant to our Branch Executive, I work on various projects for adjusters, claims personnel, marketers, and underwriters. I also get to interact with all our agents/agencies, NAU Country personnel, QBE personnel, and our vendors, all of which makes for some interesting days.



# EMPLOYEE ANNOUNCEMENTS

## Congratulations on your retirement!

The Northern Branch says THANK YOU to both Dave Cain and Bill Mlodgenski for their hard work and service to NAU Country over the years.

Dave Cain has over 42 years in the crop industry, from Claims to his most recent position as a Lead Field Marketing Representative. He has been a mentor to many employees from our team, as several team members noted during a short, but sweet ice cream social this past March. His experience in farming has helped assist agents throughout the years. That understanding of the ag industry is crucial for maintaining relationships and trust with Rural America. Dave's background ranges from teaching political science in Mitchell, SD, to farming. He retired from his farming operation in 2007 and has since rented the land out. He never raises the rent, as he knows how tight finances are in the field. He plans on enjoying retirement with his wife and family. "As a former farmer and a 40 year crop marketer, Dave brought a level of expertise that can only be garnered through his experience and strong agency relationships. He has taught us all something, he will be missed," said SVP of the Northern Branch Bill Lorimer in closing. Thank you for your hard work and dedication to this industry Dave!

NAU Country President Jim Korin noted, *"A really good leader has the ability to walk away and let the people behind him fill in the gaps. Dave has been a really great leader within NAU Country and has built a team that allows him to seamlessly pass the baton...we are very grateful to him for that."*

Bill (William) Mlodgenski is retiring on May 3, 2019, after over 30 years in the Information Technology Industry including 10 years with NAU Country. Bill has been working within the IT Infrastructure Department as a Desktop Support Technician while with NAU Country. Bill and his wife Joanna are relocating to Kissimmee, Florida, and have made note that they will not miss the Minnesota winters. Bill and Joanna plan on spending time traveling throughout the United States and enjoying time on the golf course. Bill's send-off retirement party was held at the end of April 2019. Here's to sunny and relaxing days! Thank you, Bill!



## In memoriam

NAU Country Insurance Company and the Central Branch office have been hit hard by the passing of two colleagues recently. We offer our heart-felt condolences and support to the families and friends of Paul Bachle and Dan Beck.



# NAU Country Cares

## There truly is a joy to giving

"There truly is a joy to giving," states businessman and philanthropist Charles Bronfman. We couldn't agree more! Weeks leading up to the Christmas holiday, employees at the Ramsey, MN, office enjoyed raising money and collecting toys to help QBE's Valor Business Resource Group reach their goal of \$10,000 for the 2018 Toys for Tots campaign!

Aside from the personal contributions made by our generous staff (which our parent company, QBE, matched to total \$3,100), money was also raised through these various events held at the office: a craft and bake sale, a Scrabble game tournament, MN Wild hockey ticket raffles, and 10-minute chair massages.

Toys started accumulating in December 2018, and the staff at NAU Country office in Ramsey, MN, collected 116 toys. Several employees loaded up the toys and volunteered by lending a hand to sort thousands of toys at the Toys for Tots warehouse, preparing them for distribution to kids throughout the Minneapolis/St. Paul, MN, area. A small number of staff from the office, led by SVP of Claims Mark Mossman represented NAU Country's fundraising success live on a local TV station (KARE 11) which is annually a major collection site for Toys for Tots.

The U.S. Marine's Toys for Tots mission is to provide a tangible sign of hope to economically disadvantaged children at Christmas. The NAU Country staff in Ramsey, MN, were thankful to be a part of spreading that hope.

## Annual Giving Tree!

This past winter, the Northern Regional Branch office in Fargo, ND, held their 2nd Annual NAU Country Giving Tree Project in conjunction with the Cass County Social Services of Fargo, ND. Many NAU Country employees in the Fargo, ND, office volunteered to take part by donating their money and time to purchase and wrap gifts for those on the lists received from the Social Services organization. Seven families (totaling 37 individuals) received an abundance of Holiday Cheer from the NAU Country employees involved.



*Ramsey bake sale was one of many successful events held by our generous staff.*



*SVP of Claims Mark Mossman represented NAU Country with other members of the Ramsey staff in presenting the \$3,100.00 check.*



*Northern Regional Branch office Giving Tree.*





## Congrats Kim Norrish on a race well run!

NAU Country and its parent company, QBE, often participate together on several charitable events each year. One of the events that helps give back to the community is through the QBE Shootout 5K Race in Naples, FL. For the 2018 race held this past December, runners were asked to designate a charity, and then raise contributions to support that charity.

The individual who raised the most money received a QBE Foundation Grant in the amount \$5,000, to be awarded to their chosen charity, as well as a trip to the QBE Shootout for the 5K run. This year's winner was NAU Country's Senior Administrative Assistant Kim Norrish, who raised \$655 through 22 donations and her designated charity was to St. Jude Children's Research Hospital. As a result, the QBE Foundation provided a grant of \$5,000 to the hospital. Kim Norrish works out of the Great Lakes Branch office in Eau Claire, WI. The choice of charity is dear to Norrish's heart. Growing up, her parents used to organize a "Saddle-Up for St. Jude" horse riding event each year, and being able to yet again support the organization was very meaningful.

Congratulations to Kim on a race well run!

For further information on the next 5K:

<https://qbeshootout.com/special-events/5k>





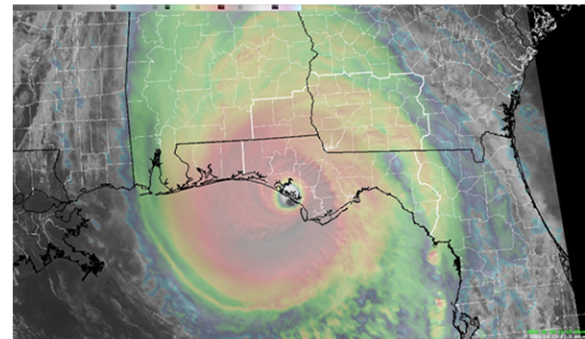
# SUPPORT in the Storm

During the fall of 2018, the U.S. survived two back-to-back major hurricanes in the Southeast that left a lasting impact. Hurricane Florence made landfall on September 14, 2018, near Wrightsville Beach, NC. High winds up to 106 mph caused downed trees which resulted in power outages for much of eastern North Carolina. Florence dropped record volumes of rainfall, with over 35" measured in Elizabethtown, NC. Then, on October 10, 2018, Hurricane Michael made landfall with high-end Category 4 strength winds up to 155 mph over the Florida Panhandle. Widespread catastrophic damage continued inland as the storm remained at hurricane strength into southwest Georgia.

The Southeast Branch office in Greensboro, NC, felt some of the effects of both hurricanes, but not nearly as much so as some of our agents and insureds in eastern North Carolina and southwest Georgia. NAU Country's President Jim Korin wanted to make a donation to the hurricane victims and suggested that the Southeast Branch decide how best to distribute a donation to the affected areas. At the time of the donation, crews were no longer taking supplies to the affected areas. So, we decided to allocate \$2,500 to the Food Bank of Central and Eastern North Carolina (for Hurricane Florence) and \$2,500 to the Salvation Army Disaster Relief Services out of Atlanta, Georgia (for Hurricane Michael). We were honored to provide monetary support that continues to benefit the hard-hit areas today. The donations were well received, and the charities worked to provide much needed supplies to those impacted by these horrific storms.



Hurricane Michael Source: NOAA/NWS  
[https://www.weather.gov/tae/20181010\\_Michael](https://www.weather.gov/tae/20181010_Michael)



Hurricane Michael Source: NOAA/NWS  
[https://www.weather.gov/tae/20181010\\_Michael](https://www.weather.gov/tae/20181010_Michael)

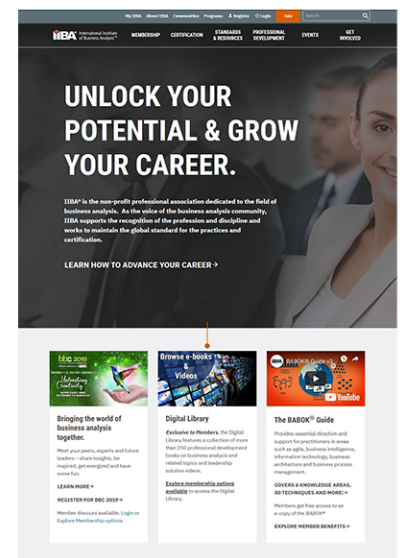


# Growing in Success

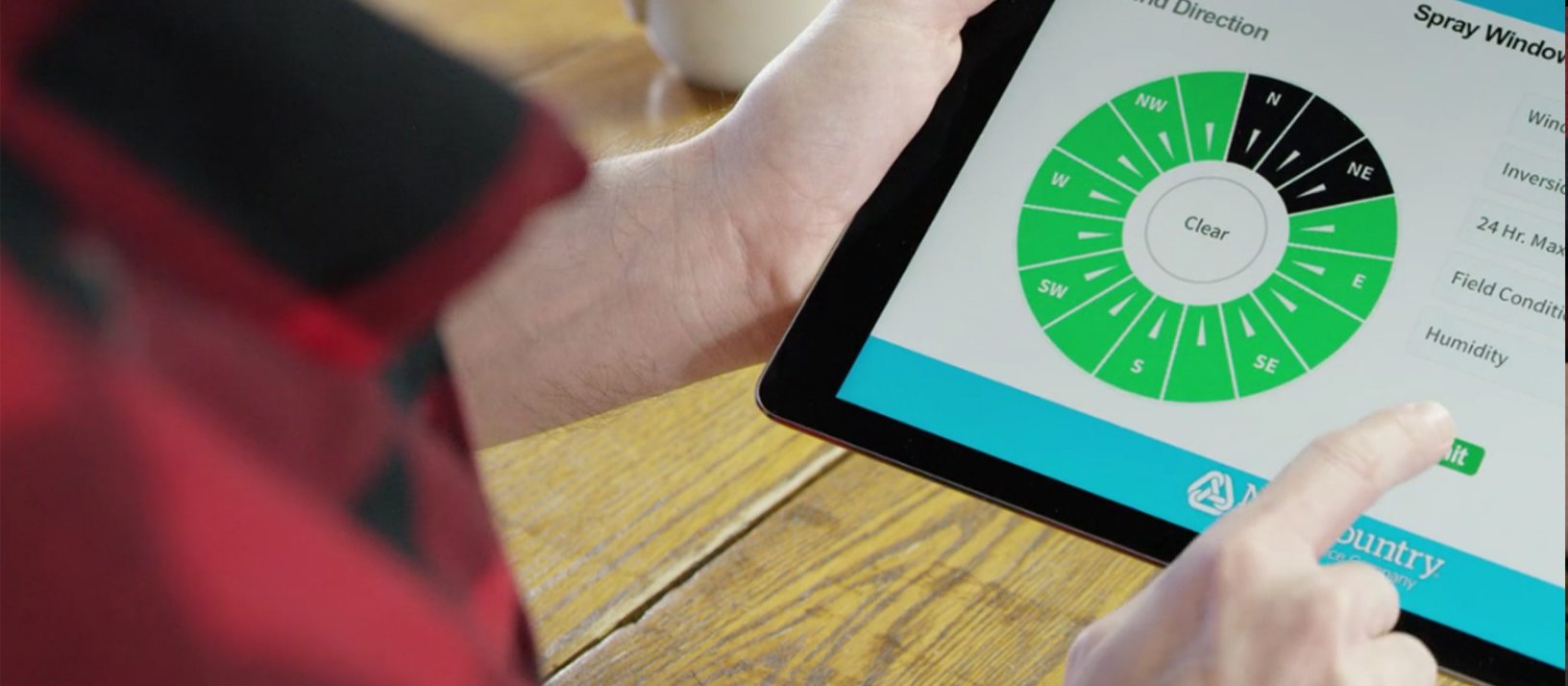
Lead Solutions Engineer (NAU Country Programming) Annette Hahn has worked with NAU Country Insurance Company for 20 years. Her position has always included business analysis, in some capacity. She's passionate about starting with an idea, working with a team, and seeing that idea come to fruition which is why she says her role with NAU Country is so fulfilling. While participating in training for business analysis, she became aware of an organization called International Institute for Business Analysis (IIBA). IIBA is a non-profit organization dedicated to supporting the global business analyst (BA) profession. In addition to being a member of the international IIBA organization, Annette worked with another colleague from NAU Country, Mike Olson, and two others, Amber Vogel and Amanda Hanson, to setup a local chapter in the Fargo, ND, area. Over the course of the last year they have been busy reaching out to local businesses and inviting BA staff to their bi-monthly chapter meetings. They have found there is tremendous support for the chapter and they're excited to help not only their chapter, but the careers of NAU Country's fellow BAs, grow. The next step is to obtain charter status for the chapter with IIBA. This will open up a wealth of resources to the chapter and its members. To learn more about IIBA please visit their website at [www.iiba.org](http://www.iiba.org).

*"The skills I have learned in my role as a BA at NAU Country have been an invaluable to me in serving my community," said Hahn.*

Outside of work, Annette recently became president of the Rosholt Improvement Association. She is also the board chair of the Rosholt School Board and president of the church council for Bethania-Trondhjem Lutheran Church.







# DO YOUR FIELDS SPEAK TO YOU?

Technology wins for your farmers

By now, we hope you've taken the time to check out our new [national marketing campaign](#). The campaign focuses on our cool risk management tools to help bring new farmers to your door!

Our tools are easy to use, however they have a lot of options! Here are a few big wins to help get the conversation started.

With Field Insights™, fields can speak to your farmers to help let them know:

- How much rain did I get yesterday?
- Is it ok to spray today and not worry about Dicamba?
- When will my crop be dry enough to harvest?

There's also our EASYview Weather tool to help let them know:

- Which fields got hailed on yesterday?
- How large was the hail?
- When did the storm come through?

We don't plan to stop there though. As this campaign sparks conversations with your farmers, let us know what else they'd like to hear from their fields. In addition, tell them about other services you offer through NAU Country, including Hail Notifications, mobile policy management, online bill pay, and so much more! Over the next few years we promise to continue improving these tools, as well as looking into other farmer wins with precision farming and eSignatures.

If you're not yet familiar with these tools please reach out to your Marketing Representative today. They can inform you about training opportunities and promotional materials that we have available.

Learn more at <https://www.naucountry.com/agents/agent-tools/competitive-advantage>.



**Watch the campaign video**





# Listen to your fields with NAU Country's Field Insights™

## Your time is precious!

Ever wish you had more time with your family? Time to actually play ball with your kids, fish with your buddies, or take a nap? The farming industry doesn't allow much time for breaks, but NAU Country Insurance Company's Field Insights can certainly help you maximize your time, rest easy, and let your fields "speak" to you!

Contact your Crop Insurance Agent today and ask them about Field Insights through NAU Country! [Go to www.naucountry.com/fieldtalk](http://www.naucountry.com/fieldtalk) to watch our "Time is Precious" video and learn more about Field Insights and the Farmer tools NAU Country provides!



**1.888.NAU.MPCI | [www.naucountry.com](http://www.naucountry.com)**

© 2019 NAU Country Insurance Company. All rights reserved. NAU Country Insurance Company is an equal opportunity provider. QBE and the links logo are registered service marks of QBE Insurance Group Limited. NAU and NAU Country are registered service marks of NAU Country Insurance Company.





# Have you checked out our awesome social media channels?

Chances are, you have! According to a May 2018 article from Farm Market I.D. social media continues to help connect communities and its use is growing! They noted that recent Pew Research Center findings from February 2018 found the following:

SOCIAL MEDIA USAGE	
FACEBOOK	58 percent of rural Americans use Facebook <i>*Out of 60 million people that were considered to live in rural America, over 34 million use Facebook</i>
	46 percent of all farmers in America (approx. 1.5 million) use Facebook
TWITTER	17 percent of rural Americans use Twitter (approx. 10 million)
	Nine percent of farmers use Twitter (approx. 300,000)
INSTAGRAM	25 percent of rural Americans use Instagram (approx. 15 million)
Source: <a href="https://blog.farmmarketid.com/blog/how-farmers-use-social-media">https://blog.farmmarketid.com/blog/how-farmers-use-social-media</a>	

Share our content from social media to gain new visitors to YOUR social media sites! We're up to date with product updates, press releases, ag business and crop insurance news, funny stories, and the latest NAU Country communications. Don't wait! Like and Follow NAU Country on [Instagram](#), [Twitter](#), [Facebook](#), and [LinkedIn](#) today!





# Rodeo bullfighters save cowboys, while NAU Country saves farms!

NAU Country Insurance Company's Northwest Branch was the roping chute\* sponsor at the Columbia River Circuit Finals Rodeo in Yakima, WA, this past January. This event is the year end finale in Professional Rodeo for the Northwest region. Many of the contestants and circuit committee members are farmers and ranchers, and one of our partnering agencies, Farm Credit Services, was also a major sponsor.

*\*A roping chute is a pen that holds an animal safely in position before the competition starts.*

For more information or standings from this event, head to <http://www.columbiarivercircuit.com>.

**NAU Country**  
A QBE Insurance Company

**Ensuring your success.  
Insuring your crops.**

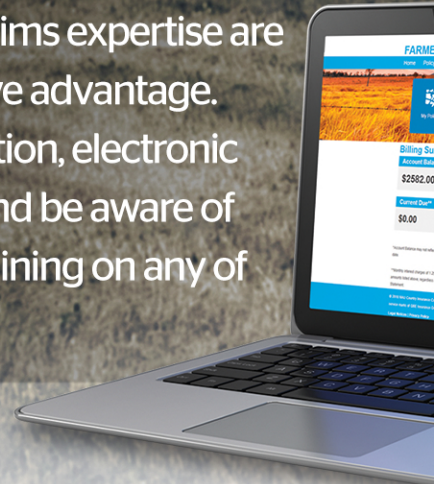
Your crop insurance partner since 1981.

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



# COMPETITIVE WITH FARM

Your success is our success! We want to provide you with tools your farmers will appreciate. We know that the crop insurance focus on service and claims expertise are top priority, however these tools can give your agency the competitive advantage. Give your farmers access to weather metrics, policy and loss information, electronic bill pay, direct deposit, and more! Check out our list of Farmer Tools and be aware of what YOU have to offer! If you would like additional information or training on any of these tools, please let your Marketing Representative know!



## Online bill pay!

Save a stamp by having your policyholder use online billing! This feature may not seem ground-breaking, but it is one of the most time-saving features our policyholders have grown to love. Do your policyholders utilize this tool? If not, the Farmer Portal allows policyholders to pay their MPCl, Crop-Hail, and Named Peril premiums online, help them sign up to create a login, register a bank account, and pay today!

Not technically savvy? That's ok, they can also contact the Accounting Department at 1.763.486.1711 and one of our representatives can take a check by phone. In this situation, they will need their bank routing number and bank account number. NAU Country does not accept credit cards.

## Field level data, anytime and anyplace

We know that there will never be a substitute for a hard day's work in the field. However, we just made it a little easier! Field Insights™, our crop management platform, helps farmers manage their risk by staying informed on how their fields are being affected by the weather. Field Insights provides access to field level data including growth models with growing degree days, soil moisture and temperature, precipitation, wind speeds, weather radar, and the harvest and spray advisors.

Field Insights goes one step further to help with the accuracy and efficiency of processing. It will now allow sharing of acreage reporting data between you and your policyholder. This means that during planting season, if they are using Field Insights, any acreage data that is keyed into Field Insights will be available to prepopulate their acreage reports. In addition, after the planting season, we can push their acreage report data back out to Field Insights.

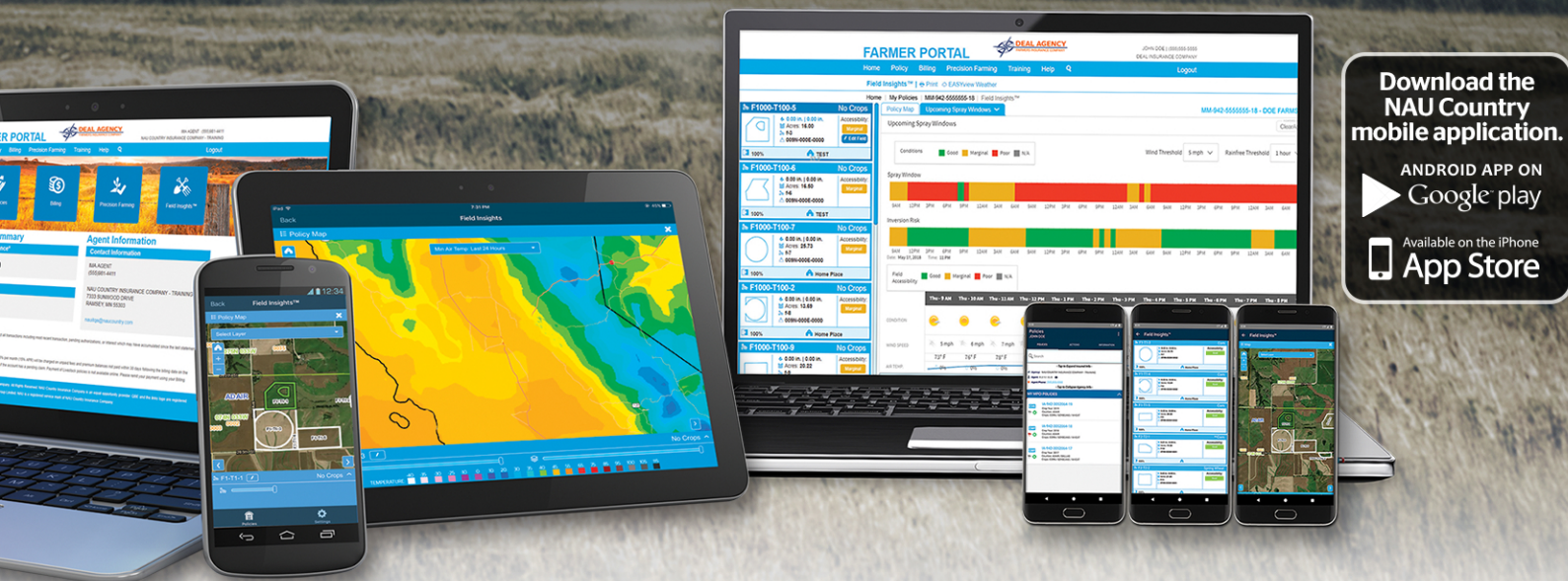
Get them started with Field Insights early in the planting season to show them all the useful features it has to offer throughout the crop cycle.

## Sign up for Hail Notifications!

Hail Notifications are now available to policyholders! This service sends out an email message to your policyholder if the probability of hail exists on or by their fields. The email will contain their policy number, county and crops potentially affected, and will provide a link to their policy within EASYview Weather. This notification gives them the opportunity to check on the potential damage and contact you in the case of a loss!



# E ADVANTAGE FARMER TOOLS



## Be aware of hail damage

Save your policyholders time and stress. Make them aware that they can check on their fields while drinking their morning coffee!

EASYview Weather is an easy-to-use tool available to your policyholders that will verify and help locate recent hail events in their fields. It will also show them an estimate of the hail size that occurred. Help them stay aware and informed by showing them this tool today!

## Did we mention that we are mobile?

We know your policyholders are busy, remind them that they can manage their policy on the go! Through the NAU Country mobile app they can view coverage and insurance specifics, contact you or their adjuster, submit a notice of loss, track claim status information, access premiums due and indemnities paid, and access both Field Insights and EASYview Weather! Make sure to remind them to download the app which is available for an iPhone and Android.

## More, more, more...

And the list does not end there! We also offer Precision Farming, the Acreage Crop Reporting Streamline Initiative (ACRSI), and our Farmer Portal. To get started with any of these features, they will need a policyholder account. Help your policyholders get started today!

## Creating a Policyholder Account:

- Navigate to [www.naucountry.com/register](http://www.naucountry.com/register)
- Key in the applicable policy information
- Click "Next"
- Enter your username and password
- Check the Legal Notices and Privacy Policy checkboxes
- Type your name as an electronic signature
- Click "Register"
- Select "Continue" on the registration completion page



# 2019 AGENT TRIP

# Bravo at the



NAU Country staff rolled out the red carpet for our valued agents who made the investment in themselves and their business by joining our management team in Punta Cana for the NAU Country annual Agent Trip. It was our pleasure to thank everyone for helping NAU Country deliver exceptional customer service to our producers. Bravo! We realize when we all help one another, provide support and encouragement, and recognize victories, everybody wins!

During the week of January 12-19, 2019, this fun group of 176 agents, staff, and their guests enjoyed everything the large, all-inclusive Barceló Bávaro Palace had to offer. The resort provided impressive rooms with frontal sea views of the expansive Playa Bávaro Beach, comfortable meeting spaces, as well as a wide range of restaurants and activities.

After a welcoming weekend filled with networking and fun, agents woke up early to hear President of QBE North

America Russ Johnston and President of NAU Country Jim Korin speak about the industry and company during the Monday morning business meeting. Our Marketing Reps took the stage during Tuesday's business meeting impressing the audience with our newest tool, Field Insights™. "Incredible!" was the response we heard from several agents. During Wednesday's business meeting, agents and their guests got a "kick in the attitude" as they listened to special guest speaker, Sam Glenn, "The Attitude Guy". Sam created an exceptional experience of learning, laughter, art, and inspiration. One lucky agent took home the masterpiece Sam created while delivering his message.

This year, we were pleased to welcome 13 agents attending our Agent Trip for the very first time! When we asked our agents what they liked most about the trip, it was unanimous. "Spending time with great people" (and the beach!). Whether relaxing on the beach, playing in the pool, or exploring the island by boat or by buggy,

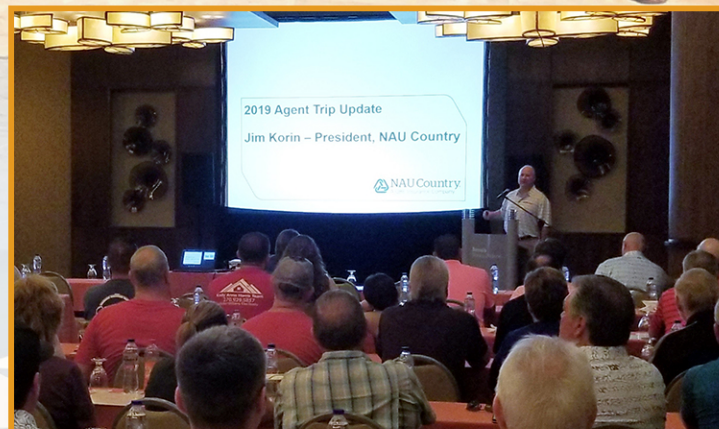




friendships were created and strengthened. "It was great getting to know and put a face with the people we deal with."

If you haven't traveled with us before, consider joining this dynamic group of friends who, like you, strive to support the American farmer. We're already planning our next year's trip set for January 11-18, 2020, in Antigua! Stay tuned for more information in the coming months.

*Many thanks and appreciation to those agents and staff who helped make this trip remarkable. We treasure the memories. Bravo!*



NAU Country President Jim Korin presenting to agents.



Terry Hayes, lead field marketing specialist discusses Sales Topics.



# On the Road with NAU Country



It's been a busy start to 2019 with three national trade shows across the U.S. Starting with the 2019 Southern Farm Show in Raleigh, North Carolina, in January. Folks braved an ice storm impacting the area right before the show started. But that didn't deter several farmers, agents, and claims specialists that swung by to ask about Field Insights™, the Farm Bill, and Hemp coverage. Some of the NAU Country appointed agents gained valuable leads as well. Lead Field Marketing Specialists Rebecca Hudson and Terry Hayes represented the NAU Country team.

In February, NAU Country Insurance Company exhibited at the National Farm Machinery Show (NFMS) in Louisville, KY. Over 300,000 attendees visited the Kentucky Exposition Center in search of farm related information or the latest equipment trends. The NFMS spanned more than 1.2 million square feet with 890 exhibitor booths. Over 20 free seminars were also included with topics from precision farming to operation marketing strategies.

Many also attended the Championship Tractor Pull shows over the course of the four-day event. Over 60,000 tickets were sold to the five pulls in Freedom Hall.

With such a well-attended event, NAU Country was honored to have so many folks come up to visit and grab a stress foam dairy “cow” (which proved to be “udderly” irresistible to both children and adults alike!) in honor of our recent Dairy Revenue Protection program addition. This year the booth was manned by Lead Field Marketing Specialists Terry Hayes, JC Large, Andrew Abner, and Alex Mizell. IT was also well represented by VP of Strategic Initiatives Lucas Graunke and IT Marketing Specialist Katie LaMere.

At the end of February, the Southeast Branch attended the Commodity Classic show in Orlando, FL. The three-day event showcased over 404 companies with 2,105 (367 and 1,894 in 2018 respectively) booth spaces. The U.S. Secretary of Agriculture Sonny Perdue presented at Friday morning's keynote speech. Over 9,210 attended the show, making it the 3rd highest in total attendance (and over 1,155 more than in 2018)! The show also had a whopping 2nd highest ever farmer attendance at 4,528!

Representing NAU Country at the Commodity Classic this year was SVP of Branch Operations Jordan Atkinson, Lead Field Marketing Specialists Rebecca Hudson and Austin Tucker, VP of Strategic Initiatives Lucas Graunke, and IT Marketing Specialist Katie LaMere.



*"When I first logged into the NAU Country app, I immediately noticed how user friendly it was. The simplicity of navigating through the app is what stuck out to me. It was so simple to complete, and the printing process took less time than through EASYwriter Pro®. It's all touchscreen, which is more appealing to me than using a mouse to point and click. I highly recommend using NAU Country for everyone going forward."* ~ Joe Korus, Lindsay Insurance Agency

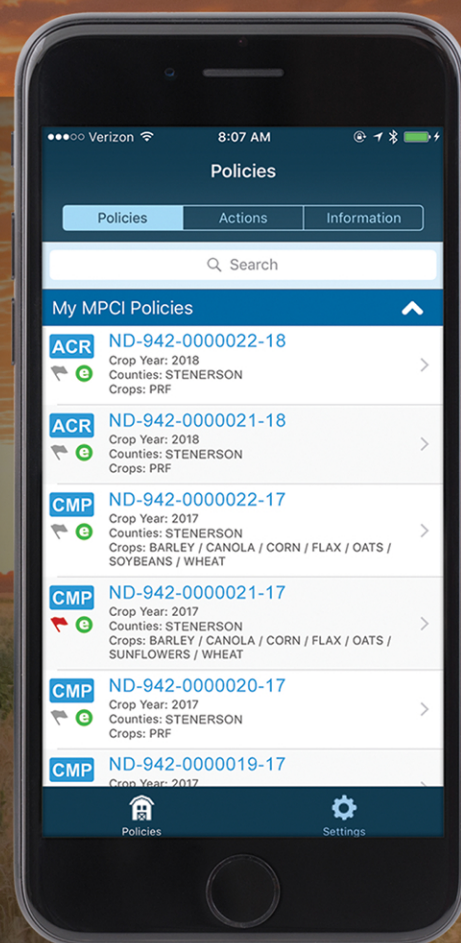
# Your Connection to Crop Protection

NAU Country is a true mobile solution for the active agent, featuring a full set of tools to write and manage crop insurance from any location.

- Understand crop health conditions with Field Insights™
- Stay informed of hail events with EASYview Weather
- Quote MPCI, Hail, and Named Peril policies
- Submit applications and policy changes
- View coverage and insurance specifics
- Submit a notice of loss
- Track the status of submitted claims
- Access contact information
- Report your production and acreage data

We are here to provide the support you need. For more information, contact your NAU Country marketing rep or check us out online at:

<https://www.naucountry.com/processing>



Download the  
NAU Country mobile  
application.

▶ ANDROID APP ON  
Google play

📱 Available on the iPhone  
App Store



**1.888.NAU.MPCI | [www.naucountry.com](http://www.naucountry.com)**





# NAU Country<sup>®</sup>

A QBE Insurance Company

## **NAU Country Insurance Company**

7333 Sunwood Drive, Ramsey, MN 55303

1.888.NAU.MPCI

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

©2019 NAU Country Insurance Company. All rights reserved. NAU Country Insurance Company is an equal opportunity provider. QBE and the links logo are registered service marks of QBE Insurance Group Limited. NAU and NAU Country are registered service marks of NAU Country Insurance Company.