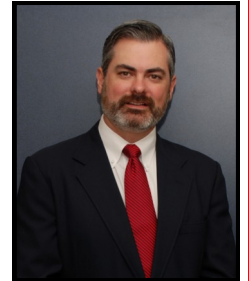


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Regional President's Message

by **Robert Wareham**



Fellow Members,
 It is hard to believe that we are already through the first month of 2010!

Your Agents Association finished last year strong, with 818 voting members from the eight FBM states and 190 associate members from Farm Bureau Life-only states. Kudos to Mikeal Hodges, Stan McAfee and the Matthews, Gogel and Craddock team, John, Andrea and Colin. They braved severe storms on our northern frontier in November to sign up and enroll North Dakota Farm Bureau Agents as members and participants in our group benefits program. We gained 43 new associate members from this effort, taking our membership over the thousand mark to 1008! When the opportunity presents itself, I ask that everyone thank these folks for their time and commitment to our organization.

An Agents Association General Membership Meeting/Update was held on September 21, 2009 in conjunction with the Life Sales Seminar in Omaha. Your Association again sponsored a social on Sunday evening for agents arriving at the seminar. The social and meeting were well attended creating an excellent opportunity for members from all over the company's marketing area to meet and exchange ideas.

Mark your calendar for this years Life Sales Seminar, September 27-28, 2010. We will again sponsor a social for all Sunday evening the 26th. We would like to see every member have the

opportunity to participate in this year's Annual Membership Meeting of the Agents Association.

Your Regional Board of Directors met in Des Moines on October 22, 2009. Each of the eight state chapters had representation at this meeting. That afternoon we met with our company's top management to discuss concerns and communications sent in by you, the members of this great organization. It was another productive and positive session. We appreciated having the newest members of our management team, CEO Jim Hohmann, and Kevin Slawin, EVP of Marketing and Distribution, in attendance.

This fall I had the opportunity to visit two states, Arizona and Iowa, addressing their state membership meetings. Your Executive Board is excited about the progress we have seen on the state level. Two huge success stories in 2009 were the states of Utah and Arizona making huge strides in getting the message out to agents, resulting in large increases in membership. Thank you for your leadership!

The most exciting event I had the opportunity to participate in is also the most recent. *An idea fostered from the intellectual mind of your Regional Vice President, Todd Bohlmeier*; on January 29, 2010 the first Presidents and Officers Training Academy (POTA) was held at the Marriot near the airport in

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Kansas City. Eleven State Officers made the trip. There was at least one representative from each FBM state. Based on early feedback, I believe this exchange of ideas and direction for state leadership proved to be invaluable as we move rapidly into the New Year. Look for this to be an annual event in the future. See more on this academy further in this newsletter.

Resolutions have been rolling in to state leaders to be considered for the upcoming C&C meeting with management in April.

The “word on the street” is that another life-only state has contacted us about our outstanding group benefits program.

South Dakota, New Mexico and Kansas have State Membership Meetings planned for the month of February. Check for upcoming events on our website! *(Homefield, Business Center, Related Links, Agents Association)*

I look for 2010 to be another exciting year of progress for our organization. I’m betting on it!

Attendees of the First Presidents' & Officers' Training Academy Meet in Kansas City



Back Row: Robert Wareham (Kansas), David Huset (Minnesota), Mike Losik (Kansas), Doug Collins (Iowa), Brad Bosh (Nebraska), Todd Bohlmeyer (Nebraska), Michael Vince (Arizona), Gary DeVilbiss (Iowa), Mikeal Hodges (Kansas)

Front Row: Kristi Smith (Utah), JoAnn Alcon-Ortiz (New Mexico), Russ Otte (Kansas), Jesse Newgard (Iowa), Randy Kruse (Iowa), Jeff Jasper (South Dakota), Steve Durfee (Utah)

Successful Resolutions of Concerns & Communications

- Annuity Production credit for additional premiums after first year of contract.
- Removal of 16% down on commercial renewals that move to EFT.
- Removal on deductible for windshield rock chip/crack repair regardless of deductible.
- The implementation of an Explanation of Cause on extra mid term P/C billings.
- New business waiting period on sewer and water back up coverage changed from 30 days to 72 hours.

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- Print revisions aimed at reducing the amount of printed items mailed to clients.
- Positive adjustments to the effect of CBR scores on policy renewals.
- The second chance for ineligible agents to participate on the matching savings plan.
- The release of the Rate-Restructure project on 11/01/09, allowing agents to change dates on new quotes.
- The ability to add the life discount to P-3 midterm.

Nebraska Agents Association State Update

by Rusty Wellman

Nebraska agents were very busy in the last part of 2009. We started in September with our annual Fall Classic meeting in Kearney, which was a two-day meeting with a golf tournament/dinner the first day and a meeting the second day. The meeting featured an opportunity for agents to ask questions in advance of each speaker, those questions were then answered at the meeting.

We continue to have our monthly conference calls with Nebraska management to discuss updates and issues going on within our state. Nebraska has kept a great relationship with management and we believe the communication level is fantastic.

Since May, we have had the opportunity to speak to each new agent class coming through our Regional Office about The Agents Association and the benefits it provides. We are on the schedule to do so through 2010 as well.

In December we held our State Election Meeting which went very well considering the storms mother nature dealt the Midwest the week of the meeting. Our new Officers and District Representatives took office January 1. We are very excited to see another year of growth in our association and our business.

New Mexico Agents Association State Update

by Jo Ann Alcon-Ortiz

The Board of Directors of the New Mexico Agents Association would like to wish all of its members health and happiness and professional success in the New Year. Thank you for being a member of the Agents Association!

The New Mexico Agents Association is in its second year of operation and will be planning activities that will benefit the membership. In these short two years, we have managed to bring on board nearly half of our New Mexico agents and have created a budget that will afford opportunities to grow membership further and to provide additional benefits to our members.

There is a vacancy for the secretary position and anyone interested should submit their name to the nominating committee, Fred Porter and Jim Schwebke. There are also vacancies for a District

Representative from each one of the Agencies except for the Top Flight Agency which already has a representative, Al Aglialoro.

We are looking forward to a successful New Year with improved membership participation. Currently, with 30 agents participating, we represent about 47% of our agents. We would like to increase membership participation to 75% for 2010 and would encourage current members to talk to your fellow agents and get them to join our Association. The Agents Association website is filled with information regarding the association and its benefits. One of the strongest benefits we offer is to carry your voice of concerns and ideas for a more productive role directly to management's ears. We encourage you to continue to submit your concerns

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and recommendations to be escalated to the eyes and ears of management. Thanks to you and the team that serves you, New Mexico has enjoyed a very receptive response from management regarding our concerns, ideas and recommendations.

The Agents Association will continue to build on the great working relationship with management and as your President, I look forward to our NM Association having the same relationship with our Regional Office Management. As a "Team", great things can happen.

Arizona Agents Association State Update

by Jason Foster

On November 12, the Arizona Agents Association held its Annual Meeting. The big topic of discussion was the election of new Officers for 2010. The following are the newly-elected Board members for the 2010 calendar year: President - Michael Vince, Vice President - Jason Foster, Treasurer - Jonna Randall, Secretary - Jill Steigleman, and Past President - Kip Etter. The new Board wasted no time and held its first expectation and planning meeting on December 3.

The 2010 year will be a year of change for the Arizona chapter. We plan to get aggressive on recruitment, build stronger relationships with local management as well as higher management and more importantly, bring Arizona agents together to build a strong bond and become a valuable resource for the success of its members. The Arizona chapter recruited 12 new members in the month of November alone and is continuing to stride for higher numbers.

Kansas Agents Association State Update

by Alberta Binns

Kansas Agents Association Board members and MRO are planning the 2010 Valentine's Meeting in Wichita, Kansas. The meeting will be held February 11 and 12. The Board of Directors will have a meeting the afternoon of Wednesday, February 10. Thursday morning will begin with the Experts Forum and the Underwriting Fair/Carry In Contest.

The afternoon will hold workshops with agent panels and speakers. Friday will consist of a general membership meeting, MRO meeting with management speakers, and a motivational speaker followed by the Agents Association Social and the

Awards Banquet. We will present our "Most Valuable Partner" award at the banquet. Each year the agents select someone from the MRO to honor as a partner in their success.

The Agents Association will be accepting donations for the Haiti earthquake during the meeting.

In April, the Kansas Chapter Board will meet again with MRO management to discuss the C&Cs concerning Kansas.

The Kansas Agents Association Board would like to welcome all new agents to the association!

Utah Agents Association State Update

by Kevin Hatton

Utah has a new Executive Board as of January 1, 2010. The new Board is: President - Steve Durfee, Vice President - Kristi Smith, Secretary - Kevin Hatton, and Treasurer - Matthew Kartchner. We are excited about the opportunity to serve the members of Utah. We are striving to increase the

value of The Agents Association and will continue to educate agents regarding the association and the purposes of being a member of this association. We want to thank the previous Board for the great job they did in representing the state of Utah.



Purposes of The Agents Association

- The aggressive support of a high level of agent opportunity as a professional career.
- To encourage a high level of competence among its members.
- To act in an advisory capacity to management when requested in order to assure an interchange of ideas and information that will result in better service to its Farm Bureau members.
- To give recognition to agents for their dedication to the Farm Bureau Financial Services companies.

What We're Not About

- We do not address contract issues
- We do not address personal agendas
- We do not attack anyone personally

Upcoming Events

New Mexico Annual Meeting	February 19, 2010	Albuquerque, NM
South Dakota State Meeting	February 19-20, 2010	Deadwood, SD
C&Cs Due From States	No Later Than March 1, 2010	
Regional Board Conference Call & C&C Approval Conference Call	March 9, 2010 1 p.m. CST	Conference Call
Agents Regional Board Dinner	April 21, 2010	Des Moines, IA
Agents Regional Board Meeting & C&C Meeting with Management	April 22, 2010	Des Moines, IA
Kansas Agents Association & Management Retreat	April 26, 27, 28, 2010	Flint Oaks
Nebraska Fall Golf Classic	August 19, 2010	Kearney, NE
Nebraska State Meeting	August 20, 2010	Kearney, NE
Agents Social at Life Sales Seminar	September 26, 2010	Omaha, NE
Life Sales Seminar	September 27-28, 2010	Omaha, NE

Arizona Officers

Michael Vince, President
Jason Foster, Vice President
Jill Steigleman, Secretary
Jonna Randall, Treasurer

Iowa Officers

Randy Kruse, President
Gary DeVilbiss, Vice President
Jesse Newgard, Secretary
Todd Miller, Treasurer
Alex Kessel, Immediate Past President

Kansas Officers

Alberta Binns, President
Russ Otte, Vice President
Ryan Bridwell, Secretary
Doug Adams, Treasurer
Robert Wareham, Immediate Past President

Minnesota Officers

James Gunderson, President
David Huset, Vice President
Mark Maloney, Secretary
Kim Liebel, Treasurer

Nebraska Officers

Brad Bosh, President
Al Stelling, Vice President
Mark Roland, Secretary
Rick Kuehner, Treasurer
Rusty Wellman, Past President

New Mexico Officers

Jo Ann Alcon-Ortiz, President
Fred Porter, Vice President
Susan Sumrall, Secretary
Jim Schwebke, Treasurer
Fred Porter, Membership Representative

South Dakota Officers

Jeff Jasper, President
Mike Dorris, Vice President
Kandee Gooch, Secretary
Roger Bordewyk, Treasurer

Utah Officers

Steve Durfee, President
Kristi Smith, Vice President
Kevin Hatton, Secretary
Matt Kartchner, Treasurer



Regional Officers

Robert Wareham, President
Todd Bohlmeier, Vice President
Stan McAfee, Secretary
Doug Collins, Treasurer
Mikeal Hodges, Immediate Past President

Executive Director

Scott Heidner

Check us out on the Web!!
www.AgentsAssociation.org

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