

W **Announce**
THE E-NEWSLETTER FOR AGENCY PARTNERS





ARTICLES:

First Half Results and Initiative Update | 2015

A message from Stu Henderson, President & CEO

We're now over halfway through 2015, and so far it has been a productive year for our Group. In addition to providing quality underwriting and claims handling, we've been working hard this year to bring new enhancements to our online user experience. We're also pleased to have earned further recognition for our financial strength and for our customer experience programs. (See details on all of these items below). Efforts like these, combined with the strong field underwriting by agency partners like you, are a big part of why we are growing profitability.

Let's take a closer look at the numbers: Through June 30, written premium for the Group is at \$270.7 million (ahead of pace on our annual goal of \$485.7 million). Our Group's loss ratio is at 52.2% (vs. an annual goal of 55.4%), our loss adjustment expense ratio is at 9.5% (vs. a goal of 10.4%), and our underwriting expense ratio is at 25.7% (vs. a goal of 27.0%). This adds up to a combined ratio of 87.4%, which is a good place to be for the first half of the year. We've had some serious storm activity in July, but we do not as of now expect it to move our numbers up significantly.

Beyond the numbers, we've had lots of exciting updates to our online and mobile platforms. We recently updated [our website](#) to improve ease-of-use and navigation for desktop and mobile viewers. We released a "Pay My Bill" feature to our mobile app, which allows policyholders to conveniently pay their bills, add or edit payment methods, and view their online payment history using their mobile devices. (If you haven't checked out our updated mobile app yet, you can download it today in [iTunes](#) or [Google Play](#).) We will also be rolling out billing system updates and a Workers' Compensation Online system in the weeks ahead.

On the product side, I'm excited to announce our new Pioneer Specialty commercial lines program: Truck Body Manufacturing. This new program serves a group of classes including certain manufacturers of truck bodies, trailer manufacturing, and truck equipment fabricating and upfitting. To learn more about this new class of business, contact your Regional Agency Manager or Underwriting Team today.

Finally, I'm pleased to report that the Western National Insurance Group was recognized for our customer experience training program (as part of a partnership with Bloomington, Minnesota-based Normandale Community College) and was presented with a 2015 CX Innovation Award by the Customer Experience Professionals Association. In addition, for the seventh consecutive year (and tenth time in the past eleven years), Western National has been named part of the Ward's 50 Benchmark Group of top-performing U.S. property-and-casualty insurance companies.

Thank you, as always, for your partnership in the service of our mutual policyholders. I look forward to working together and delivering more positive news later this year. Stay tuned!

~ Stu Henderson



ARTICLES:

Agency Milestone Anniversaries

Congratulations to these Western National & Umialik agency partners who celebrated a milestone partnership anniversary between May 1, 2015 and July 31, 2015.

50 Years

Schmidt Andrus Agency	Excelsior, MN	5/12/1965
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45 years

Community Insurance	Gaylord, MN	7/1/1970
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35 Years

McAlpin Agency Inc.	Columbia Heights, MN	7/2/1980
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30 Years

First American Insurance	Stewartville, MN	7/2/1985
Associated Agency Group	Chehalis, WA	7/25/1985

25 Years

Nisswa Insurance Services	Nisswa, MN	6/1/1990
Kraus Anderson Insurance	Burnsville, MN	6/30/1990
Michael Girsch Agency	Edina, MN	7/1/1990

20 Years

Great Northern Insurance	Puyallup, WA	5/16/1995
Hagen Insurance	Anchorage, AK	7/7/1995

10 years

Molyneaux Ins Inc.	Davenport, IA	6/1/2005
West Range Reliable Insurance	Hibbing, MN	6/11/2005
Virgil McLagan Company	Bonney Lake, WA	6/22/2005
Patterson Ins Brokers	Anchorage, AK	7/1/2005
TrueNorth Companies	Cedar Rapids, IA	7/1/2005



ARTICLES:

In Case You Missed It

From the Blog

[Western National's Resources Blog](#) provides articles of interest on both personal and commercial lines topics. If you're looking for content to share on your website or in an agency newsletter or email, our Blog contains lots of original content that you can republish for your own purposes. (All you have to do is leave the article intact and add the text "Source: Western National Insurance" at the bottom of the article.) Click on our Blog's "Permission-Free Use" category for a full list of articles that can be shared.

Top 10 Ways to Protect Your Home from Wildfire

According to the Insurance Institute for Business & Home Safety (IBHS), a big part of what makes wildfires, grassfires, and brushfires so dangerous is that they can spread and cause damage to a building in three different ways: via windborne embers, radiant heat, and direct flame contact. As a result, wildfires can escalate very quickly.

For the full blog post, [click here](#).

Marketing Materials

Looking for great resources for when you are presenting Western National to your clients? We recently updated and reorganized our marketing materials. These materials cover personal lines and commercial lines, including Renter, Personal Umbrella, Personal Auto, BOP, and more. You can access our marketing materials through [AgentsOnline](#).



BOP Quote Contest

There's one month left in our BOP Quoting Contest, and there's still plenty of time to submit a BOP quote and add your name to our leaderboard. Each BOP online new business quote submitted or BOP new business policy issued increases your chances of winning. You could win one of our monthly prizes of a \$100 Visa gift card or one of our grand prizes of a new iPad Air 2. Log into [AgentsOnline](#) today to begin a BOP quote and start earning entries in our drawing and a place on our BOP leaderboard!



ARTICLES:

Agencies in the Community

Western National's partner Independent Insurance Agencies are active members of their communities –both in terms of that community's commerce and in contributing their time and resources to making those areas a better place to work and live. Here are some examples of programs our agency partners have developed to help strengthen their communities:

Casualty Assurance of Chaska (Chaska, MN) – The Hold Your Horses organization has become close friends with Casualty Assurance of Chaska. Hold Your Horses treats disabled children with Occupational Therapy on horseback. The agency sponsors association lunches and does annual fundraising.

Central Insurance Agency (Osceola, WI) – For the past seven years Central Insurance Agency has partnered with Osceola Medical Center and the Osceola school district to sponsor the Osceola Wellness Fair and Garden Show. This free event offers Osceola residents access to 100 vendors all focusing on the mind, body, and soul.

RW Troxell & Company (Springfield, IL) – RW Troxell & Company sponsors a Legends for Youth Baseball Camp - a free baseball camp where former MLB pros teach young ballplayers (ages 6-16) the fundamentals of the game while stressing the importance of education.

The Presidio Group (Salt Lake City, UT) – The Presidio Group focuses on four causes each year. This year they are working with the military and the Lone Survivor Foundation; volunteering for Special Olympics events; supporting Catholic Community Services, which helps refugee families adapt to living in the U.S.; and working with Bridges Through Communities, where each year a group from the agency builds houses in Nicaragua.

Cragin & Pike (Las Vegas, NV) – The entire Cragin & Pike staff is very proud of the commitment to the community initiatives they are involved with for Las Vegas. The agency CEO sits on the UNLV Foundation Board of Trustees and the agency president is the President of the Make a Wish Foundation - Las Vegas. Other activities that the 48-person staff participates in include Candlelighters for Childhood Cancer, Habitat for Humanity, Junior Achievement, food drives, clothing drives, and 5K runs.

Alliance Insurance Advisors (Oakdale, MN) – In 2011, Alliance Insurance Advisors created the Alliance Annual Charity Golf Event to raise money for local charities. This summer the proceeds from the event went to Gillette Children's Specialty Healthcare.



ARTICLES:

Inside WN: Interview with Pari Luna, Wellbeing Program Manager

These days, an increasing number of companies are focusing on employee wellbeing as a way to make sure that their employees are in a positive place, both physically and emotionally, to support the customer experience. It's a focus that can benefit companies of all shapes and sizes, including insurance carriers and agencies. This past spring at Western National Insurance Group, we launched a new, robust "Western Wellbeing" program and brought in Pari Luna, an experienced wellness program manager and health coach, to help coordinate it. Now a few months into the program's launch, we sat down with Pari to discuss what the program means for Western National and what it could mean for other companies working to facilitate a customer-oriented environment.

Q: How does employee wellbeing fit in with WN's focus on the customer experience?

Pari: Everyday, our teams are helping customers navigate a stressful time in their lives, and they do a great job of it. Nonetheless, the stress can get even the most optimistic of people down. It is our responsibility to make time to care for ourselves whether that is through exercise, a relaxing hobby, good nutrition or connecting with friends and family. As we take this time to recharge, we come to work refreshed and are able to put our best foot forward to provide the highest level of customer experience possible.

Q: Why is it important to focus on employee wellbeing?

Pari: We all spend a great deal of time at work. The environment and culture at work can positively or negatively influence our physical and emotional wellbeing. It is my hope that I can be a spark that begins to spread among our team to be a positive and supportive influence. If the Western National team has the support, resources, and environment in place, we can take better care of ourselves, which will in turn increase job satisfaction and allow us to continue doing great job!

Q: How do you think focusing on WN employees ultimately benefits the agents and policyholders we serve?

Pari: By investing in good physical and emotional health, we are able to be better partners to our agents and policyholders. Worksite wellbeing programs have shown to increase productivity, focus, and resilience. Our team can respond quickly and efficiently, remain resilient through the stressful moments, and stay focused on our customers and their experience.

Q: What types of wellbeing activities are planned for the near future?

Pari: We just launched a company-wide challenge in which we are committed to making improvements to our wellbeing, and later this summer we will have a Back Care presentation by a local neck-and-back clinic. We are also planning a Health Fair in which we will host vendors who support health and wellbeing; we will be raffling off some great prizes including a Fit Bit Flex and will have Qigong and meditation demonstrations.



ARTICLES:

Program Update: Direct Claim Reporting

24/7 Phone Number Now Used for About Half of All Reported Losses

Did you know: since Western National formalized its Direct Claim Reporting of losses less than a year ago, the reporting of new losses by our policyholders and agents directly using our convenient (855) 921-3164 number to Western National has more than doubled to almost 50% of all new reported losses?

When calling (855) 921-3164, policyholders are guaranteed an immediate response at any time, any day of the year, and with quick clarification of coverage. They will speak to a live claim service representative who will guide them through obtaining all pertinent information, answer common claim-related questions, and provide a claim number. Our phone representatives can also accommodate first-call resolution opportunities such as emergency repairs, housing, glass replacement, and more. It also frees up the time and resources that you would otherwise spend reporting the claim, as well as providing you with an acknowledgment of the claim, making it a win-win for everybody involved.

For those who prefer other claim reporting options -- i.e., through your office, by online form, fax, or mail -- those options are still available, but they are subject to the normal 24-hour-response standards rather than the immediate response guaranteed by the (855) 921-3164 reporting option.

If you haven't done so already, we encourage you to try utilizing this Direct Claim Reporting option to enhance the overall claim experience for you and your clients. Faster claim resolution and personal help make for happy policyholders, improved retention, and loyalty. If you have any questions, please feel free to contact our Customer Relationship Center today at (800) 352-2772.