

Contact: Bob Wothe
Society Insurance
Phone: 920.922.1220
Fax: 920.922.0747

150 Camelot Drive
Fond du Lac, WI 54935
societyinsurance.com



FOR IMMEDIATE RELEASE

Society Insurance names Schultz Chief Operating Officer

Schultz steps into role vacated by Reeves's retirement

FOND DU LAC, Wis. (April 3, 2017) — Society Insurance has officially announced the election of Dina S. Schultz to the role of senior vice president and chief operating officer.

Schultz was appointed to the position of senior vice president of operations and innovation last fall after the retirement of Bill Reeves was announced. At that time, Society's board of directors had expressed its intent to name Schultz COO after the retirement was official. As COO, Schultz will continue to oversee the underwriting, claims, sales and marketing, and human resources departments at Society.

"Dina and I are very excited to keep Society's momentum going strong in 2017," Society President and Chief Executive Officer Rick Parks said. "Society ended 2016 with a record direct written premium of \$168.1 million, and under Dina's positive leadership, I have no doubt that the future is even brighter."

Schultz brings more than 30 years in business and leadership expertise to the position, with nearly 17 years of executive-level background in the insurance industry. Since joining Society in 2012, Schultz has led a full-scale rebrand of the company while steering Society toward profitable and long-term growth. Schultz has transformed the sales and marketing functions at Society in her time with the company, utilizing her strong marketing, advertising, public relations and operations expertise to focus on offering agents and policyholders many new products, tools and services to make the company easier to do business with. As an executive sponsor, Schultz is also overseeing a grassroots program to continuously improve Society's operations through efficient processes and procedures.

Prior to joining Society, Schultz was the chief operating officer of Missouri Employers Mutual and was instrumental in leading the start-up company to become the No. 1 workers compensation insurance carrier in Missouri. Schultz received a Bachelor of Science degree in marketing, public relations and advertising, with a minor in psychology from Stephens College in Columbia, Mo.

ABOUT SOCIETY INSURANCE: *Headquartered in Fond du Lac, Wis., Society Insurance has been a leading niche insurance carrier since 1915. Society focuses on the small details that make a big difference to its policyholders while offering top-notch insurance coverage, service and competitive pricing to businesses in Wisconsin, Illinois, Indiana, Iowa and Tennessee.*

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