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FOR IMMEDIATE RELEASE

Reeves to Retire as COO of Society Insurance

Schultz tabbed as successor by board of directors

FOND DU LAC, Wis. (Oct. 24, 2016) — Society Insurance announced Monday that after 44 years in the insurance industry, Executive Vice President and Chief Operating Officer William “Bill” F. Reeves plans to retire effective April 1, 2017. Society’s board of directors has also expressed its intent to name Dina S. Schultz, the company’s current vice president of sales and marketing, senior vice president and chief operating officer upon the retirement.

“On behalf of the entire Society team, I want to thank Bill for his years of service to the company and everything he has done to help drive the mission and vision to move Society forward,” said Society Insurance President and Chief Executive Officer Rick Parks. “During our time working together, Bill has been more than just a valued executive and colleague — he has been a treasured friend. I wish him much happiness in his retirement.”

Reeves was promoted to executive vice president and chief operating officer at Society in 2011. In his time in that role, Reeves has worked closely with Parks to strengthen the company’s operations and financial standing while developing Society’s employees by designing and implementing a nationally-recognized program: Society’s College of Insurance. Before joining Society in 2008 and becoming the vice president of underwriting, Reeves graduated from the College of Insurance in New York City in 1976 and held a variety of roles with General Casualty Insurance, most recently as the branch manager of General Casualty’s Milwaukee-based office.

Reeves will transition his operational responsibilities to Schultz next Tuesday, Nov. 1, when Schultz is promoted to senior vice president of operations and innovation. In that role and when she is formally named COO next year, Schultz will oversee the underwriting, claims, sales and marketing, and human resources departments at Society. 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. Prior to coming to Society in 2012, 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.

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.*