

# CEO Industry Summit



**Peter van Aartrijk** (“R-trike,” as in “bike”) is co-founder of Chromium, a San Francisco-based brand strategy firm with a specialty in financial services.

He started his career as a newspaper reporter, where he learned how to question the status quo. He has worked with insurance carriers, agents, brokers and related organizations – and believes the industry is ready for disruption and wants to help those who seek to innovate and create a new employee and customer experience.

Prior to forming Chromium in 2011 and insurance marketing firm Aartrijk in 1999, Peter served as VP, Communications for the Independent Insurance Agents & Brokers of America, a leading association of 300,000 members. There he developed a research-based groundwork for a consumer brand, Trusted Choice®.

Peter formerly held editorial positions with Best’s Review and National Underwriter. He served as Director of Media Relations for the Insurance Information Institute. He has written marketing-related pieces for Independent Agent for 25 years, and hosts a long-running podcast called “On Point” for Insurance Journal.

As a spokesperson for the insurance industry, he has appeared on CNN, CNBC, Fox, and network TV, and has been quoted in The Wall Street Journal, The Washington Post, USA Today, Kiplinger’s Personal Finance Magazine and other national media.

Peter is a graduate of Rutgers University He is a faculty member of IIBA’s Virtual University and the National Alliance for Insurance Education and Research, where he holds the Certified Insurance Counselor designation. He is a board member of the Insurance Marketing Communications Association and Agents Council for Technology, and is past president of the Insurance Media Association.

He is co-founder of Channel Harvest Research which conducts a major study of independent agents’ attitudes of insurance carriers.

Peter coaches lacrosse at a local high school and has worked on homes for the less fortunate in West Virginia for the last 10 years.

He also has played ice hockey in a men’s beer league for as long as he was old enough to drink beer.



**Pat Callahan**, President Personal Lines, PROGRESSIVE

Pat was named president of Progressive’s Personal Lines Group in April 2015. In this role, Pat manages Progressive’s \$17B Private Passenger Auto and Recreational products businesses across the country including product design/development/management, demand generation, and new customer acquisition for both agency and direct to consumer channels.

Pat joined Progressive more than 12 years ago and has held various product and general management responsibilities, including personal lines acquisition leader and general manager of Special Lines.

Prior to joining Progressive, he managed engineering projects and plant operations for Kimberly Clark and co-founded an online distributor of recycled Original Equipment Manufacturer (OEM) auto parts.

Pat has a bachelor’s degree in mechanical engineering from Lafayette College and an MBA from Northwestern’s Kellogg School of Management.



**Stuart C. Henderson, JD, CPCU** President and Chief Executive Officer of Western National Insurance Group

#### Education

- BA in Political Science from the State University of New York at Geneseo (Magna Cum Laude).
- Law degree from Union University, Albany Law School, in Albany NY
- CPCU designation

#### Experience

- Private law practice in Albany, NY (specializing in Insurance Defense),

- Farm Family Insurance Companies, Albany, NY - various management positions in P/C and Life; managed the Companies’ subsidiary brokerage operation.
- Gerling Global Reinsurance Corporation of America, New York, NY, VP Property & Casualty Underwriting; then SVP & General Manager for Gerling’s primary insurance subsidiary fronting/program business in multiple states in the US.
- President and CEO of the Western National Insurance Group since November of 2001.



The Work Comp Experts

**Bob Lund, JD** President and Chief Executive Officer Co-founder, SFM Foundation

Bob has served as president and chief executive officer of SFM since May 2007. He joined SFM in 1998 and was formerly vice president and general counsel.

He previously held senior executive and general counsel positions at three Twin Cities-based financial services companies and was engaged in private law practice. He is a graduate of Hamilton College in Clinton, New York, and William Mitchell College of Law in St. Paul, Minnesota.

Bob serves on the boards of the Minnesota Workers’ Compensation Reinsurance Association, the Minnesota Insurance Guaranty Association, and the Insurance Federation of Minnesota. He is also a recent past chair of the Minnesota Safety Council and Minnesota Client Security Fund boards, as well as a former member of the Labor / Management Committee of the Minnesota Chamber of Commerce.



**Jeff Mauland** President and CEO of North Star Mutual

Jeff is a native of Cottonwood, MN and was raised on the family farm, graduating from Cottonwood High School in 1974. He attended Southwest State University at Marshall, MN and graduated in 1978 with a degree in Ag Business.

Jeff began his career with North Star in February, 1979, in Loss Control and Field Underwriting. He later moved into the Home Office as an Underwriter, working with Personal Lines, Farm and Commercial Business. In 1987, Jeff became Assistant Underwriting Manager and in 1990, was named Operations Coordinator. He was elevated to Vice President of Administrative Services in 1992.

In February of 1996, Jeff was named Senior Vice President with oversight responsibilities for the Information Services, Corporate Services, Administrative Services, Human Resources, and Research and Development Departments. In December 1996, he was named Secretary of the Company and in May of 1999 was elected to the Board of Directors. In October of 1999, Jeff became Executive Vice President and was elevated to the position of President and CEO effective January 1st, 2001.

Jeff was a director for NAMICO from 2004 to 2010 and served as MAFMIC Chairman in 2013. He is currently serving as Chairman of the Insurance Federation of Minnesota and is on the Board of Directors of the American Association of Insurance Services (AAIS).

Jeff received his AU (Associate in Underwriting) designation in 1984 and his CPCU (Chartered Property-Casualty Underwriter) designation in 1995.

Jeff and his wife Lynn live in Cottonwood and have two children, daughter Sarah and son Nathan.



**Kevin A. Steiner** President and CEO of West Bend Mutual Insurance Company.

Kevin has been with West Bend since 1994, serving in such roles as corporate sales manager, vice president of sales, vice president of marketing, and senior vice president. He was named executive vice president and chief operating officer in 2007, president in 2008, and chief executive officer in 2009.

Before joining West Bend, Kevin was a commercial lines manager for Citizens Insurance

in Grand Rapids, Michigan. He has been in the insurance industry for 37 years, holding positions in underwriting, sales, marketing, and administration.



**Jeffery S. Tagsold, CPCU** Chairman & CEO of Auto-Owners Insurance Group

Jeff was named Chairman and CEO effective January 1, 2018. In 2015, he became

Chief Operating Officer in addition to his President title, which was effective in 2010. Jeff was named Senior Vice President – Actuarial Division in 2008, and was also elected to the Board of Directors that year. He became Senior Vice President in 2005 (personal lines underwriting). Jeff has held a number of management positions in the actuarial and underwriting departments, and was Regional Vice President, Duluth (Georgia) region. He has served on the board of directors for the Michigan Catastrophic Claim Association, the Michigan Automobile Insurance Placement Facility, and Habitat for Humanity of Michigan. He joined the Company in 1985 as an associate actuarial technician.



**Jill Wagner Kelly, MBA** is the President of Integrity Mutual Insurance Company based in Appleton, Wisconsin.

She is responsible for providing direction and leading the achievement of Integrity's vision, strategy, brand promise and annual operating goals and objectives. She leads her team with the mantra, "You don't build a company, you build people and they build a company," allowing Integrity employees to own their place in making the company successful by putting their customers first in everything they do.

With more than 20 years of leadership experience in the insurance industry, Jill joined Integrity in 2010 as an officer of the company and the Vice President of Commercial Lines where she grew the division double digits year over year while regaining and maintaining profitability. She began her role as President in January 2014 and has led Integrity to record growth and profitability. She served on Integrity's Board of Directors and is a member of the Grange Mutual Company executive team, Integrity's affiliate partner based in Columbus, OH. Her industry experience also includes management positions with SECURA Insurance and underwriting positions with Rural Insurance and Acuity.

Wagner Kelly serves on the Boards of Prospera Credit Union, United Way Fox Cities, and Big Brothers Big Sisters of the Fox Valley. She also

served on the Board of Trustees for Lakeland University and the Business Advisory Council for Concordia University. Jill is also actively involved within the insurance industry through her involvement with the National Association of Mutual Insurance Carriers (NAMIC), serving as a member of their Property and Casualty Board of Directors as the Vice-Chair as well as the chairperson for their annual Management Conference planning committee in 2016. She has also served the organization on the planning committee and as the chairperson of the Commercial Lines Conference planning committee in 2014.

A graduate of Lakeland University, Wagner Kelly holds a BA in Business, complemented by a Masters' Degree in Business Administration. She has 25 years' experience in the insurance industry in personal, commercial and farm underwriting, developing risk management and program and association business development. She attended Wharton Business School and completed the Executive Development Program as well as attended UW Wisconsin, completing their Project Management Program.



**Jason Ward, CPCU** is the Field Vice President of Minnesota, Iowa, Nebraska and North Dakota for AAA – The Auto Club Group, the second largest AAA club in North America.

ACG and its affiliates provide membership, insurance, travel and financial services to more than 9.4 million members across 11 states and two U.S. territories. ACG belongs to the national AAA federation with more than 58 million members in the United States and Canada and whose mission includes protecting and advancing freedom of mobility and improving traffic safety.

In his position, Jason oversees coordinated implementation of ACG's Business Plans for insurance, membership, travel, and financial services across all four states encompassing nearly two million of those nine million members. Jason is an experienced insurance executive who has managed large organizations with multiple distribution channels. His top skills include insurance sales, service, underwriting, team building and vendor management. His industry knowledge includes customer relations, call center management, outsourcing and workforce management.

Jason has been with The Auto Club Group for eighteen years. Previously, he had been with Travelers Insurance and The Hartford. Jason obtained his degree from the University of Connecticut.