



## From the COO's Desk

AmTrust Ag: Focused on Our Customers

When a customer receives good customer service, he or she tells **nine** people.

When a customer receives poor customer service, he or she tells as many as **twenty** people.

College football coach and motivational speaker Lou Holtz probably said it best:

***“Ability is what you’re capable of doing.”***

***“Motivation determines what you do.”***

***“Attitude determines how well you do it.”***



At AmTrust Ag, our number one priority is serving our customers. We believe that listening to our customers and acting upon their needs are the keys to our current and future success. Our attitude toward our customers will determine our success in the crop insurance marketplace. We believe that communicating with our agents, farmers and even each other is the most important part of our job.

We view our customers as the key holders to our success. Providing great customer service with a genuine, customer-friendly attitude is what makes us

stand out. We believe the most important reason we have more than doubled our MPCl premium in 2018 is because of the great attitude of our AmTrust Ag team members.

Our number one goal is to strive to become a customer-focused company.

Good customer service is great for business. Here’s what research tells us:

- 66 percent of customers switch companies due to poor service.
- 44 percent of customers switch to a competitor following a poor customer service experience.
- 50 percent of customers use a company more frequently after a positive customer experience.
- 73 percent of customers say a friendly, positive customer service representative can make them fall in love with a brand.
- U.S. companies lose \$41 billion each year due to poor customer service.

Each crop insurance year, around 10 percent or \$1 billion of the \$10 billion of the crop insurance business written in the US changes companies or agencies. Most of the customers changing agencies or companies didn’t like

something about their customer experience. It may have had something to do with their agent, sales representative, adjuster, underwriter or customer service representative (CSR).

By providing your customers with Lou Holtz-inspired customer service, you will keep all of your customers and perhaps even grow your customer base.

Here's wishing you a great customer service attitude – today and every day.

Jim Rink  
COO  
AmTrust Ag

## From the Sales Team

AmTrust Ag Agents:

As spring planting is well underway in some parts of the country and on the radar in others, I wanted to take a moment to say thank you.

Thank you to every agent who contributed to AmTrust Ag this year. With every policy you place with us, it symbolizes the trust, confidence and faith you have in us. We do not take that kind of support lightly.

The growth AmTrust Ag achieved this year was sizable and significant in many ways. The growth confirms that agents are looking for a company that does business differently. We have received feedback reflecting this thinking from many of you. It confirms that agents value private products and what they can do for the farmer. In AmTrust Ag, farmers and agents have a growing American AIP that is committed to making the federal crop insurance program viable for generations to come.

Twenty-eight is shaping up to be a fantastic year for AmTrust Ag. But we know the job isn't finished. We are ready to deliver excellent service to you and your customers, regardless of what Mother Nature has in store. Our reputation, and yours, depends on it. We understand that fully.

Thanks again for making this the best season yet for AmTrust Ag. We strive to exceed your expectations. Please do not hesitate to let us know how we are doing.

Tom  
Tom Wise  
National Sales Manager

## Welcome to AmTrust Ag!

We're pleased to introduce the newest members of our team.



**Lynn Moss**  
Regional Claims Manager

**Dustin Shannon**  
Claims Adjuster



**Jackie Bynum**  
Claims Adjuster



**Greg Bonds**  
Claims Adjuster

## Agriculture in the States

### A few interesting kernels about Nebraska

Most Nebraska farmers have experienced a strong summer storm heading in their direction. As residents of the Cornhusker State, these growers realize the importance of protecting their crops with a knowledgeable and reliable insurance company. As a result, over the last two years, more growers in Nebraska have chosen AmTrust Ag, providing them with invaluable peace of mind.

Last year's October windstorm provided another example of the value of a fast-acting claims team. For adjusters, Nebraska is a very labor-intensive state. In fact, Nebraska sells more private products and has the most feed cattle than any other state. For adjusters, this means more fields to inspect and many silage appraisals to complete. AmTrust Ag has an experienced claims team that understands these challenges and continues to rise to the task.

As we continue to add growers, we continue to grow our claims team. We have added experienced adjusters in key areas. I know the great service our agents have received in the past will continue throughout 2018.

Most of our 2018 growth has come from our existing 2017 agencies. The confidence they have in us has grown, and so have our policy counts. Customer service and innovative private products have been the main reasons AmTrust Ag continues to increase our book of business.

For the 2019 sales seasons, we plan to add even more quality agents, dedicated professionals who want to grow with us in the Cornhusker State.

Mark Parde  
District Sales Manager

## Team Member Spotlight

**Brad Meyer**

District Sales Manager

[Brad.Meyer@amtrustag.com](mailto:Brad.Meyer@amtrustag.com)

989.992.3609

Growing up on a potato farm in Mid Michigan, I started my agricultural career at a young age. Potato farming is pretty labor intensive, so to help out – and make extra money during the summer – I stood by a conveyor belt, picking out the bad potatoes to prevent them from going into the storage sheds.

In addition to growing crops, my family has been involved with crop insurance for a very long time. Both of my parents are adjusters, along with my aunt and cousin. In the winter of 2009, I received a contract as a per-diem adjuster for an AIP. That year, I would help the adjusters with the perennial fruit inspections along Michigan's west coast. I came to appreciate the diversity of Michigan's agriculture.

Because of that appreciation and my expertise, I ended up working as a specialty crop adjuster for several AIPs. Then, after a couple years of convincing conversations with Bob Knuckles, I took on a sales role with AmTrust Ag. My favorite parts of the job are talking with people, problem-solving and system training.

When I am not working, I enjoy traveling, camping, cooking, working on my house and spending time with my wife, Erica, and our dog, Chloe. Erica and I are expecting our first child this August, and we couldn't be happier.

**Jared Shaw**

Claims Supervisor

[Jared.Shaw@amtrustag.com](mailto:Jared.Shaw@amtrustag.com)

636.295.0568

Involved in agriculture his entire life, Jared grew up on a grain farm in Eastern Missouri and later attended college at the University of Missouri in Columbia, where he studied Agricultural Business.

Jared has been involved in crop insurance since 2009 and has held many roles during his career. He began in the crop insurance industry as a field representative with another AIP, handling both claims and marketing for a territory in Central Illinois. In 2012, he was promoted to Regional Claims Manager for the State of Illinois. In 2016, he assumed the role of Claims Supervisor for the Ag Armour private products.

Jared resides in Princeton, Illinois with his wife, Lane, son, Braden, and daughters Madison, Harper and Riley. In his free time, Jared enjoys hanging out with his children and participating in outdoor activities ranging from hunting and fishing to playing recreational sports. Before he began his career in crop insurance, Jared spent several years in carpentry. Today, he still enjoys working on small construction and remodeling projects.

*AmTrust Ag is an equal opportunity provider. The U.S. Department of Agriculture (USDA) prohibits discrimination against its customers, employees, and applicants for employment on the basis of race, color, national origin, age, disability, sex, gender identity, religion, reprisal, and where applicable, political beliefs, marital status, familial or parental status, sexual orientation, or all or part of an individual's income is derived from any public assistance program, or protected genetic information in employment or in any program or activity conducted or funded by the Department. (Not all prohibited bases will apply to all programs and/or employment activities).*



AmTrust Agriculture Insurance Services 11300 Tomahawk Creek Parkway Suite 300 Leawood, Kansas 66211

You received this email because you are subscribed to General News from AmTrust Agriculture Insurance Services.

Update your [email preferences](#) to choose the types of emails you receive.

[Unsubscribe from all future emails](#)