



From the AmTrust Ag Leader's Desk: Cultivating new opportunities in 2019

Happy New Year from AmTrust Ag!

The National Crop Insurance Services recently informed all crop insurance companies about RY18 premium written numbers.

We are excited to announce that our RY18 premium numbers doubled compared to RY17 -- and we climbed five spots on the AIP premium written list!

As you know, AmTrust Ag remains committed to the three key elements of our message to you and your farmers:

- We will continue to strive to provide best-in-class products and service.
- We are an American-owned business.
- We will be the best steward of the crop insurance program among our competitors.



Although our commitment to these elements is one of the reasons we grew with you in 2018, I truly believe that an equally important reason we grew was because of our attitude and outlook toward our customers.

Recently, I read an article on LinkedIn by author and motivational speaker Molly Fletcher, a former sports and entertainment agent, and founder of The Molly Fletcher Company. The article was titled “10 Things That Require ZERO Talent.”

Although our AmTrust Ag team is very talented and capable, I believe our attitude and approach to growing our business was the key factor in our RY18 premium growth. The Molly Fletcher article highlighted 10 behaviors that we can always control. Each one requires zero talent, and yet, collectively, they have a high impact on our success.

- **Being on time.** Punctuality is a keystone habit that requires organization and planning – both of which lead to greater success.

- **Work ethic.** This is the discipline of showing up consistently and making the best decisions that lead to peak performance.
- **Effort.** Effort is a mindset as much as it is a behavior.
- **Body language.** How you move and express yourself around others shapes who you are and how you are perceived.
- **Energy.** Everyone has energy to devote to a goal – and the decision of how much to give.
- **Attitude.** A great attitude maximizes the talent you do have and offsets what you lack.
- **Passion.** Perhaps the single most important way each one of us can suffocate the fear that keeps us from peak performance.
- **Being coachable.** Anyone can become a better listener, learn from feedback and embrace the success of others.
- **Doing extra.** Go the extra mile. That extra work and preparation foster confidence.
- **Being prepared.** Only you can give yourself the time and space to be as ready as you can be. Make it a habit, and you will make the most of your talent.

All 10 of these behaviors can help fuel success. I believe, however, that the points about attitude, passion and energy are the reasons AmTrust Ag doubled its premium in 2018, and will continue to grow the business in 2019 – and in many years to come.

The power of positivity

The other day, I came across an article written by an anonymous author, and I would like to share it with you.

A 92-year-old, petite, well-poised and proud man, who is fully dressed each morning by eight o'clock, with his hair fashionably combed and his face shaved perfectly – even though he is legally blind – recently moved into a nursing home. His wife of 70 years passed away, making the move necessary. After many hours of waiting patiently in the lobby of the nursing home, he smiled sweetly when told his room was ready.

As he maneuvered his walker to the elevator, the nursing home attendant provided a visual description of his tiny room, including the eyelet sheets that had been hung on his window.

"I love it," he stated with the enthusiasm of an 8-year-old, having just been presented with a new puppy.

"Mr. Jones, you haven't seen the room; just wait."

"That doesn't have anything to do with it," he replied. "Happiness is something you decide ahead of time. Whether I like my room or not doesn't depend on how the furniture is arranged...it's how I arrange my mind. I already decided to love it. It's a decision I make every morning when I wake up. I have a choice. I can spend the day in bed recounting the difficulty I have with the parts of my body that no longer work. Or get out of bed and be thankful for the ones that do. Each day is a gift, and as long as my eyes are open, I'll focus on the new day and all the happy memories I've stored away. Old age is like a bank account. You withdraw from what you've put in. So my advice to you would be to deposit a lot of happiness in the bank account of memories."

We can all learn much from Mr. Jones' attitude, passion and energy. We believe we have that same energy, passion and attitude when serving our crop insurance customers at AmTrust Ag. We will share that attitude and energy with our agents and farmers as we begin this new year.

Thank you for your past business and trust in us. We look forward to a great 2019 as we continue to grow our American-owned business.

Jim Rink

COO

AmTrust Agriculture Insurance Services

Welcome to the team!

We are excited to introduce the newest members of AmTrust Ag:



Jennifer Schott
Claims Adjuster



Allan Miller
District Sales Manager

Team Member Spotlight

**From actuarial consulting to crop insurance:
Getting to know Kirk Leesman**



Kirk Leesman

Crop Actuary

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Living in the Corn Belt, I would say a career in agriculture found me.

After spending seven years at an actuarial consulting firm, I started my career in crop insurance. When I made the transition six years ago, I began by developing a number of private crop insurance products including HarvestPRO and HarvestMAX. Since joining AmTrust Ag in 2017, I have been able to expand my expertise to more traditional crop insurance private products such as Crop Hail and Production Plan Hail.

I enjoy several hobbies including recreational sports and mountain biking, but lately my life has been consumed by keeping my young family happy, healthy, and well...alive.

Team Member Spotlight

**From agronomy to row crops and cows:
Getting to know Whitney Redig**



Whitney Redig

District Sales Manager

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Growing up on a fairly large family farm in northwest Missouri, I have always had a passion for the agriculture industry. Upon receiving my B.S. in Ag Business from NWMSU, I spent close to 10 years in agronomy sales before becoming a crop insurance agent almost two years ago.

I began my career with AmTrust Ag in the summer of 2018 as the DSM for Missouri.

I am fortunate enough that my husband Keith and I can raise our two children, Kasyn, five, and Madilynn, three, on our own family farm. Keith and I have a corn and soybean row crop operation and a herd of cow-calf pairs. Keith and I also own and operate a contracting business.

Outside of my career with AmTrust, I enjoy making memories with the kids, fishing, gardening and cooking.

Grow with us

As always, our commitment to serving our agents and farmers is our number one priority. For an overview of our entire suite of products -- from Ag Armour and crop hail coverage to revenue and yield protection policies -- visit us at our [website](#):

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