

**REPORT ON EXECUTIVE COMPENSATION  
Domestic Insurers**



State of Wisconsin  
Office of the Commissioner of Insurance  
P. O. Box 7873  
Madison, WI 53707-7873

Ref: Sections 601.42 and 611.63 (4), Wis. Stat.

Insurer Name  AMERICAN FAMILY MUTUAL INSURANCE COMPANY	For Calendar Year Ending  December 31, 2012
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**INSTRUCTIONS:**

Each Wisconsin domiciled insurer shall file a Report on Executive Compensation as a supplement to the insurer's annual statement, to be filled with the annual statement on or before March 1. The Report on Executive Compensation shall report on the annual compensation of each director, the chief executive officer, and the four most highly paid officers or employes other than the chief executive officer. In addition, report all officers and employes of the insurer whose compensation exceeds specified amounts. Add additional pages as necessary.

Insurers which are part of a group of insurers or other holding company system may file amounts paid to officers and employes in Parts I and III either on a consolidated basis or by allocation to each insurer. The footnote to Part I should note which method is being employed.

Compensation reported shall consist of any and all gross direct and indirect remuneration paid and accrued during the report year for the benefit of an individual director, officer, or employe, and shall include wages, salaries, bonuses, retirement benefits, deferred compensation, commissions, directors fees, retainers, stock grants, gains from the exercise of stock options, and all other forms of personal compensation.

**Part I Officer and Employee Compensation**

Report on the compensation of the chief executive officer, and the four most highly paid officers or employes other than the chief executive officer. In addition, report all other officers or employes based on the following schedule:

Insurer's Current Year-end Capital and Surplus*	Report for any officer or employe whose total annual compensation is in excess of
Less than \$200,000,000	\$100,000
\$200,000,000 to \$400,000,000	\$175,000
More than \$400,000,000	\$250,000

\* If the report completed on a consolidated basis, use the capital and surplus of the largest insurer in the group.

Name	Principal Position	Salary	Bonus	All Other Compensation	Total
*** SEE ATTACHED ***					

Is the reporting insurer a member of a group of insurers or other holding company system? Yes [x] No [ ]  
 If yes, does the above amounts represent 1) total gross compensation paid to each individual by or on behalf of all companies which are a part of the group? Yes [x]; or 2) an allocation to each insurer? Yes [ ]

<b>Insurer Name</b> AMERICAN FAMILY MUTUAL INSURANCE COMPANY	For Calendar Year Ending December 31, <u>2012</u>
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## Part 2 Directors Compensation

Report on the compensation of each director or trustee. Amounts disclosed must include compensation paid and accrued for services on boards and committees as well as any other activity or service, such as consulting agreements.

Name	Principal Position	Salary	Bonus	All Other Compensation	Total
*** SEE ATTACHED ***					

## Part 3 Total Compensation

Report the total compensation paid for all directors as a group and the total compensation paid for all officers as a group.

	Salary	Bonus	All Other Compensation	Total
A. Officers	*** SEE ATTACHED ***			
B. Directors				

Name	Principal Position	Salary	Bonus	All Other Compensation	Total
Salzwedel,Jack C	Chairman and Chief Executive Officer	\$924,284.46	\$3,308,764.47	\$453,429.43	\$4,686,478.36
Schultz,Daniel R	President and Chief Operating Officer	\$556,328.63	\$1,689,566.39	\$406,367.15	\$2,652,262.17
Kelly,Daniel J	Chief Financial Officer/Treasurer	\$389,555.68	\$773,696.35	\$215,437.20	\$1,378,689.23
Knapstein,Annette S	Marketing Vice President	\$281,830.20	\$338,351.95	\$737,148.20	\$1,357,330.35
Gunder,Peter C	Executive Vice President/CIO	\$424,250.46	\$816,786.68	\$100,758.96	\$1,341,796.10
Rekowski,Jerome G	Chief Business Integration Officer	\$386,055.91	\$661,010.96	\$289,981.69	\$1,337,048.56
Afable,Mark V	Executive Vice President	\$407,250.02	\$753,115.22	\$169,545.43	\$1,329,910.67
Schmoeger,Mary L	Executive Vice President	\$409,246.37	\$741,488.33	\$127,944.32	\$1,278,679.02
Meyer,Alan E	Life Vice President	\$447,402.05	\$599,512.58	\$144,906.23	\$1,191,820.86
Benusa,Gerry W	Executive Vice President	\$357,246.38	\$678,787.37	\$132,778.58	\$1,168,812.33
Kirkconnell,Kristin R	Chief Information Officer	\$368,899.76	\$592,102.13	\$82,076.02	\$1,043,077.91
Westrate,William B	Executive Vice President	\$331,017.22	\$609,936.89	\$80,767.93	\$1,021,722.04
Bacus,Lisa R	Executive Vice President	\$346,789.86	\$586,921.80	\$85,991.34	\$1,019,703.00
Holman,David C	Chief Legal Officer /Secretary	\$296,363.05	\$470,011.71	\$116,968.05	\$883,342.81
Fetherston,Richard A	Communications Senior Vice President	\$293,592.48	\$391,021.69	\$165,983.87	\$850,598.04
Steffen,Richard M	Agency Sales Vice President	\$309,823.11	\$421,947.18	\$89,442.97	\$821,213.26
Grasee,Kari E	Controller Vice President	\$313,364.55	\$426,746.49	\$76,415.72	\$816,526.76
Stampen,Pamela W	Human Resources Vice President	\$282,865.06	\$383,041.66	\$117,044.72	\$782,951.44
Listau,Christopher R	Commercial Farm/Ranch Vice President	\$284,592.32	\$391,951.44	\$81,774.68	\$758,318.44
Thedinga,John W	Agency Sales Vice President	\$266,942.66	\$320,354.51	\$168,809.61	\$756,106.78
Cruz,Justin B	Actuarial Vice President	\$274,592.26	\$354,953.15	\$62,448.25	\$691,993.66
Constien,Timothy D	Claims Operations Vice President	\$250,016.49	\$361,157.23	\$75,966.34	\$687,140.06
Seymour,Scott J	Corp Legal & Reg Affairs Vice President	\$255,939.84	\$332,156.38	\$91,672.18	\$679,768.40
Gilb,Carolyn S	Agency Sales Vice President	\$269,823.16	\$323,953.99	\$65,880.18	\$659,657.33
Menesse,Mario S	Product Management Vice President	\$247,481.76	\$357,557.74	\$33,922.49	\$638,961.99
Theillen,Mary A	P & C Loss Reserving Vice President	\$258,596.18	\$320,755.87	\$50,010.60	\$629,362.65
Rupert,Julie A	Personal Lines Vice President	\$247,476.87	\$307,557.74	\$53,875.10	\$608,909.71
Bergquist,Elizabeth A	Integrated Sales & Service Vice President	\$233,616.06	\$280,160.21	\$71,609.32	\$585,385.59
McCartan,Bernard T	Claims Legal Vice President	\$219,614.66	\$273,362.60	\$90,547.99	\$583,525.25
Gisi,Gregory V	Risk Transfer Vice President	\$219,015.42	\$273,962.51	\$66,503.37	\$559,481.30
Daigle,Jack A	Sales Director	\$143,423.80	\$32,988.01	\$274,868.31	\$451,280.12
Pfluger,Gregory J	Business System Transformation Associate Vice President	\$245,676.03	\$191,763.14	\$13,291.25	\$450,730.42
White,Richard J	Equity Investments Director	\$282,348.37	\$67,454.63	\$97,250.63	\$447,053.63
Sand,Dennis	Agency Sales Manager	\$194,133.94	\$41,899.42	\$172,308.95	\$408,342.31
Steger,Evonne M	Business & Workplace Services Associate Vice President	\$208,205.25	\$98,028.39	\$113,457.04	\$419,690.68
Elkins,Ann L	Personal Lines Operations Associate Vice President	\$200,393.12	\$98,727.35	\$100,090.02	\$399,210.49
Holmen,Thomas O	Agency Sales Manager	\$176,500.94	\$62,361.55	\$142,725.20	\$381,587.69
Schraufnagel,Gary M	Sales Director	\$233,262.86	\$55,719.49	\$82,079.56	\$371,061.91
Spindler,Jane E	Claims Associate Vice President	\$192,151.66	\$91,811.48	\$84,593.74	\$368,556.88
Tobin,Richard M	Agency Sales Manager	\$171,816.26	\$41,110.67	\$154,889.80	\$367,816.73
Brynd,Steven R	Sales Director	\$225,677.94	\$56,406.15	\$83,672.05	\$365,756.14
Newman,Ann E	Sales Director	\$103,493.97	\$24,631.32	\$235,186.97	\$363,312.26
Doepke,James L	Regional Operations Director	\$194,629.98	\$92,971.56	\$71,098.91	\$358,700.45
Manganelli,Charles P	Agency Sales Manager	\$217,964.86	\$64,632.35	\$74,699.42	\$357,296.63
Willan,Steven R	Sales Director	\$195,513.36	\$46,694.53	\$108,776.70	\$350,984.59
Sebald,David L	Private Markets Investment Director	\$231,462.37	\$55,289.05	\$63,178.63	\$349,930.05
McCoy,W Scott	Agency Sales Manager	\$213,951.30	\$89,363.88	\$45,098.39	\$348,413.57
Hammer,Gary A	Agency Sales Manager	\$183,349.98	\$69,514.57	\$93,458.37	\$346,322.92
Jensen,Timothy W	Agency Sales Manager	\$222,297.07	\$92,551.50	\$27,512.62	\$342,361.19
Fancher,William T	Agency Sales Vice President	\$208,114.85	\$97,721.39	\$36,160.39	\$341,996.63
Seifert,Terrance A	Services & Infrastructure Associate Vice President	\$190,227.39	\$106,860.35	\$44,533.37	\$341,621.11
Taylor,Stephen J	Agency Sales Manager	\$197,167.12	\$82,637.55	\$58,701.62	\$338,506.29
Tjugum,Steven R	Regional Product Associate Vice President	\$200,550.19	\$95,802.46	\$40,125.92	\$336,478.57
Hunter,Shawn P	Agency Sales Manager	\$209,206.78	\$74,966.28	\$50,965.68	\$335,138.74
Swiggum,Stacie A	Applications Technology Director	\$106,648.00	\$25,356.74	\$200,167.26	\$332,172.00
Anfenson,Thomas J	Sales Director	\$204,313.79	\$48,798.50	\$74,739.88	\$327,852.17
Conboy,J Keith	Agency Sales Manager	\$207,688.82	\$71,311.56	\$46,533.94	\$325,533.32
Prien,Henry L	Agency Sales Manager	\$192,221.95	\$79,723.70	\$50,709.38	\$322,655.03
Fehrenbach,Michael L	Agency Sales Manager	\$187,591.16	\$78,990.65	\$55,623.87	\$322,205.68
Van Dyn Hoven,Larry	Agency Sales Manager	\$183,007.88	\$76,697.06	\$61,882.96	\$321,587.90
Quesnel,Michael J	Agency Sales Manager	\$203,880.88	\$61,012.61	\$52,921.18	\$317,814.67
Lien,Kelly J	Regional Product Associate Vice President	\$206,534.10	\$98,742.72	\$11,583.21	\$316,860.03
Radisewitz,Cary M	Agency Sales Manager	\$187,711.90	\$75,494.63	\$51,679.77	\$314,886.30
Mc Ghee,Patrick T	Agency Sales Manager	\$183,112.98	\$76,741.15	\$54,223.74	\$314,077.87
Ober,Steven H	Sales Director	\$204,066.15	\$58,758.42	\$50,805.78	\$313,630.35
Moran,Lisa A	Claims Associate Vice President	\$171,514.77	\$81,943.45	\$58,989.73	\$312,447.95
Saponas,George W	Sales Director	\$191,040.80	\$45,625.26	\$73,725.80	\$310,391.86
Lund,Verdell L	Agency Sales Manager	\$184,312.76	\$77,244.52	\$48,716.79	\$310,274.07
Harris,Daniel G	Tax Director	\$199,286.66	\$48,596.65	\$62,190.29	\$310,073.60
Greiter,William D	Corporate Finance Director	\$210,491.57	\$90,316.10	\$8,418.47	\$309,226.14
Dorcus,Mark K	Fixed Income Investments Director	\$132,906.61	\$28,190.76	\$148,029.86	\$309,127.23
Stender,Britt	Sales Director	\$209,518.64	\$50,042.85	\$49,527.46	\$309,088.95
Hickman,Julie M	Agency Sales Manager	\$205,972.08	\$61,189.69	\$41,695.75	\$308,857.52
Friend,Richard S	Agency Sales Manager	\$211,121.85	\$62,732.31	\$33,239.19	\$307,093.35
Lubahn,Michael J	Agency Sales Manager	\$182,982.70	\$76,686.47	\$45,010.83	\$304,680.00
Mc Morris,John	Agency Sales Manager	\$196,591.74	\$59,679.36	\$48,379.05	\$304,650.15
Kutz Jr,Sylvan J	Sales Director	\$200,095.58	\$47,790.04	\$56,313.06	\$304,198.68
Grilz,Anthony R	Sales Director	\$189,234.84	\$55,193.50	\$59,170.48	\$303,598.82
Wilberg,Richard W	Real Estate Constructn & Moves Director	\$191,965.28	\$45,846.29	\$65,592.54	\$303,404.11
Koupal,Peter J	Agency Sales Manager	\$189,533.98	\$55,957.65	\$54,663.05	\$300,154.68

Name	Principal Position	Salary	Bonus	All Other Compensation	Total
Hetzel, Timothy J	Agency Sales Manager	\$190,021.84	\$57,861.13	\$51,532.49	\$299,415.46
Polster, Greg G	Applications Associate Vice President	\$109,500.32	\$52,188.94	\$137,313.21	\$299,002.47
Quesnel, Robert D	Sales Director	\$195,855.48	\$48,776.33	\$54,251.41	\$298,883.22
Christensen, Kelly L	Farm/Ranch Operations Director	\$192,006.95	\$48,506.25	\$57,334.14	\$297,847.34
Wallace, Richard L	Agency Sales Manager	\$169,322.06	\$71,455.16	\$56,432.66	\$297,209.88
Little, Scott A	Claims Associate Vice President	\$181,295.44	\$86,629.89	\$27,671.63	\$295,596.96
Mc Cabe, Kurt A	Agency Sales Manager	\$182,272.70	\$60,238.76	\$52,663.97	\$295,175.43
Riggs, Michael R	Sales Director	\$207,685.94	\$49,604.71	\$34,959.65	\$292,250.30
Kirby, Karen J	Agency Sales Manager	\$187,536.15	\$71,852.79	\$32,756.25	\$292,145.19
Carter III, David M	Sales Director	\$204,355.27	\$48,808.43	\$38,421.02	\$291,584.72
Porter, Mary E	Agency Sales Manager	\$148,896.74	\$57,032.64	\$85,520.78	\$291,450.16
Edwards, Zachery C	Agency Sales Manager	\$184,673.17	\$77,412.49	\$28,975.52	\$291,061.18
Ryniak, Keith J	Sales Director	\$206,406.36	\$49,303.57	\$34,207.11	\$289,917.04
Robinson, Douglas R	Agency Sales Manager	\$192,699.85	\$46,113.33	\$50,920.20	\$289,733.38
Pinzon Jr, Cesar A	Sales Director	\$203,385.49	\$48,581.34	\$36,974.73	\$288,941.56
Eckert, Larry M	Agency Sales Manager	\$166,643.78	\$69,831.48	\$51,955.64	\$288,430.90
Lamb, Steven G	Agency Sales Manager	\$195,251.89	\$56,884.89	\$36,051.90	\$288,188.68
Duval, Todd C	Agency Sales Manager	\$181,591.64	\$60,935.95	\$45,094.43	\$287,622.02
Christensen, John C	Life Chief Actuary	\$195,451.05	\$47,679.64	\$41,856.12	\$284,986.81
Arenson, Charles A	Agency Sales Manager	\$170,210.30	\$60,998.38	\$53,022.67	\$284,231.35
Hamner, John D	Brokerage Director	\$175,324.20	\$78,815.67	\$30,084.34	\$284,224.21
Fiorelli, Dean M	Treasury Director	\$196,616.14	\$46,958.18	\$39,898.76	\$283,473.08
Helixon, Joel P	Agency Sales Manager	\$172,257.13	\$63,015.92	\$46,878.35	\$282,151.40
Smith, James Z	Agency Sales Manager	\$180,581.82	\$54,033.38	\$45,995.92	\$280,611.12
Poeschl, Clint L	Sales Director	\$194,234.66	\$46,388.83	\$38,252.45	\$278,875.94
St Vincent, James E	Corporate Programs Director	\$183,777.46	\$48,649.71	\$46,375.31	\$278,802.48
Robbins, Michael A	Agency Sales Manager	\$172,402.66	\$51,583.31	\$54,530.63	\$278,516.60
Defenbaugh, Kay L	Corporate Programs Director	\$82,560.11	\$12,504.83	\$183,151.16	\$278,216.10
Slocum, Rick K	Agency Sales Manager	\$174,701.88	\$52,272.04	\$50,344.82	\$277,318.74
Toney, Robert CD	Sales Director	\$196,674.52	\$46,972.15	\$31,151.13	\$274,797.80
Green, Cindy A	Agency Sales Manager	\$157,824.25	\$66,131.26	\$49,633.14	\$273,588.65
Scharr, Kathy B	Agency Sales Manager	\$163,628.20	\$49,954.92	\$59,101.93	\$272,685.05
Rogers, Stuart P	Agency Sales Manager	\$181,875.00	\$54,420.74	\$36,005.48	\$272,301.22
Ifkewitsch, Bernard F	Agency Sales Manager	\$165,033.12	\$69,948.73	\$37,243.69	\$272,225.54
Pincus, Jacqueline A	Regional Associate General Counsel	\$187,503.83	\$47,279.67	\$37,292.83	\$272,076.33
Beck, Phillip R	Agency Sales Manager	\$170,297.81	\$50,952.81	\$50,580.95	\$271,831.57
Latham, Daryl G	Agency Sales Manager	\$165,155.56	\$69,749.06	\$35,988.85	\$270,893.47
Puglisi, Carmelo A	Performance & Quality Associate General Counsel	\$164,555.74	\$41,793.34	\$61,697.06	\$268,046.14
Duffy, Rita J	Agency Sales Manager	\$157,741.13	\$53,981.46	\$56,311.07	\$268,033.66
Yard, Roger A	PC Loss Reserve and Forecast Director	\$182,598.32	\$46,625.99	\$38,074.55	\$267,298.86
Wenzel, Ann F	Assistant Secretary/Associate General Counsel	\$172,207.37	\$41,122.65	\$53,363.29	\$266,693.31
Jackson, Latunja Y	Sales Director	\$187,293.48	\$44,734.15	\$34,347.80	\$266,375.43
Swalve, Jeffrey J	Sales Director	\$170,260.12	\$62,535.04	\$33,218.25	\$266,013.41
Shisler, S. Bryan	Agency Sales Manager	\$174,698.93	\$54,289.13	\$36,010.05	\$264,998.11
Hanson, Thomas A	Regional Care Center Manager	\$163,425.58	\$21,060.39	\$80,397.30	\$264,883.27
Thompson, Ann M	Treasury Director	\$179,918.87	\$42,966.30	\$40,286.43	\$263,171.60
Breunig-Silbernagel, Theresa	Sales Strategy-Tech & Oper Director	\$182,085.44	\$43,484.26	\$36,448.83	\$262,018.53
Letzkus, Gerald F	Agency Sales Manager	\$150,930.40	\$63,238.94	\$46,523.49	\$260,692.83
Weber, Darin A	Agency Sales Manager	\$158,092.48	\$67,260.58	\$33,970.95	\$259,324.01
Kuecker, Danny R	Claims State Operations Manager	\$145,777.08	\$24,928.74	\$87,890.34	\$258,596.16
Holzhauser, Mark J	Regional Managing Attorney	\$183,001.66	\$21,734.39	\$53,559.99	\$258,296.04
Kosowski, Kevin L	Agency Sales Manager	\$175,067.73	\$52,881.63	\$30,126.25	\$258,075.61
Lewandoski, Mark J	Regional Managing Attorney	\$123,278.69	\$14,710.71	\$119,151.14	\$257,140.54
Crandall, Kent L	Agency Sales Manager	\$161,251.18	\$68,585.81	\$26,824.79	\$256,661.78
Stitz, Melissa A	Agency Sales Manager	\$165,153.40	\$65,122.53	\$26,297.97	\$256,573.90
Simon, William J	Digital Marketing Director	\$161,828.04	\$38,641.22	\$55,833.76	\$256,303.02
Jones, Terry R	Agency Sales Manager	\$176,380.65	\$64,790.07	\$14,520.49	\$255,691.21
Miele, Marc J	Product, Pricing & Performance Director	\$176,661.00	\$46,192.20	\$32,041.32	\$254,894.52
Schelthelm, Rick R	Budget & Financial Analysis Director	\$176,162.34	\$43,068.21	\$35,646.41	\$254,876.96
Breunig, Charles L	Fixed Income Sr Portfolio Manager	\$175,815.88	\$13,250.22	\$65,594.36	\$254,660.46
Neary, Janet E	Regional Care Center Manager	\$150,437.36	\$18,160.88	\$84,323.06	\$252,921.30
Schroeder, Julie L	Agency Sales Manager	\$174,625.51	\$44,103.50	\$33,943.48	\$252,672.49
Casper, Michael J	Agency Sales Manager	\$142,161.46	\$55,600.68	\$54,482.11	\$252,244.25
Maastricht, James J	Applications Associate Vice President	\$174,595.42	\$51,824.74	\$25,518.10	\$251,938.26
Bosman, John P	Sales Director	\$186,684.64	\$44,607.73	\$20,430.68	\$251,723.05
Pelusi, Sherrie L	Agency Sales Manager	\$151,866.26	\$63,631.57	\$36,085.41	\$251,583.24
Anderson, Scott M	Performance & Risk Services Director	\$174,343.03	\$41,642.82	\$35,130.72	\$251,116.57
Kluesner, John J	Centralized Svs Operations Director	\$166,300.77	\$39,735.54	\$44,895.69	\$250,932.00
Clemens, Steven A	Network Technology Director	\$171,200.43	\$43,881.93	\$35,442.22	\$250,524.58
		\$31,870,650.95	\$25,131,777.59	\$11,688,077.41	\$68,690,505.95

Name	Principal Position	Salary	Bonus	All Other Compensation	Total
Anderson, Dave	Principal	\$ 102,500.00	\$ -	\$ -	\$ 102,500.00
Dewey, Londa	Principal	\$ 121,500.00	\$ -	\$ -	\$ 121,500.00
Howard, Leslie	Principal	\$ 124,500.00	\$ -	\$ -	\$ 124,500.00
Kellner, Ted D	Principal	\$ 127,000.00	\$ -	\$ -	\$ 127,000.00
Khurana, Rakesh	Principal	\$ 110,500.00	\$ -	\$ -	\$ 110,500.00
Knetter, Mike	Principal	\$ 113,500.00	\$ -	\$ -	\$ 113,500.00
Malmgren, Scott	Principal	\$ 115,000.00	\$ -	\$ -	\$ 115,000.00
Oliver, Walter	Principal	\$ 117,500.00	\$ -	\$ -	\$ 117,500.00
Protsch, Eliot	Principal	\$ 136,500.00	\$ -	\$ -	\$ 136,500.00
Shain, Paul	Principal	\$ 112,000.00	\$ -	\$ -	\$ 112,000.00
Thornton, Dr. Jerry Sue	Principal	\$ 22,750.00	\$ -	\$ -	\$ 22,750.00
Zimbrick, Thomas J	Principal	\$ 138,000.00	\$ -	\$ -	\$ 138,000.00

\$ 1,341,250.00 \$ - \$ - \$ 1,341,250.00

	<b>Salary</b>	<b>Bonus</b>	<b>All Other Compensation</b>	<b>Total</b>
Officer Totals	\$ 10,433,089.80	\$ 18,238,414.16	\$ 4,695,624.47	\$ 33,367,128.43
Director Totals	\$ 1,341,250.00	\$ -	\$ -	\$ 1,341,250.00