



NEWS RELEASE

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EMC Receives Big "I" Best Practices Award of Excellence

DES MOINES, Iowa (April 21, 2016)—EMC Insurance Companies was presented with the Best Practices Award of Excellence by The Independent Insurance Agents & Brokers of America (IIABA or the Big "I") at the Big "I" Leadership Conference in Washington, D.C., on Friday, April 15. EMC is one of only six companies in the nation to receive this award, which recognizes imaginative, outstanding and unique contributions in advocating Best Practices philosophies that enhance the independent agency system.

"I am honored to accept the Best Practices Award of Excellence," said EMC President and Chief Executive Officer Bruce Kelley. "EMC distributes products solely through the independent agency system, so our success is directly tied to the success of our agents. We remain committed to helping our agents in the future through our continued partnership."

EMC was recognized for producing articles, seminars and webinars based on the foundations of Best Practices—including talking points on the benefits and the value of participating in the study and using benchmarks. EMC takes a strong consultative approach with using Best Practices tools as the basis for the agency relations process and key areas of joint planning. EMC promotes the resources that are available to agents to help them add value to their agencies.

"EMC, a Trusted Choice[®] company, continues growing the Best Practices program through numerous avenues and materials," said Robert Rusbuldt, Big "I" President and Chief Executive Officer. "We are excited to recognize EMC for its dedication to helping agents further develop their business and providing so many valuable resources."

About EMC Insurance Companies

EMC Insurance Companies is among the top 50 insurance organizations in the country based on net written premium, with more than 2,100 employees. The company was organized in 1911 to write workers' compensation protection in Iowa. Today, EMC provides property and casualty insurance products and services throughout the United States and writes reinsurance contracts worldwide. Operating under the trade name EMC Insurance Companies, Employers Mutual Casualty Company and one or more of its affiliated companies is licensed in all 50 states and the District of Columbia. For more information, visit www.emcins.com and www.CountonEMC.com.

About IIABA

Founded in 1896, the Big "I" is the nation's oldest and largest national association of independent insurance agents and brokers, representing a network of approximately a quarter of a million agents,

brokers and their employees nationally. Its members are businesses that offer customers a choice of policies from a variety of insurance companies. Independent agents and brokers offer all lines of insurance—property, casualty, life and health—as well as employee benefit plans and retirement products. For more information, visit www.independentagent.com.



From left: EMC President and Chief Executive Officer Bruce Kelley and Big "I" President and Chief Executive Officer Robert Rusbuldt.

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