



June 4, 2018

Dear College Graduate,

"There is no way I will ever work in insurance!" Those words came from my soon-to-be college graduate daughter, Rebecca. That kind of hurt.

You see, I know there are lots of reasons why Rebecca and many graduates like you would be excited to be a part of our (and my) industry as we make a difference in the lives of the people we serve. Quite simply, we keep promises that put lives back together and secure futures.

On top of this, our industry gives back to the communities we live in. In our case, we work with groups as varied as Warrick Dunn Charities helping single parent families in owning their first homes all the way to the Relay for Life raising funds for the American Cancer Society. Also, we're volunteering in our communities and giving employees time off to make sure they can.

Oh, and if the word "boring" comes to mind when you hear the word insurance, think again! The words being used now at COUNTRY Financial include internet of things (IoT), artificial intelligence, drones, digital customer experience, and predictive modeling. The same experience you are expecting in your favorite digital storefront, we are working to deliver to our 1,000,000 COUNTRY Financial households. Not boring.

And guess what? There is a generational change occurring in our industry right now. The opportunity to replace people like me is greater today than at any time. We are looking for college graduates who can enter any number of areas including claims, marketing, actuary, customer service and digital. And as many of our current employees know, the ability to contribute meaningful work across the organization is enormous (translate this, flexible workspaces and great people to collaborate with).

You can expect incredible work experiences. Work/life balance, commitment to diversity and inclusion and support for developing employees into future leaders are important. And, we make sure our benefits focus on wellness and personal financial security for our employees.

So, what about Rebecca?

Well, after trying software sales, she joined a national insurance company. Six months later, she sheepishly told me "I didn't know insurance could be so exciting. It is actually fun, Dad."

So, don't take my word for it, take Rebecca's! And, visit www.countryfinancial.com/careers.

Best wishes,

Kurt F. Bock
Chief Executive Officer
COUNTRY Financial

#OpenLetterToCollegeGraduates
#InsuranceCareersMovement
#WorkAtCOUNTRY