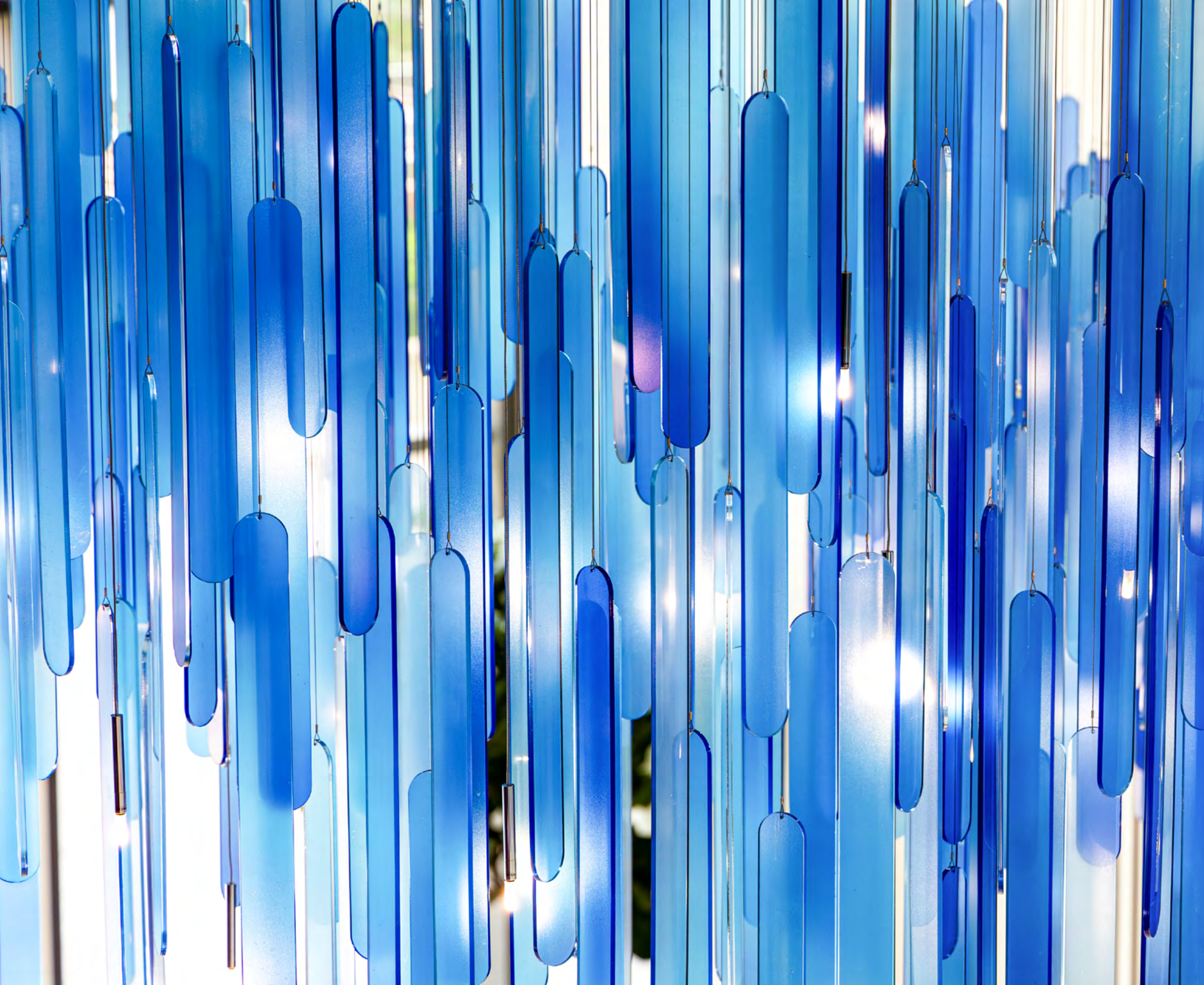


2024 Annual Report

Deep Roots. Focused Expertise. Strong Future.





20 24

2024 Annual Report

Deep Roots. Focused Expertise. Strong Future.

As part of the Sentry Home Office renovation in Stevens Point, our front lobby was transformed with a modern, sophisticated design. Guests are welcomed by a bright, contemporary space, anchored by a stunning chandelier that showcases our brand colors and iconic quotes, which reflect the essence of our business strategy—building relationships through meaningful conversations.





Scan the QR code to watch
videos and learn more about
our Year in Review.

sentry.com/annual-report-2024

2024: A year of resilience and opportunity

2024 was a year that reaffirmed what defines us: our deep roots, our focused expertise, and our commitment to building a strong future.

This theme runs through our 2024 Annual Report.

One of the most significant achievements this year was the acquisition of The General®—our largest in history. This strategic move strengthens our position in the nonstandard auto (NSA) market, bringing together two high-performing brands with complementary expertise. After finalizing the deal on December 31, we've focused on executing the business plans for both our Dairyland® brand and The General, while developing a roadmap to combine the two organizations, creating one of the strongest NSA businesses in the industry.

The General acquisition capped off a historic year for our NSA business, which achieved record profitability in 2024. At the same time, our commercial auto business continued to face headwinds from high inflation and widespread lawsuit abuse—challenges felt across the entire industry. Even so, our well-diversified portfolio provided a clear competitive advantage.

In addition to the growth in our NSA business, both our National Accounts and Specialty businesses had milestone years. Meanwhile, our golf course insurance, just two years in, is exceeding expectations. These are just a few of the many successes highlighted in this Annual Report that contributed to our strong financial performance in 2024.

We saw premium growth of 9.1% in 2024, reaching \$4.7 billion. I'm particularly pleased with our \$487 million pretax operating income. Our surplus remained at \$8.0 billion, keeping us among the best-capitalized companies in the industry.

Our financial results reflect more than strong numbers—they fuel the investments we make to expand our reach and enhance stakeholder relationships. We're completing our national footprint in our Regional business unit through expansion into Cincinnati, Ohio, our ninth geographic location. Our distribution model helps us stay close to our communities and provide local support to our agents.

Hurricane Helene in North Carolina and wildfires in Southern California had devastating effects on many communities and the insurance industry as a whole. Thanks to prudent underwriting and thoughtful risk management, we navigated these events with minimal impact on our business while continuing to support customers whose businesses were impacted. This underscores the careful planning and foresight that guide our operations in challenging and unpredictable markets.

Being a mutual company allows us to take a long-term perspective. This enables us to reinvest in our people, infrastructure, and communities. 2024 was a prime example. We began modernizing our headquarters in Stevens Point and continued to deepen connections between Wisconsin and Maui, home of our PGA TOUR event. You'll find stories highlighting both efforts in the pages ahead.

Of course, none of this would be possible without our employees. Their expertise, dedication, and longevity have been instrumental to our success. In today's world, it's rare to see people stay with one company for decades—but here, it's the norm. That speaks volumes about our culture and the trust we've built over the years.

We're heading into some very exciting times, and I'm confident in our direction. We'll continue to make decisions that strengthen our business, serve our customers, and support our people. That's how we've operated for 120 years, and it's how we'll continue to operate in the years to come.

Thank you for your support.



Pete McPartland
Chairman and CEO

Sentry acquires The General

There's no bigger story for Sentry in 2024 than our historic acquisition of The General. And no better example of how we're leveraging our expertise to grow—this time in the nonstandard auto (NSA) market.

Since 1966, we've owned and operated Dairyland, offering NSA coverage alongside motorcycle and off-road insurance. With that deep experience, we understand the challenges faced by drivers who can't obtain standard auto coverage. The General—arguably the most well-known brand in the NSA industry—was a natural fit for our company.

Each brand brings a specialty: Dairyland excels in providing NSA coverage through an independent agent network, while The General's strength lies in its direct-to-consumer model, making this a powerful partnership.

"In 2025, we'll begin transitioning to The General—the wider-reaching brand—as the single nonstandard auto brand for both the direct-to-consumer and independent agent channels," said Pete McPartland, Sentry Chairman and CEO. "Operating as The General, the combined expertise of Dairyland and The General teams will drive innovation and efficiency in the market, ultimately benefiting customers and strengthening our long-term position."

This acquisition not only strengthens our market presence, it expanded our company. We welcomed 1,300 new employees from The General, bringing Sentry's total workforce to more than 6,000 nationwide. The General will maintain offices in Nashville, serving as a key hub for our nonstandard auto operations.

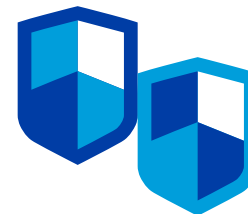


Pete McPartland, Sentry's Chairman and CEO, signs the Stock Purchase Agreement (SPA) for the acquisition of The General. The acquisition was completed on December 31, 2024.



1,300
The General associates
joining Sentry

60+ years
of protecting drivers
across the U.S.



\$1.7 billion
in total value

1963

Started selling insurance under the name Permanent General Agency in one state.



2000

Among the first nonstandard insurance carriers to sell directly online.



2013

Acquired by American Family Insurance®, with an updated character design.

2018

Launched their new mobile app.

2024

Sentry Insurance announces plans to acquire The General®.



Early 2000s

Focused on growth, expanding into over 20 states in the next seven years.



1990s

Big changes—first state expansion into Ohio and began selling insurance as The General®.



2023

The logo and character received a fresh, modern update.



2017

Shaquille O'Neal joined as brand ambassador.



A WINNING BALANCE

National Accounts drives growth and loyalty

While our Personal Lines business made headlines in 2024, our Commercial Lines business quietly reached significant milestones in both customer retention and new customer growth.

At the heart of this success is our deep industry knowledge and hands-on customer support. Our claims team, for example, doesn't just process claims—it becomes an extension of the customer's team, ensuring efficient and fair resolutions when incidents occur. This builds reliability and trust. Similarly, our safety services team partners with businesses to proactively identify and mitigate risks before they even become claims.

This combination of specialized attention, industry insight, and strong customer relationships sets us apart.



Scott Miller (right), President of Commercial Insurance Agency and Broker at Sentry, and Jeff Cole (left), Assistant Vice President of National Accounts at Sentry, with Kaitlyn Murphy (center left), a broker at Alliant Insurance Services, and Chris Godley (center right), a broker for Hylant.

“By prioritizing face-to-face time with brokers and spending time with our shared customers, we get to know their business as if it were our own—understanding their needs and risks,” says Jeff Cole, Assistant Vice President for National Accounts. “Customers rely on us for our knowledge of their industries and trust us to deliver tailored solutions that meet their needs. These personal touches build trust and help us live up to our promise of doing right by our customers.”

The numbers show that this approach works. In 2024, the team nearly doubled the number of new customers compared to 2023, while maintaining a 94% retention rate—well above the industry average of 80%.

This growth and retention are especially significant in National Accounts, where businesses are larger, risks are more complex, and insurance needs go beyond standard coverage. These companies operate across multiple locations, employ thousands, and require specialized risk management and claims support. Retaining and expanding in this space shows that our approach delivers real value and strengthens long-term partnerships.

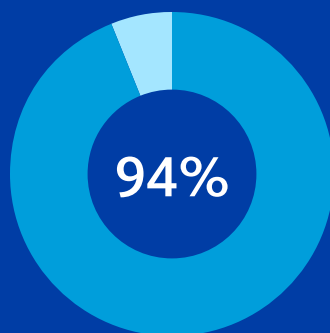


Guests, including National Accounts brokers, gathered for the 2024 welcome reception for The Sentry. Held on Maui each January, our title-sponsored PGA TOUR tournament is an opportunity to bring together brokers, agents, customers, and other stakeholders to deepen relationships and share in Sentry's love of golf.

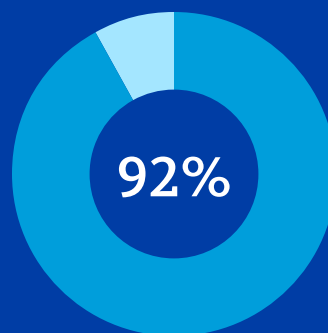
National Accounts team members at our Division Street office in Stevens Point, Wisconsin—bringing deep industry knowledge and hands-on support to our customers every day.



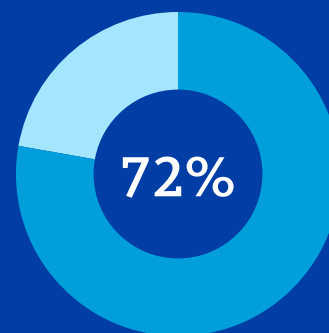
Business relationships built to last



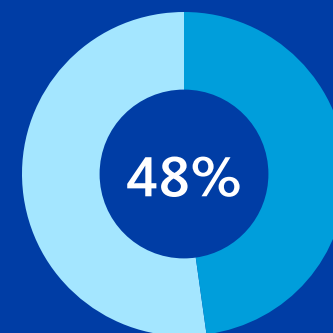
Customer retention
in 2024



Retention rate over
the last 20 years



Of customers have been
with us for over 5 years



Of customers have been
with us for over 10 years

All figures have been rounded to the nearest whole number for consistency.

Gaining ground in golf course insurance

When a 120-year-old insurer with deep roots in golf combines its strengths, the result is a game-changer for golf course owners.

In Sentry's case, that deep understanding comes from firsthand experience. Owning and overseeing the management of SentryWorld, our parkland-setting golf course, for more than 40 years gives us unique insight into the risks golf course owners face—from liquor liability to weather-related damage and stray golf ball incidents.

In just two years since launching our specialized golf course insurance product, the results speak for themselves. The product has grown to 207 accounts nationwide, generating over \$12 million in premium in 2024 alone.



Pat Hoffman, an independent agent with InterWest Insurance Services in California and a long-time partner of Sentry, explains why golf course customers choose us: “Golf course customers are often drawn to Sentry’s overall value proposition—strong coverage options, financial stability, and in-house claims,” Hoffman says.

But for Hoffman, what truly sets Sentry apart is our approach to relationships. “That’s the nice aspect about Sentry,” he adds. “The team takes the time to stop and listen to a customer’s story and understand why it’s worth moving forward.”

This combination of industry knowledge, tailored solutions, and a people-first approach is how we’re making a difference for golf course owners—and why they trust us to protect their businesses.

“During an especially difficult time for the insurance market in California, Sentry took the time to truly understand our complex operations and tailor a package that met our needs. Their expertise, attention to detail, and commitment to finding the right solutions set them apart.”

– Will Pickering

Chief Operating Officer, Blackhawk Country Club in Danville, California



\$12 million
in premium in 2024



207
accounts across the U.S.

Sentry leads the way in worker recovery at RISKWORLD 2024

Over the years, we've gained valuable insights into helping individuals and businesses recover from workplace injuries. Now, we're sharing those insights with the insurance industry.

At RISKWORLD 2024, Sentry led the conversation on one of the industry's emerging challenges: helping injured workers recover faster and with less stress. By focusing on the human side of workplace injuries, we're driving innovation in how claims are managed and resolved.

Jean Feldman, Sentry's Senior Director of Managed Care, led a panel with Tron Emptage from Optum and Dale Schultz of Valleywise Health, a long-time Sentry customer. Nearly 80 decision-makers joined the discussion on the barriers injured workers face and explored breakthrough solutions.

The panel examined how chronic pain and behavioral health issues complicate recovery, often prolonging uncertainty and stress for workers. Data from Sentry's [Injured Worker Well-being Report](#) framed the discussion, showing that claims involving these challenges take more than twice as long to resolve, keeping workers out of the job and under continued strain. What's more, those injuries cost more than five times the average claim.



Jean Feldman, Sentry's Senior Director of Managed Care, is interviewed at RISKWORLD 2024 in San Diego, California.

"We can't focus solely on the medical side without addressing the behavioral factors that slow recovery and impact workers' lives," Feldman said.

Real-world examples from Sentry's partnerships with Valleywise Health and Optum showed how teamwork improves recovery outcomes. The panel shared practical solutions, like virtual reality therapy to reduce pain medication use and counseling services to support mental health. Attendees left with actionable ideas to tackle behavioral health challenges in their organizations.

We're committed to improving outcomes through data-driven innovation and compassionate care. Tools like our [Injured Employee Complexity Factor \(IECF\) Models™](#) help identify high-risk claims early, ensuring workers receive personalized support.

"This is a personal business—data informs decisions, but it's the people at Sentry, with their knowledge and genuine care, who make the real difference. That's how we know our injured workers receive the right support."

– Dale Schultz
Director of Risk Management, Valleywise Health

Specialty business expands, adding expertise in marine cargo and professional services

Like our golf insurance product, Sentry's Specialty business was introduced in 2022 and gained momentum in 2024. It had a breakthrough year with the addition of two industry leaders: Falvey Insurance Group and Aegis Professional Risk.

The Specialty market focuses on high-risk, or niche markets—areas often declined by standard insurers. Trusted program managers, who act as an extension of Sentry, deliver tailored solutions to shared customers. This approach helps us to provide customized coverage and adapt quickly to changing market conditions.

Falvey Insurance Group, based in Rhode Island and family-owned, brings more than 30 years of experience in the highly specialized marine cargo insurance market. They stand out for their in-house claims and risk management services, mirroring Sentry's focus on strong customer support.

With Aegis, a division of San Diego-based K2 Insurance Services, we launched a new errors and omissions program for professionals in insurance services, real estate, and other licensed consulting roles. In today's litigious environment, this type of coverage is crucial. Like Falvey, Aegis has more than three decades of experience in its field.



“We take a deep, informed approach to every partnership, and work with others, like Falvey and Aegis, who share that same level of knowledge and specialization in their fields. Both have proven track records as best-in-class program administrators and approach their business like we do—valuing long-term relationships and delivering exceptional value to their customers and partners.”

– Heather Schenker

Assistant Vice President of Specialty at Sentry





Meet Michael and Jack Falvey,
the father-and-son team leading
Falvey Insurance Group.

sentry.com/annual-report/falvey



From interns to innovators: Opening doors for tomorrow's workforce

The expertise we bring to serving customers also shapes how we recruit and develop talent. Just as we tailor solutions to meet customer needs, we take a tailored approach to building a strong workforce—recognizing potential and creating opportunities to meet immediate needs while preparing for the future. With a multi-tiered approach, we're connecting people to careers and strengthening our team for years to come.

We start close to home by partnering with local organizations. This year, we welcomed students and professional groups to our home office to highlight career possibilities they might not have considered. Groups like Gear Up—a federal program supporting low-income, underrepresented students, the Boys and Girls Club, and Central Wisconsin Hmong Professionals participated in activities introducing them to the insurance industry and opportunities at Sentry.



Associate Software Developers Kody Hellenbrand (left) and Ethan Ostopowicz (right) present to local college students at an open house for our IT co-op office in Stevens Point, Wisconsin.

For high school students, Sentry programs—like Youth Apprenticeship and Upward Bound—offer hands-on experiences and exposure to different career paths. In 2024, we expanded support for these students by opening a new Apprenticeship Center near our home office and just blocks from Stevens Point Area High School. This year, one of our high school IT apprentices transitioned into a full-time role after graduation, demonstrating how these programs create pathways for emerging talent.

We also work with college students, providing mentorship and career development opportunities. In 2024, we partnered with university groups like the Investment Club, Women in Business, Latino Student Alliance, Hmong and Southeast Asian American Club, and Women in Technology to support their professional growth. Through our Sentry co-op program, college students gain hands-on experience in IT and claims, providing a direct path to employment and preparing them for the next step in their careers.

In 2024, we welcomed our largest-ever intern class—more than 60 students from colleges across the country. These internships go beyond learning; students contribute to real corporate projects and initiatives. As with other Sentry programs, many internships lead to full-time roles.



Sentry interns present to employees as part of their Case Competition, held at the end of the summer.



Capturing success: From intern to video production assistant

Aysiah Xiong, a video production assistant in Marketing, is behind the camera capturing footage at Sentry's Home Office. A senior at the University of Wisconsin-Stevens Point, she first joined Sentry as a summer intern in 2024, and now works part-time while finishing her degree.

During her internship, Aysiah worked on a variety of projects, from supporting corporate initiatives to promoting SentryWorld, our hospitality business. She also took part in one of the highlights of our internship program—the Case Competition—where interns collaborate on real-world insurance challenges and present their solutions to Sentry executives.

Beyond work, interns also got the chance to explore the community, visiting the Wisconsin State Capitol and other local attractions.

Aysiah's move from intern to team member is a great example of how our internship program helps students gain hands-on experience and build their careers at Sentry.

“Overall, I really like everything we did. Being able to learn, have fun, and network with peers made the experience really valuable.”

– Aysiah Xiong
Video Production Assistant



Of interns received full-time offers in 2024



Of full-time offers were accepted



Of interns who accepted full-time offers remained at Sentry for over a year



A new era for Sentry's headquarters

Just as we invest in developing talent, we're also investing in the places our people work. In 2024, we began the first full-scale renovation of our Sentry Home Office (SHO), which has been a Stevens Point landmark since its opening in 1977.

The renovation preserves the features employees appreciate while introducing modern updates that improve comfort, efficiency, and functionality. Enhancements include energy-efficient lighting and windows, repurposed materials from the original building, and flexible spaces designed for both focused work and collaboration.

During construction, part of our Stevens Point-based Customer Service and Operations (CS&O) team temporarily relocated to our historic Strongs Avenue building in downtown Stevens Point, which served as our headquarters from 1922 to 1977.

“This renovation is more than a physical upgrade—it’s an investment in our people, the community, and the future of Sentry.”

– **Brett Beversdorf**

Assistant Vice President of Aviation and Corporate Services at Sentry



Renovations to the fourth floor of Sentry's Home Office in Stevens Point, Wisconsin, began in 2024 and were completed in 2025. The transformation features a modern, vibrant lobby area, including a colorful photo collage that reflects our business (see right). Additional renovations throughout the building will continue over the next few years.



Get a glimpse into life at our historic Strongs Avenue building, the temporary new home of our CS&O team.

sentry.com/annual-report/strongs





Connected Communities: Maui and Stevens Point's partnership flourishes, creating lasting impact

Building relationships is one of our greatest strengths—and it's not just how we conduct business. It's how we support our communities, too.

In 2024, our Connected Communities initiative further strengthened the bond between our hometown of Stevens Point and Maui, home to our PGA TOUR event, The Sentry. Maui representatives visited Stevens Point for the second time, deepening connections between universities, community organizations, and local leaders.

The partnership between UW-Stevens Point (UWSP) and UH-Maui College is thriving. In 2024, students and faculty from UWSP's College of Natural Resources collaborated with Maui conservation leaders. Together, they explored how indigenous knowledge informs environmental decisions and studied ways to restore native ecosystems impacted by the devastating wildfires that swept through Lahaina, Maui, in August 2023.

Sentry Mālama Nā Keiki: Impact in numbers



5,000

children and family received
mental health support, with
80 referred for intensive counseling



216

Lahainaluna High School students
were part of a memorable Project
Graduation event



36

community outreach events
engaging children and families



15

crisis workers received safety training
to expand support for children

This collaboration included hands-on work, such as cultivating native plants to replant in Lahaina—supporting Maui’s recovery and preserving its ecosystem.

The United Ways and Boys & Girls Clubs in both communities remain focused on youth mental health. A key highlight of the Stevens Point visit was the Sentry Mālama Nā Keiki Initiative—meaning “to care for children” in Hawaiian. This initiative, created in partnership with Maui United Way, provides critical mental health resources to help Maui’s youth process the trauma of the wildfires.

While Stevens Point hasn’t experienced a crisis like Maui’s wildfires, the need for youth mental health resources is still pressing. School-based programs in the area continue to play a vital role in supporting rural youth.

As these partnerships grow, so does their impact—creating lasting benefits for both communities.



Students from UWSP’s College of Natural Resources and Ahupua’a Stewards Leadership Program at a burn site within Kealia Pond National Wildlife Refuge on Maui. They planted 850 native plants in the area to accelerate the growth of native species and prevent non-native species from taking over.



“We created Connected Communities to build friendships between Maui and Stevens Point. Before long, Maui became a Sentry community, just like Stevens Point, and we came to know each other well—so well that when the wildfires hit, we immediately knew how to help our Maui ‘ohana.’ Supporting the island’s recovery has been its own reward.”

– Stephanie L. Smith

Chief Marketing & Brand Officer and Chief Golf Partnership Officer



Hear from Shannon I’i, who volunteers for the Sentry Mālama Nā Keiki initiative after her family’s home was destroyed in the Maui wildfires.

sentry.com/annual-report/maui



Recognitions reflect our core values

We're proud of the company and culture our employees have built over the years. It feels great when others see that, too. In 2024, we received several awards and recognitions for our leadership and commitment to our customers, employees, and community.

These awards reaffirm that prioritizing people and focusing on what we do best leads to success. It's how we've always operated, and it's how we'll continue to build an even stronger future.



Listed among America's Greatest Workplaces, with additional accolades for women, diversity, and mental well-being



Sentry's Creative Director Carolyn Davis joins members of UWSP's Women in Business student group to discuss career paths, advice, and the realities women face in the business world.



Ranked 13th among Wisconsin's largest private companies by revenue by Deloitte Wisconsin 75—up from 14th last year



Named one of Wisconsin's Top Employers and included on America's Best Midsize Employers and Best-In-State Employers lists



Recognized as one of America's Best Midsize Companies

*A+ (superior) AM Best Financial Strength Rating (FSR) current as of June 2024. For details about AM Best's rating scale, see [ambest.com/ratings/guide.pdf](https://www.ambest.com/ratings/guide.pdf)

Focused business appetite leads to positive financial results

In 2024, our continued focus on industries that align with our business appetite allowed us to deepen client relationships and strengthen our overall profile.

Financial strength remains a cornerstone of our identity. For the 33rd consecutive year, we received an A+ (superior) rating from AM Best,* underscoring our stability and reliability. Our strong reputation, combined with a diverse portfolio, enables us to navigate market fluctuations and provide dependable service to our customers.

Looking ahead, we'll continue building on this foundation of expertise and trust while driving growth for our customers and company.

Basis of financial statements

The following consolidated financial statements present results of Sentry Mutual Holding Company (SMHC) and its subsidiaries and affiliates. They were prepared in conformity with statutory accounting practices, prescribed or permitted by the insurance departments of the states in which SMHC and its consolidated insurance subsidiaries and affiliates are domiciled.

These charts show comparative financial highlights from the past 20 years.



Todd M. Schroeder
Chief Administrative Officer
and Chief Financial Officer

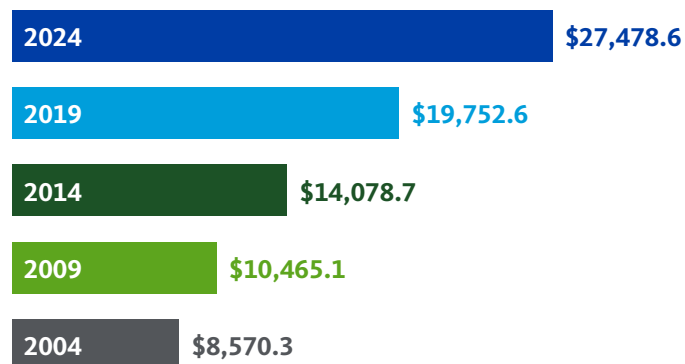
*A+ (superior) AM Best Financial Strength Rating (FSR) current as of June 2024. For details about AM Best's rating scale, see ambest.com/ratings/guide.pdf

Financial highlights

(unaudited)

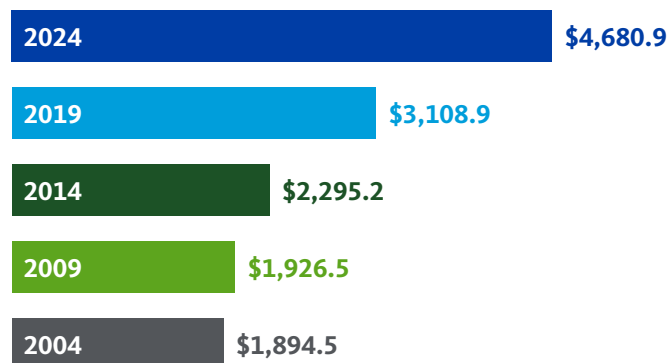
ASSETS—DECEMBER 31

(millions)



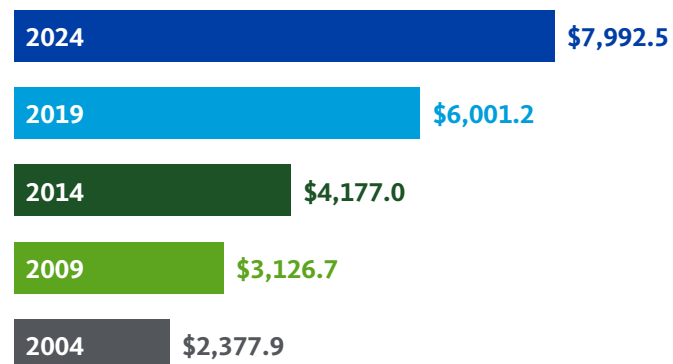
PREMIUMS EARNED— YEARS ENDED DECEMBER 31

(millions)



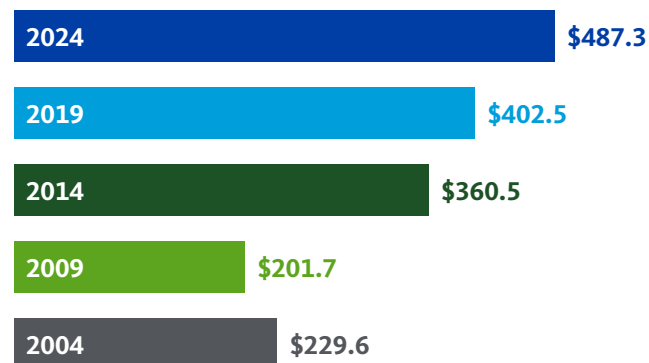
POLICYHOLDERS' SURPLUS—DECEMBER 31

(millions)



INCOME BEFORE NET REALIZED GAINS (LOSSES) AND INCOME TAXES—YEARS ENDED DECEMBER 31

(millions)



Consolidated statutory balance sheets

(unaudited)

December 31	2024	2023
(Millions)		
Assets		
Cash and investments		
Bonds	\$ 12,301.8	\$ 12,262.6
Common stocks	1,977.4	1,779.0
Company occupied properties	164.3	154.0
Policy loans	8.9	8.6
Cash, cash equivalents, and short-term investments	340.7	239.8
Partnerships	1,694.1	1,616.2
Other	25.0	200.4
Total cash and investments	16,512.2	16,260.6
Receivables		
Insurance premiums and reinsurance	2,010.1	1,340.8
Interest and dividends	147.0	113.6
Federal income tax recoverable	19.2	–
Other	3.6	3.6
Goodwill	706.6	–
EDP equipment and operating software	14.3	5.5
Other assets	269.1	233.1
Separate account assets	7,796.5	7,077.6
Total assets	\$ 27,478.6	\$ 25,034.8

December 31	2024	2023
(Millions)		
Liabilities		
Property and casualty losses and loss expenses	\$ 5,644.2	\$ 4,617.1
Life and other future policy benefits	2,138.8	2,252.9
Accident and health unpaid claims and claim expenses	66.4	71.1
Unearned premiums	2,508.7	1,745.0
Other policyholder funds	13.4	13.1
Accounts payable and accrued expenses	1,103.0	1,134.6
Federal income tax payable	–	13.1
Net deferred tax liability	0.4	3.1
Federal Home Loan Bank of Chicago borrowings	105.2	–
Other liabilities	110.8	63.1
Separate account liabilities	7,795.2	7,076.4
Total liabilities	19,486.1	16,989.5
Policyholders' surplus		
Unassigned surplus	7,992.5	8,045.3
Total policyholders' surplus	7,992.5	8,045.3
Total liabilities and policyholders' surplus	\$ 27,478.6	\$ 25,034.8

Consolidated statutory statements of operations and changes in policyholders' surplus

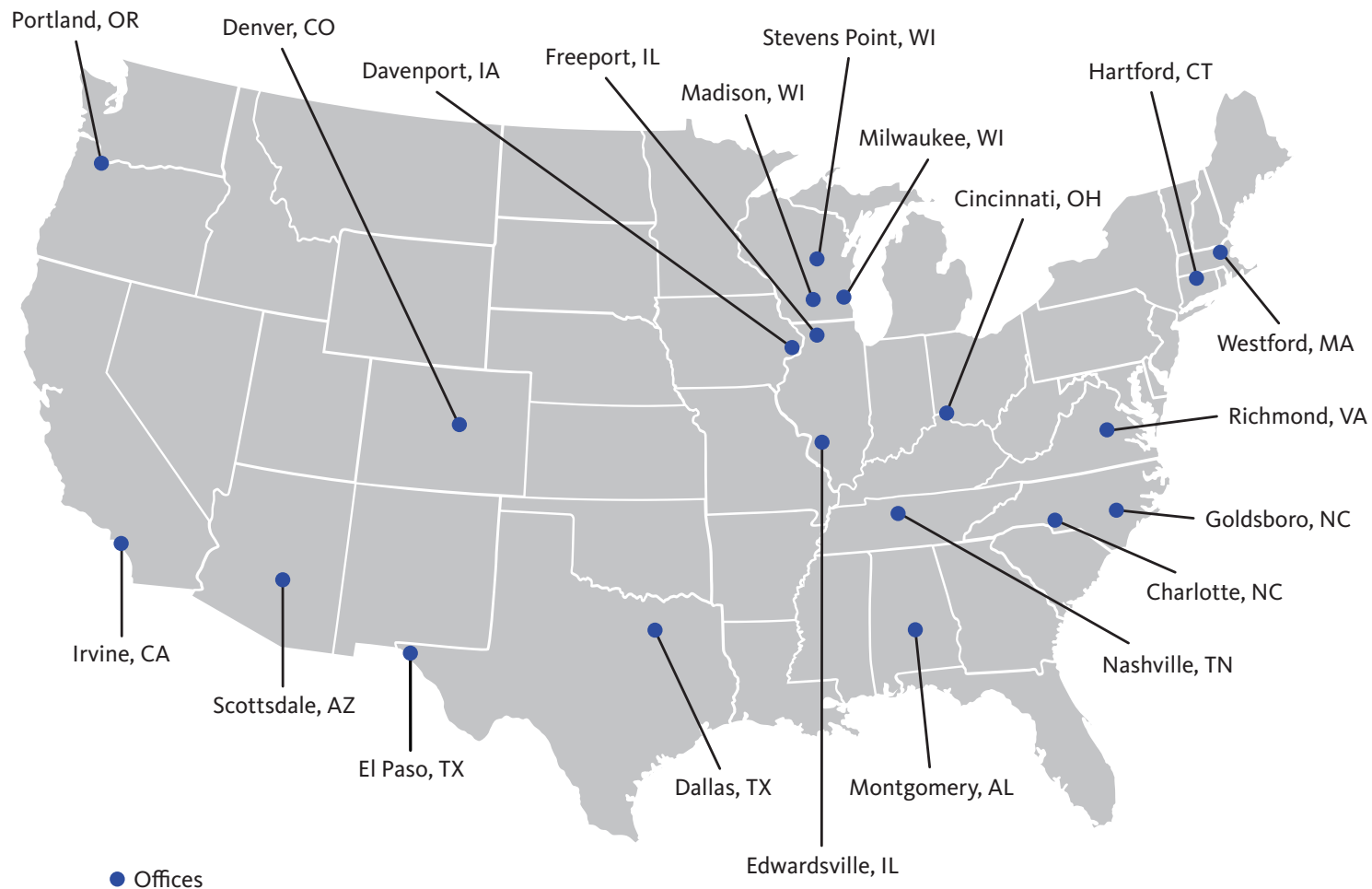
(unaudited)

Years ended December 31	2024	2023
(Millions)		
Revenues		
Premiums earned	\$ 4,680.9	\$ 4,291.7
Net investment income	720.6	644.6
Total revenues	5,401.5	4,936.3
Expenses		
Insurance claims and policyholders' benefits	3,845.5	3,529.6
Operating expenses	1,068.7	966.8
Total expenses	4,914.2	4,496.4
Income before net realized gains (losses)	487.3	439.9
Net realized gains (losses), net of tax	0.5	(11.0)
Income from operations before income tax	487.8	428.9
Income tax expense	75.5	90.7
Net income	412.3	338.2
Policyholders' surplus		
Policyholders' surplus, January 1	8,045.3	7,546.5
Net income	412.3	338.2
Change in net unrealized capital gains and losses	230.3	150.8
Change in nonadmitted assets	(764.9)	(69.4)
Change in deferred income tax	5.1	19.8
Post-retirement benefit plans and other surplus changes	64.4	59.4
Change in policyholders' surplus	(52.8)	498.8
Total policyholders' surplus, December 31	\$ 7,992.5	\$ 8,045.3

Serving companies nationwide

While our headquarters are in Stevens Point, Wisconsin, we have a nationwide presence. With field and regional offices strategically located in key markets, we're positioned to serve customers where and when they need us.

Through our employees and strong relationships with independent agents, we combine deep industry expertise with local market knowledge to deliver tailored solutions.



Board of Directors



Peter G. McPartland

Chairman of the Board, President, and CEO
Sentry Mutual Holding Company



James D. Pearson

Retired President
Aurora Metals Division, L.L.C.



Graham W. Atkinson

Retired Chief Marketing and
Customer Experience Officer
Walgreen Company



Peter J. Pestillo

Retired Chairman of the Board
Visteon Corporation



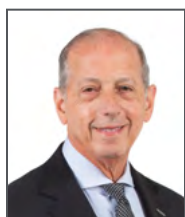
David R. Casper

Chairman of the Board
BMO Financial Group



Jean H. Regan

President, CEO, and Chairman of the Board
TranzAct Technologies, Inc.



Larry J. Goodman

Retired CEO of Rush University Medical
Center and Rush University System for Health;
President Emeritus of Rush University



Patricia A. Steinert

Executive Scientific Director
Center of International Blood
and Marrow Transplant Research;
Associate Professor of Medicine
Medical College of Wisconsin



Susan C. Morisato

Retired President of Insurance Solutions,
Medicare & Retirement UnitedHealth
Group Incorporated

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- Dairyland County Mutual Insurance Company of Texas
- Dairyland Insurance Company
- Dairyland National Insurance Company
- Florists' Insurance Company
- Florists' Insurance Service, Inc.
- Florists' Mutual Insurance Company
- Middlesex Insurance Company
- Parker Centennial Assurance Company
- Parker Services, L.L.C.
- Parker Stevens Agency, L.L.C.
- Patriot General Insurance Company
- Peak Property and Casualty Insurance Corporation
- Permanent General Assurance Corporation
- Permanent General Assurance Corporation of Ohio
- Permanent General Companies, Inc.
- PGA Service Corporation
- PGC Holdings Corp.
- Point Excess and Surplus Insurance Company
- Point Insurance Agency, LLC
- Point Insurance Company
- Point Specialty Insurance Company
- Sentry Casualty Company
- Sentry Equity Services, Inc.
- Sentry Investment Management, L.L.C.
- Sentry Life Insurance Company
- Sentry Life Insurance Company of New York
- Sentry Lloyds of Texas
- Sentry Lloyds of Texas AIF, LLC
- Sentry Select Insurance Company
- The General Automobile Insurance Company, Inc.
- The General Automobile Insurance Services, Inc.
- The General Automobile Insurance Services of Georgia, Inc.
- The General Automobile Insurance Services of Louisiana, Inc.
- The General Automobile Insurance Services of Ohio, Inc.
- The General Automobile Insurance Services of Texas, Inc.
- Viking Insurance Company of Wisconsin



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