

# Crop Insurance and Reinsurance Bureau

2016

# Achievements

For over 50 years, the Crop Insurance and Reinsurance Bureau (CIRB) has provided advocacy, support and membership services for the industry. CIRB members provide a vital component of the farm safety net, writing policies in every state and providing billions of dollars in crop protection. CIRB is governed by a Board of Directors and Executive Committee. Membership includes AIPs, reinsurance companies, and brokerage groups. Review how CIRB has led the way for the crop insurance industry in 2016.

## Strategic Planning

In 2016, CIRB updated its strategic planning framework. Since then, it has been implementing a long-term plan based on four key pillars: The Capital Voice, D.C. Information Source, Collaboration, and Membership Services.

## Annual Activities

**Emerging Leaders** – Graduated the inaugural Emerging Leaders Program (ELP) class with six participants from CIRB member companies who engaged in a year-long program of educational activities. The 2nd class was launched in September with an updated agenda that included social media advocacy skills.

**PAC** – The Political Action Committee supported bipartisan crop insurance champions in the House and Senate.

**Chairman's Award** – CIRB Immediate Past-Chairman Greg Mills received the Chairman's Award, the highest award given by CIRB.

**Annual Meeting** – More than 125 industry leaders attended CIRB's 2016 Annual Meeting, which featured expert speakers focused on the ag economy, a political outlook from the Senate Agriculture Committee and a weather update.

**Fly-In** – CIRB continued its annual D.C. fly-in, including educational programming along with a Congressional reception and more than 30 meetings with Capitol Hill offices.



*Top Left: Chair Sheri Bane (COUNTRY Financial) awards Greg Mills, Immediate Past-Chairman, with the Chairman's Award. Top Right: 2015-2016 Emerging Leaders Program participants visit USDA. Bottom Left: During the Spring Fly-In CIRB members met with Ranking Member Collin Peterson (D-MN). Bottom Right: Attendees listen to speakers at the CIRB Annual Meeting.*



**THE CAPITAL VOICE** – CIRB monitors, advocates and communicates to influence government decisions and preserve the farm safety net.

◆ Supported bipartisan crop insurance champions with the CIRB PAC.

- ◆ Hosted the annual Congressional reception on Capitol Hill in conjunction with spring fly-in and policy conference.
- ◆ Met with ~110 House and Senate offices including many who have not been engaged on crop insurance issues or who have not been traditional allies.

- ◆ Continue outreach to allied organizations to build a coalition of over 100 diverse groups that actively engage to protect crop insurance.
- ◆ Monitored appropriations process and relevant hearings on Capitol Hill, providing timely updates to membership.



*CIRB continues to protect Federal crop insurance as the centerpiece of the farm safety net*

**COLLABORATION** – CIRB works cooperatively with all insurance & reinsurance organizations, agents, customers, lenders and others in the agriculture value chain.

- ◆ Hosted coalition partners during the annual meeting and fly-in. Coalition partners also spoke to CIRB Emerging Leaders Program participants.
- ◆ Presented at CIRB member and coalition partner events throughout the country. CIRB assisted coalition partners with development of crop insurance background papers that can be used during Hill briefings.
- ◆ Worked to build the coalition’s diversity by reaching out to conservation groups.
- ◆ Participated in industry events such as Commodity Classic, the International Crop Insurance Conference, and the American Applied Economics Association annual meeting.

**DC INFORMATION SOURCE** –

CIRB is the leading legislative resource for the industry, media, and decision makers.

- ◆ Engaged with coalition partners and Hill staff to coordinate messaging around reports attacking crop insurance. A working group developed 20 Myths vs. Facts issue papers that are made available through the CIRB website.
- ◆ Launched the CIRB Twitter account to share crop insurance facts during the fly-in.
- ◆ Provided weekly newsletter and frequent, timely website updates with enhanced capabilities.
- ◆ Published a member-only quarterly Federal Affairs report and weekly newsletter describing CIRB’s actions in D.C.



Top: The CIRB Executive Committee: (left to right) Mark Raymie (Amtrust Ag), Treasurer Zane Vaughn, (ARMtech), Brian Young (ADM), Vice Chairman Ron Rutledge (FMH), Mike Zielin (Partner Re), John Reinman (Guy Carpenter), Chair Sheri Bane (COUNTRY Financial), Jim Brost (Holborn), Tim Green (AFBIS), and Mike Day (RCIS).



Top Left: During the CIRB Fly-In, attendees met with Members of Congress including Rep. David Young (R-IA).



Top Right: CIRB ELPs met with Tim Witt and Tom Worth of RMA in Kansas City.



**MEMBERSHIP SERVICES** – CIRB provides exemplary membership benefits and continues to expand its membership base.

- ◆ Hosted the 2016 Annual Meeting in Palm Springs, CA, which brought together more than 125 crop insurance leaders.
- ◆ Announced the 2016-2017 Emerging Leaders Program plans and prepared for new class of 11 participants, double the size of the inaugural group.
- ◆ Provided a post election analysis to review the 2016 presidential election results, open to all members.

- ◆ Held an introductory CIRB webinar on CIRB and the crop insurance industry for Emerging Leaders Program participants and members.
- ◆ Continued to utilize annual member survey results from June to measure member satisfaction.

Contact CIRB:  
www.cropinsurance.org  
440 First Street NW,  
Washington, D.C. 20001  
202-544-0067