



FOR IMMEDIATE RELEASE

SECURA celebrates 115 years

Appleton, Wisconsin (March 3, 2015) — March 2015 marks the 115th anniversary of SECURA Insurance. The company was founded by Julius Bubolz in the town of Cicero after a devastating windstorm struck a nearby community, killing more than 100 people and injuring 500 others. Property damage approached \$800,000. In modern dollars, that would equate to nearly \$23 million.

With 135 charter members, *The Farmers Home Mutual Hail, Tornado and Cyclone Insurance Company of Seymour, Wisconsin* was formed. Known today as SECURA Insurance, the home office now is located in nearby Appleton, Wis.

What started in Julius Bubolz's farmhouse has grown to become a super-regional property and casualty insurance company with coverages for businesses, homes and autos, farms, agribusinesses, and nonprofits in 12 states. His son, Gordon, would follow in his father's footsteps to lead the company from 1939-1981. Gordon Bubolz also is recognized locally for his environmental efforts and a 775-acre nature preserve bearing his name.

The claims paid in that first year totaled a mere \$78 compared to \$235 million in 2014, and the company now offers protection and peace of mind to more than 100,000 policyholders. Its first employees were hired in 1914: two office clerks who earned \$5 per week, plus board. Now, there are more than 650.

SECURA remains a mutual company that is owned entirely by its policyholders instead of stockholders and outside investors. It also has remained dedicated to the independent agency model, relying on the strong relationships formed with agents and policyholders.

Dedication to the community is what the company was founded on and continues to be an integral part of its genuine culture. Whether supporting youth development, education, environmental efforts, the arts, or providing food, clothing, shelter, and safety, it is committed to making the world a better place.

Current President and CEO Dave Gross serves as only the fifth leader in its 115-year history, attesting to its strength and dependability. "It's still about helping our neighbors and being there for them when they need us," says Gross. "That hasn't changed. Caring for our policyholders and agents is not just a part of our history, but the fabric of all we do and who we are today."

As the company looks to the future, it is investing in product advancement and technology to reflect the ever-changing needs of customers. As a company in the service industry, it continues to invest in people – their greatest asset. It also continues to build financial security and stability even during challenging economic times. Recently, SECURA was recognized among Ward's Top 50 property and casualty insurance companies nationwide and is consistently rated A (Excellent) with A.M. Best. Its financial strength supports the reason it exists: to meet financial obligations and pay claims.

SECURA Insurance is headquartered in Appleton, Wis. More than 450 independent insurance agencies in 12 states represent the company, which provides a broad range of competitive commercial, personal, farm, nonprofit, and special events products. It is known for providing exceptional service to its agents and policyholders since 1900, and is rated A (Excellent) by A.M. Best for its excellent ability to meet policyholder obligations. The carrier was named to Ward's Top 50 for outstanding results in financial performance and consistency over a five-year period. Visit www.secura.net to learn more.