

Section 1: 8-K (8-K)

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D. C. 20549

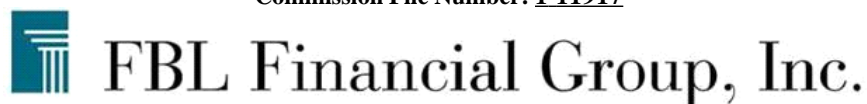
FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of report (date of earliest event reported): February 17, 2020

Commission File Number: 1-11917



FBL FINANCIAL GROUP, INC.

(Exact name of registrant as specified in its charter)

Iowa

42-1411715

(State or other jurisdiction of incorporation or organization)

(I.R.S. Employer Identification No.)

5400 University Avenue, West Des Moines, Iowa

50266-5997

(Address of principal executive offices)

(Zip Code)

(515) 225-5400

(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Securities Exchange Act of 1934:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Class A Common Stock, without par value	FFG	New York Stock Exchange

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers

On February 17, 2020, FBL Financial Group, Inc. (the “Company”) announced the appointment of Jay W. Seiboldt as Chief Operating Officer - Property Casualty Companies, effective March 1, 2020.

Mr. Seiboldt, age 60, has served as Vice President - Property Casualty Companies since 2019. He previously held various claims, operations and sales roles including Vice President - Claims, and Regional Vice President since joining FBL Financial Group in 1981.

A copy of the news release announcing the appointment of Mr. Seiboldt is attached hereto as Exhibit 99.1.

Item 7.01 Regulation FD Disclosure

On February 17, 2020, the Company announced the appointment of Daniel M. Koster, 52, to its executive management team as Vice President - Marketing & Agency Services, effective March 1, 2020. Mr. Koster currently serves as FBL Financial Group’s Vice President Marketing & Sales Services, a position he has held since 2015. He has held various marketing positions since joining FBL Financial Group in 1998.

On February 17, 2020, the Company announced the appointment of Ronald L. Mead, 49, to its executive management team as Vice President - Sales & Distribution, effective March 1, 2020. Mr. Mead currently serves as FBL Financial Group’s Vice President Personal Lines & Agriculture, a position he has held since 2013. He has held various claims, operations and sales roles including Regional Vice President, and Business Unit Vice President since joining FBL Financial Group in 1992.

A copy of the news release announcing the appointments of Mr. Koster and Mr. Mead is attached hereto as Exhibit 99.1.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits.

<u>Exhibit No.</u>	<u>Description</u>
99.1	News release of FBL Financial Group, Inc. dated February 17, 2020
104	Cover Page Interactive Data File formatted as iXBRL (Inline eXtensible Business Reporting Language) and contained in Exhibit 101.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: February 17, 2020

FBL FINANCIAL GROUP, INC.

By /s/ Donald J. Seibel
Donald J. Seibel
Chief Financial Officer

[\(Back To Top\)](#)

Section 2: EX-99.1 (EXHIBIT 99.1)



FBL Financial Group, Inc.

**FBL Financial Group Announces Leadership Appointments
Daniel M. Koster Named Vice President - Marketing & Agency Services**

Ronald L. Mead Named Vice President - Sales & Distribution
Jay W. Seiboldt Named Chief Operating Officer - Property Casualty Companies

West Des Moines, Iowa, February 17, 2020 - FBL Financial Group, Inc. (NYSE: FFG) today announced the appointment of three individuals to its executive management team: Daniel M. (Dan) Koster as Vice President - Marketing & Agency Services; Ronald L. (Ron) Mead as Vice President - Sales & Distribution; and Jay W. Seiboldt as Chief Operating Officer - Property Casualty Companies. They will report directly to Chief Executive Officer Daniel D. Pitcher. These appointments are effective March 1, 2020.

Commenting on this announcement, Chief Executive Officer Daniel D. Pitcher, said, "Dan, Ron and Jay are all proven leaders with FBL Financial Group, for both life insurance and our managed property casualty companies. They have extensive experience in several areas: sales, operations, and marketing. With these appointments, FBL's executive management team is established and well-rounded with valued experience and deep roots in Farm Bureau. We are well positioned to move Farm Bureau Financial Services forward to fulfill our purpose of protecting livelihoods and futures."

Koster, 52, is appointed Vice President - Marketing & Agency Services. In this role, he will have responsibility for agent support, client/member experience and marketing for the company's brand Farm Bureau Financial Services. Koster currently serves as FBL Financial Group's Vice President Marketing & Sales Services, a position he has held since 2015. He has held various marketing positions since joining FBL Financial Group in 1998. Prior to FBL, Koster held marketing and research positions with Wells Fargo Financial, Pioneer Hi-Bred and Wells Fargo Card Services. He holds a bachelor's degree in marketing and a master's degree in agricultural economics, both from Iowa State University.

Mead, 49, is appointed Vice President - Sales & Distribution. In this role, he will have overall responsibility for sales and distribution through FBL's Farm Bureau Financial Services multiline exclusive agency force. Mead currently serves as FBL Financial Group's Vice President Personal Lines & Agriculture, a position he has held since 2013. He has held various claims, operations and sales roles including Regional Vice President, and Business Unit Vice President since joining FBL Financial Group in 1992. He holds a bachelor's degree in business administration-finance and a master's of business administration degree, both from the University of Nebraska-Lincoln. He is a Chartered Property Casualty Underwriter (CPCU) and a LIMRA Leadership Institute Fellow (LLIF). He serves on the National Association of Mutual Insurance Companies (NAMIC) Property Casualty Conference Board as vice chairman.

Seiboldt, 60, is appointed Chief Operating Officer - Property Casualty Companies for FBL Financial Group's managed property casualty insurance companies. In this role, he will have overall responsibility for pricing, underwriting, claims and operations for commercial, personal and agricultural lines. Seiboldt currently serves as Vice President - Property Casualty Companies, a position he has held since 2019. He has held various claims, operations and sales roles including Vice President - Claims, and Regional Vice President since joining FBL Financial Group in 1981. He holds a bachelor's degree in political science and government from the University of Nebraska-Lincoln and is a Chartered Property Casualty Underwriter (CPCU).

FBL Financial Group is a holding company with the purpose to protect livelihoods and futures. Operating under the consumer brand name Farm Bureau Financial Services, its affiliates offer a broad range of life insurance, annuity and investment products distributed by multiline exclusive Farm Bureau agents. Helping complete the financial services offering, advisors offer wealth management and financial planning services. In addition, FBL Financial Group manages all aspects of two Farm Bureau affiliated property-casualty insurance companies for a management fee. Headquartered in West Des Moines, Iowa, FBL Financial Group is traded on the New York Stock Exchange under the symbol FFG. For more information, please visit www.fblfinancial.com and www.fbfs.com.

Investor Relations Contact

Kathleen Till Stange, Vice President Corporate & Investor Relations
(515) 226-6780, Kathleen.TillStange@FBLFinancial.com

[\(Back To Top\)](#)