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FBL Financial Group, Inc.

October 1, 2015

It is my pleasure to recommend Mark Reese, Chief Financial Officer of EMC Insurance Group, Inc., for the Des Moines Business Record's Deloitte CFO of the Year in 2016.

Mark has been a financial colleague of mine since the 1990s, when I joined FBL Financial Group, Inc., as tax manager and Mark was controller at EMC. By 1996, FBL had launched its initial public offering and Mark was two years into his service as CFO. We are both certified public accountants and members of the Iowa Society of Certified Public Accountants and, as such, colleagues in learning and professional development. We've walked similar paths along regulatory and accounting developments in our professions and in the Des Moines metro business community.

I have long admired Mark's integrity and high ethical standards in his role as EMC's chief financial officer. From my own experience as CFO during the financial crisis, I can attest that Mark understands the complexity and challenges of capital management and public company reporting. His deep knowledge of the company, his steadfast service and expertise reinforce EMC's financial strength and its position in the insurance industry.

I also know Mark on a personal basis and have spent time with him outside of our professional careers. It is important to know that he is a committed husband, father, friend, and generous community leader. He has a friendly demeanor to acquaintances and strangers alike. He is just a pleasure to be around.

Mark's long and committed career, financial expertise, integrity, loyalty to his company, dedication to his profession, dedication to his family friends and his community, make Mark uniquely qualified for the honor of Deloitte CFO of the Year and I recommend him for this award.

Sincerely,

James P. Brannen
Chief Executive Officer
FBL Financial Group, Inc.