



# Farmers Mutual Hail Insurance Company of Iowa

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Michael Sadler  
Century Link  
925 High Street  
Des Moines, IA 50309

Dear Michael,

Thank you for the opportunity to write this letter of reference for Aaron Pearce for the Forty-under-40 program. I have had the privilege to know Aaron for over eight years and have had the opportunity to experience firsthand his growth into a very capable business and community leader. Aaron's desire and drive for continual self-development is one of his greatest strengths, he strives to be well rounded not just focusing on developing his business acumen but also self-development as a person, a mentor and a community leader.

From a business prospective I have worked with Aaron on a number of projects. Some Aaron was a participant, some he was in charge. His ability to size up the situation, plot a plan of action and execute is well thought out and communicated. After serving many rolls of increase responsibility on projects at FMH Aaron was assigned to lead our "claims work force project", a large project charged with the redesign of personnel in a major business function within FMH, a successful project that ultimately produced a cost savings of \$2.0 million to the company. The main take away for me on the project in relation to Aaron was his ability to communicate clearly the vision he had established for the project. Why does communication on this project stick out in my mind, Aaron had to communicate the vision and execution on this project from the FMH Board room all the way down the change of command to the part time, 65 year old farmer who works for FMH as an adjuster. His communication crossed three generations and was clearly received and understood by each.

I remember sitting in my office back in 2009 when Aaron came in and said "I want to do something for our wounded veterans." Within 5 minutes he had me sold with his passion for the project and by days end he had the company and a full team of volunteers supporting his dream. Thus was born the Wounded Hero's Run, a successful run that Aaron started from scratch and in two years, under his guidance, generated over \$15,000 in donations to the Wounded Hero Project. You have to remember this was back in 2009, the Wounded Hero Project had nowhere near the national recognition it has now, and as a matter of fact I'm not sure it even had an official logo at the time as we struggled with what to put on the race packets and promotional materials.

My career spans over 29 years and I can count on one hand the number of individuals who at this young stage in life have accomplished as much as Aaron Pearce and have as bright of future. He will impact, he will change, and he will make better the communities and businesses he touches, I have no doubt, I have seen it.

Aaron is as good of friend and business associate as I have ever had and I'm proud to be associated with him. Michael if there are any other items you need for this nomination please don't hesitate to ask and again thank you for letting me participate in this very deserving nomination for my friend Aaron Pearce.

Sincerely,

Scott McEntee AIAF (P&C, Life) AIM  
Assistant Treasurer  
Farmers Mutual Hail Insurance Company of Iowa