

Twenty-five years strong.

WISCONSIN LAWYERS MUTUAL INSURANCE COMPANY
25TH ANNIVERSARY REPORT 2011



STATE BAR
OF WISCONSIN
P.O. Box 7158 Madison, WI 53707-7158
(608) 257-3838

March 19, 1986

Dear Colleague:

Insurance markets are in turmoil. In Wisconsin, malpractice insurance premiums increased several times at the July renewal. In some states, no lawyers' malpractice insurance is generally available at any cost. Without prompt action, Wisconsin lawyers may face a similar problem in July, 1986.

As you probably know, the State Bar has assisted with formation of Wisconsin Lawyers Mutual Insurance Company (WILMIC) to assure continuing availability of insurance in Wisconsin. The goal is to have WILMIC in a position to insure by the time of our July, 1986 policy renewal. So, we must raise \$3,000,000 to capitalize WILMIC by early

July 1, 1986. One feature of our insurance program for the three-year period July 1, 1982 through June 30, 1987, was that insured lawyers entitled to a portion of the investment income earned during the first year's annual premium. The first year's investment income was distributed in the form of a credit against the amount owed for insurance year two. There has been no distribution of investment income relating to years two and three. Your law firm share of investment income is \$77.

I ask that you contribute your investment income share to the WILMIC capitalization drive. The amount is relatively small. But if all firms contribute, we will have over \$150,000 toward our capitalization goal.

Please return the enclosed postcard to authorize contribution of your share to the capitalization drive. If you do not contribute your share, so indicate and we will send you a separate postcard.

Thank you for your hoped for contribution. All money contributed will be returned if we are unable to capitalize WILMIC.

Sincerely yours,

Donald L. Heaney
President
State Bar of Wisconsin

"The goal is to have WILMIC in a position to offer insurance by the time of our July 1986 policy renewal. To do so, we must raise \$3,000,000 to capitalize WILMIC by early April."

25 Years Strong: Thanks are Due



Starting an insurance company capable of serving a market other companies are abandoning takes knowledge, wisdom and a bold stroke or two. The making of Wisconsin Lawyers Mutual Insurance Company had all those ingredients and more. It was 25 years ago when the idea of forming a company to offer lawyers in the state professional liability insurance brought together a group of people who understood that taking ownership of the problem of disappearing lawyers malpractice coverage meant owning the solution.

As we celebrate “25 years strong” in 2011, I think of the individuals and groups that got behind what looked like a long shot in 1986. Many of them remain involved to this day. The fact that Wisconsin Lawyers Mutual survived to prosper is thanks to those far-sighted founders and bondholders, and to the astute, prudent professionals who subsequently worked with them to transform a brave enterprise into a going concern.

1982-1985

Legal malpractice rates in Wisconsin double and triple, and coverage becomes scarce for many firms.

1985

DECEMBER State Bar of Wisconsin leadership responds to malpractice insurance crisis by moving ahead with efforts to form a bar-related insurance company. Approves campaign to capitalize start-up by raising \$3 million from Wisconsin lawyers.

1986

JANUARY Wisconsin Lawyers Mutual Insurance Company files Articles of Incorporation and Bylaws with the Wisconsin Office of the Commissioner of Insurance.



MARCH State Bar President Don Heaney asks members to support the venture by purchasing mutual bonds and Milwaukee attorney Bill Mulligan heads up the fundraising effort.

MAY WILMIC raises \$3.5 million in capital and prepares to send out liability insurance forms. Wisconsin becomes the 10th state to form a bar-related insurance company.

WILMIC

Magnum P.I. and Cheers are popular TV fare, while movies like Top Gun and Crocodile Dundee fill the big screen.

JULY After negotiating acceptable reinsurance agreements, the company starts sending quotes to law firms and lawyers that applied for coverage. WILMIC is in business and writes a total of 626 policies its first year.



George Affeldt, of Affeldt Law Offices in West Allis is the first policyholder in WILMIC history. Today, his sons (above) are second-generation policyholders.

Gallon of gas costs 89 cents.

Don Heaney and Bill Mulligan join the company's first board of directors.

BUILD A COMPANY

Having been involved myself for 22 of the company's 25 years, I look back and feel proudly connected to many of the people who deserve thanks for their role in securing our reputation as a strong and trusted malpractice insurer. They include the members of the Insurance for Lawyers Committee of the State Bar. In 1986, they took up the question of filling a serious gap in coverage for Wisconsin lawyers, especially solo and small firm practitioners. Don Heaney, Bill Mulligan, Gerald O'Brien, Lane Ware and others on the committee decided the answer was to build a company from scratch. They sold \$3.5 million in bonds to lawyers across the state, a major undertaking to raise the surplus that stood ready to pay claims.

The lawyers who bought those bonds showed great faith in the venture. More than that, I know many saw it as an obligation to their clients and the clients of all Wisconsin lawyers. When Wisconsin Lawyers Mutual started redeeming those bonds 15 years ago, it felt great to repay their trust.

Building this company took leadership by a Board of Directors focused enough at the start to set standards of stability and service that continue to

guide our every move. We still have the counsel of several founding board members who supply a vital sense of continuity. Anne Ross, Don Heaney and Bill Mulligan remain active and, until his death last year, Dick Byron belonged to that steadfast group. Steve Smay, former Executive Director of the State Bar, also served in the early days, cementing an important connection to the profession's voice in Wisconsin that's been instrumental to our success. More recently, George Brown has stepped into that role.

Our founding Board did a visionary job understanding the challenges the new company faced. They became adept at the "heads in/hands out" governance that was essential to guiding an organization from hopeful start-up with committed bondholders to an established company with a \$19 million surplus. Right up to the present day, the Board's involvement is a positive touchstone for the company's success.

EXPERIENCED AND NIMBLE

One of the key decisions the Board made in 1989 was to hire Mel McCartney as CEO. Mel was the first insurance professional at Wisconsin Lawyers Mutual, a lawyer and CPA with vast experience working for in-

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Reports of lower quotes from commercial carriers selling lawyers professional liability insurance in Wisconsin that some see as response to WILMIC's arrival on the scene.

Drinking age in Wisconsin is raised to 21.

1987

New policies and reissues total 623. The company finishes its second year in business with gross written premium of \$5.5 million, a net underwriting loss of \$98,500, net income of \$103,000, a surplus of \$3.1 million (all owed to bondholders) and total admitted assets \$5.7 million.

1988

FALL WILMIC Board has a membership of 13 practicing Wisconsin lawyers who lend their expertise to six active board committees.



Teresa Brandt hired as company's office manager and first full-time employee. Teresa hires Sean Drucker to assist with word processing and database development.

CDs outsell vinyl records.

1989

Lawyer Mel McCartney joins WILMIC as its first full-time president, bringing years of experience in insurance to the assignment, most recently as vice president of operations at Rural Mutual Insurance Company.

The company begins to manage underwriting in-house when Dennis Marx signs on as director of underwriting. Lawyer Katja Kunzke becomes WILMIC's director of claims.



insurance companies. He brought underwriting, claims and accounting in-house and recruited excellent outside business partners to manage reinsurance, act as investment advisors and actuaries.

The approach allowed a small but knowledgeable and nimble staff to provide policyholders with service that outshines the competition. It was an important strategy since our price set the ceiling for lawyers professional liability insurance in Wisconsin.

Wisconsin Lawyers Mutual is proof that a small number of people—11 staff members currently but 12 at our highest count—can accomplish a great deal. The first employees built their departments according to industry rules, and prepared to meet the high expectations of Wisconsin lawyers who looked to the company to provide products and services that met their needs. Dennis Marx started the underwriting department in 1989 with one assistant, 593 policyholders and policy limits capped at \$5 million. The procedures Dennis developed and the partnerships he formed with reinsurers helped us grow to 1,457 policyholders and policy limits up to \$20 million in 2010 without increasing his staff.

Patty Lehner is another long-timer with 16 years of service to her credit. Advancing from assistant in

accounting to Controller and Treasurer, she works behind the scenes to keep an eye on policyholders' money. Her two-person department does an expert job of managing regulatory reporting requirements and other demands with practiced skill.

On the claims side, Wisconsin Lawyers Mutual began in 1989 with a lone claims adjuster handling 13 claims and with no outreach. Now under the leadership of Sally Anderson, a dedicated attorney who's been with the company for 17 years, the department has handled more than 2,200 claims since the function came in-house. It's also presented some 500 risk management programs across the state.

Director of Marketing and Communications Tom Watson has only been here a short six years. But given the seven years he worked at the State Bar before joining us, his commitment to serving the needs of Wisconsin lawyers is pretty seamless. Tom's experience as a lawyer and his energy help Wisconsin Lawyers Mutual keep in touch and in step with lawyers across the state.

The people I'm privileged to work with here are consummate professionals who remind me every day what makes this place tick. They know this business and really care about providing the lawyers we insure

WILMIC

WILMIC outgrows office on Olin Street, moves to Ann Street in Madison.

1990

FALL WILMIC conducts telephone survey of Wisconsin lawyers in collaboration with the UW-Madison School of Business to ask what issues influence their decision to purchase legal malpractice insurance and uses results to improve services.

Wisconsin enacts major recycling law.

1991

WILMIC introduces Risk-Related Reviews for Wisconsin law firms to help attorneys evaluate their approach to client screening, client relations, conflict of interest, document control and other practice issues.

Cold war ends after break up of USSR.

Company provides quarterly payment option and writes or reissues 622 policies.

WILMIC sponsors seminar at the State Bar Convention on managing malpractice exposure for lawyers working in business law.

World Wide Web goes public.

1992

WILMIC introduces a "continuity credit" to policyholders on their premium for the number of years they have been insured by WILMIC.



Board initiates first long-range strategic planning process.

The company writes or reissues 654 policies.

WILMIC offers a continuing education seminar on the pitfalls of real estate practice at a State Bar meeting in January and another on family law at the Bar Convention in June.

with the best service in the market. I've never met an underwriter who cares more about getting the right malpractice coverage fit than Dennis, or a claims attorney who works harder at finding the right outcome than Sally.

NETWORK OF BUSINESS PARTNERS

Wisconsin Lawyers Mutual board and staff members recognize the value of having strong business partners in our network, partners who comprehend our mission and our culture. Fortunately, we've found them, individuals and organizations that share our zeal for protecting the professional liability of policyholders. We consult with them about what kinds of law practices to insure, how to set prices that support potential claims and collaborate with them on the necessary defense when a claim is made. They assist with establishing and updating processes and procedures that ensure the company's financial stability, and help us connect effectively with the important audiences we want to reach.

Our partners include reinsurance broker Kelly Smith at Aon Benfield and independent auditors Gary Strohm and Doug Ballweg at Strohm Ballweg. Terry

Johnson, Christine Nelson, Claude Covelli, Ward Richter and Joe Thrasher provide valuable defense counsel for claims.

Actuary Chad Karls at Milliman, and our investment advisors from Asset Allocation & Management, Marco Bravo and Tim Senechalle, are valued and trusted advisors. And for many years we've turned to Nancy Zucker and Mary Maher to help us capture and communicate our message of mutuality and strength.

POLICYHOLDER TRUST

The definition of a mutual insurance company is that policyholders are the company. That fact resonates uniquely at Wisconsin Lawyers Mutual because the practicing Wisconsin lawyers behind this company wanted a reliable source for professional liability coverage. Their willingness to make it happen has earned the trust of our insureds for 25 years. More than a few have been with us since the early days.

I hope every one of our policyholders knows how much we appreciate that trust. The chance to work with you, helping you protect your professional reputations and the interests of your clients is an honor.

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Johnny Carson retires from The Tonight Show.

1993

SPRING WILMIC begins offering a financing program to help policyholders pay their premiums.

UW-Madison students get email.

FALL WILMIC offers to pay back the interest accumulated on the bonds lawyers purchased to capitalize the company in 1986.

The company reports gross written premium of \$4.8 million representing 699 policies, its first net underwriting gain of \$1 million, a net income \$1.5 million, a \$5.2 million surplus (\$3.7 million owed to bondholders) and total admitted assets of \$14.8 million.

Wisconsin allows creation of limited liability companies.

1994

FALL Board approves plan to repay bonds issued to form the company in 1986 that includes starting a pro rata redemption process in 1996.

January—Wisconsin's football Badgers play and win in their first Rose Bowl game since 1963.

WINTER The company increases the maximum continuity credit for policyholders from 5 to 8 percent.

1995

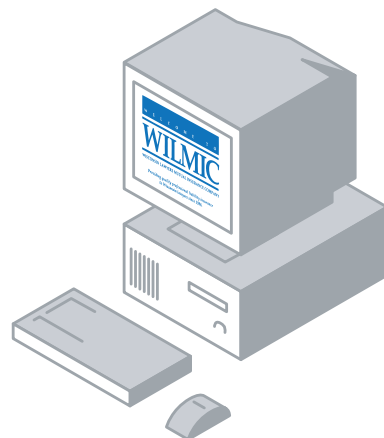
JANUARY WILMIC alerts policyholders to a new ban on dumping office paper in Wisconsin landfills and offers tips in company newsletter on how to dispose of confidential documents.

The company writes or reissues 745 policies.

Breakup of AT&T.

1996

WILMIC goes high tech with its first website, wilmic.com, and celebrates its first decade in business.



LOOK TO THE FUTURE

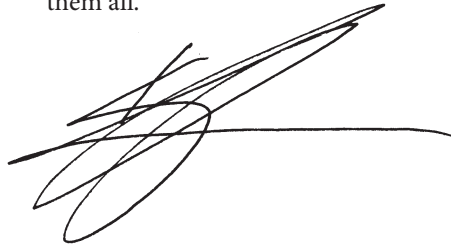
Coming up with answers, good answers, is part of the air we breathe at Wisconsin Lawyers Mutual. It's the lesson of our history—the determination to take a bold idea from “what if?” to “why not?” We know about supporting that idea with knowledge, experience, mutual respect, attention to detail and superior service. *Never lose sight of the mission*, we tell ourselves. And stay flexible.

Twenty-five years on, I feel confident about the company's future. We may look different as we evolve along with the practice of law in Wisconsin and beyond, but we'll be part of the changes that come along. The impact of technology and other advances have altered the landscape in ways that excite and astonish. But Wisconsin Lawyers Mutual will be here, doing what we do best: providing excellent coverage and the tools for Wisconsin lawyers in solo and small firms to manage practice risks and do what *they* do best.

The visual *Timeline* of milestones we feature in this Report puts this determination into perspective. It reminds me of how far we've come, but also of the potential we've created. Wisconsin Lawyers Mutual knows its market and how to respond to change. We plan to follow that timeline right off the page!

MANY CONTRIBUTED TO SUCCESS

There are many more people than I can acknowledge by name in these pages whose insights, enthusiasm and good judgment had—and have—a lot to do with making Wisconsin Lawyers Mutual 25 years strong. I hope they know who they are. Thanks are due to them all.



Katja Kunzke
President & CEO



WILMIC begins repaying 20% of the face value of the bonds sold to start the company in 1986.

Supreme Court approves formation of LLCs and LLPs for Wisconsin law firms. WILMIC helps policyholders understand implications of the new law.

Milwaukee's Pabst Brewing closes its 152-year-old brewery.

1997

WILMIC expands risk management programs for local bar associations to include presentations about confidentiality, technology and client communications.

Green Bay Packers beat the New England Patriots in Super Bowl XXXI in their first return to the championship in 29 years.

The company reports gross written premium of \$4.4 million on 788 written or reissued policies, a net income of \$1.7 million, \$7.9 million in surplus (\$2.3 million owed to bondholders) and total admitted assets of \$18.4 million.

1998

SPRING WILMIC redeems additional 20% of bond principal, marking repayment of \$2 million to date to Wisconsin lawyers who helped capitalize the company in 1986.

SUMMER WILMIC introduces the wonders of voice mail on its office telephone system.

Tammy Baldwin becomes first Wisconsin woman elected to Congress.

The company relocates to 49 Kessel Court on Madison's west side.



Then and Now: One Thing Leads to Another

Twenty-five years in business gives an organization time to grow in familiar and amazing ways. Wisconsin Lawyers Mutual is no exception. These narrative snapshots capture a handful of moments that illustrate how this active company is evolving with the profession and the marketplace.

THEN President of the State Bar of Wisconsin Donald Heaney bylines the lead article in the spring 1986 issue of *Mutually Speaking* with the first of his periodic “fireside chats,” telling the tale of how Wisconsin Lawyers Mutual Insurance Company came to be and the vision of its founders. “It is your company and mine because together, at some cost to both of us, we made it out of nothing,” wrote Heaney, a founding board member of Wisconsin Lawyers Mutual. “We intend to see that it continues to exist for the benefit of

the lawyers of this state, whom it shields from economic ruin, and the people of this state, whom it shields from our occasional mistakes.”

NOW Quarter of a century later, thanks to the leadership of board and staff, and the support of policyholders across the state and its valued business partners, Wisconsin Lawyers Mutual performs like the company Heaney and others imagined in 1986. “I look back on how important it was when we started to close the coverage gap for solo and small firm lawyers,” he reflects in 2011. “It helps me realize what a source of strength that idea continues to be for this company.” The presence now of long-serving Directors like Heaney, Bill Mulligan and Anne Ross adds invaluable historical perspective to every Board deliberation.

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wilmic.com welcomes visitors with updated look and content.

WINTER Katja Kunzke becomes vice president-claims and Dennis Marx is promoted to vice president-underwriting.

Sergey Brin and Larry Page found Google.

1999

SPRING WILMIC pays its first dividend to policyholders, a practice it has followed every year since.

World prepares for Y2K.



2000

SPRING WILMIC redeems all remaining principal on bonds purchased in 1986 to help fund a bold idea.

FALL In more high-tech improvements, staff members make themselves available to policyholders and other lawyers via email.

2001

SPRING WILMIC introduces new 7% maximum premium credit for policyholders with a claims history that includes no indemnity payments.

SPRING Policies expand to include a limited coverage benefit for legal representation in grievance proceedings at no additional cost.

Milwaukee Brewers take the field in their new stadium when Miller Park opens.

WILMIC marks 15 years in business and writes or reissues 793 policies.

Tommy Thompson becomes U.S. Secretary of Health and Human Services after record 14 years as Wisconsin governor.

2002

Latest “new look” website goes live.

WILMIC declares 20% dividend.

←→

THEN West Allis Attorney George Affeldt takes out the first Wisconsin Lawyers Mutual Insurance Company policy in 1986, believing the job of insuring their practices belongs to Wisconsin lawyers. He also sees being a policyholder as a way for a small firm to give back to the profession statewide.

NOW David, Steve and John Affeldt run the Affeldt Law Office in West Allis today, carrying on the family tradition of small-firm service begun by their father, who died in 2001. They also carry on the tradition of being Wisconsin Lawyers Mutual policyholders. “We’ve kept that connection because of the strong relationships we’ve developed with staff members over the years,” say the Affeldts. “Small firms like ours place great emphasis on values like loyalty and consistency. Our long-standing experience and relationship with Wisconsin Lawyers Mutual reflects both these characteristics.”

←→

THEN Claims per 100 lawyers is 4.7 in 1990, just four years after Wisconsin Lawyers Mutual opened its doors. The company ends the year with 608 policy-

holders, assets nearly double the balance sheet at the close of its first year in operation and enhanced availability to policyholders. CEO Mel McCartney encourages insureds to use the company’s new toll-free number to connect with him and with Director of Claims Katja Kunzke and Director of Underwriting Dennis Marx. “As we establish our relationship with you,” McCartney told policyholders, “we know you will appreciate the knowledge and help we can bring to your firm.”

NOW In 2010, the annual rate of claims per 100 lawyers was 4.8—virtually unchanged over two decades—with a year-end policyholder count of 1,457. The numbers are a testament to Wisconsin Lawyers Mutual’s valued stability and to the outreach intrinsic to how the company works with the lawyers it insures, helping them reduce their malpractice exposure.

←→

THEN Wisconsin Lawyers Mutual sponsors a Business Law Seminar at the 1991 State Bar Convention titled “Malpractice Exposure in a Business Law Practice.” The seminar featured three lawyers dis-

2003

WILMIC holds first Fall Showcase Seminar with a presentation about recovering from disaster, inspired by consecutive years in the state of severe flooding from seasonal storms. The annual CLE program continues to address risk management topics of current interest to Wisconsin Lawyers.



FALL Katja Kunzke is named WILMIC Senior Vice President and Chief Operations Officer.

WILMIC reports a surplus of \$13.8 million with zero dollars owed to bondholders—the first year where all surplus is unassigned.

Apple launches iTunes.

2004

SUMMER Long-time President and CEO Mel McCartney retires after 15 years with the company. Board elects Katja Kunzke to succeed McCartney in the top spot at WILMIC.

→

Harvard student Mark Zuckerberg introduces early version of what becomes Facebook.

WINTER WILMIC adds strong in-house IT expertise when Frank Zillner joins the staff as Information Technology Manager.

Boston Red Sox win the World Series for the first time in 86 years.

The company breaks the one thousand mark with 1,013 policies written or reissued.

2005

SPRING WILMIC programs at the Bar Convention include topics like balancing life and lawyering, dealing with pro se parties, specialist certification and making the transition to retirement.

curring professional liability for practitioners working in the financial services area, mergers and acquisitions, and environmental risks. An example of the company's active and long-standing participation in risk management education programs at the annual State Bar event, the timeliness of the topic reflected the impact of the S&L crisis prominent in the news that year.

NOW Speakers from Wisconsin Lawyers Mutual are everywhere at the 2010 State Bar Convention. Senior Vice President Tom Watson and Claims Counsel Brian Anderson served on a panel for the General Practice Section and Solo & Small Firm Practice Committee that considered how to deal with pro se parties. Sally Anderson, Vice President-Claims, provided a focus on malpractice issues for a Professional Ethics Committee program that explored fee collection, conflicts of interest and dealing with an irrational client. Brian Anderson also brought a risk management perspective to the discussion at a Young Lawyers Division session on generational issues. The company-sponsored *Law Practice Symposium*—a popular event year-after-year—featured a lunch program that covered the

latest on technology, staffing, client communication and more.



THEN In 2003, Wisconsin Lawyers Mutual introduces a special half-day seminar that inaugurates what will become its ongoing *Fall Showcase Seminar* series focusing on current issues in law practice risk management. Staff members took “Recovering From Disaster Step-by-Step” on the road in September and early October to four locations around the state. The approach made it easy for more lawyers and their staff members to attend. Each content-filled session got participants thinking about their disaster preparedness, ethical obligations to clients, ability to protect records, and keep a practice up and running in the face of adversity.

NOW “Lawyering in an Electronic Age: How Technology Can Make You a Better Lawyer” was the focus of the 2010 *Fall Showcase Seminar*. Respected, knowledgeable speakers participated in three panel discussions that covered the use of social media, secure and confidential electronic client communications, choosing technology programs suitable to every

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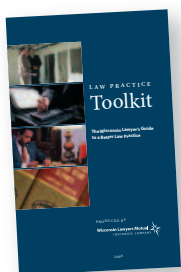
FALL Showcase programs in Wausau and Janesville discuss using technology to avoid malpractice and manage a well-run law office.

2006

SPRING WILMIC celebrates 20 years in business with the unveiling of a contemporary-look logo.



FALL WILMIC publishes first edition of its Law Practice Toolkit, filled with facts on business planning, technology needs, managing a law office, client relationships, marketing a practice, insurance needs, business continuation planning and the Supreme Court Rules of Professional Conduct.



WILMIC website makeover provides access to a wealth of interactive and downloadable information.

2007

SUMMER Board and staff members host 12 open houses across the state, informal gatherings where policyholders share their ideas for how WILMIC can serve them better.

Wisconsin Supreme Court adopts revised rules of professional conduct for attorneys with significant changes that pertain to dealing with clients.

Nancy Pelosi becomes first woman Speaker of the House.



2008

FALL UW and Marquette Law Schools are the venues for Fall Showcase program on finding career/life balance. Local attorneys host discussions during the Showcase day with law students about practice issues and opportunities.




size practice, technology-related malpractice claims, ethical considerations and more. Wisconsin Lawyers Mutual provided video replays of the October 8 Madison program in Milwaukee, La Crosse, Appleton and Wausau. The approach ensured cost- and time-efficient access to a dynamic program for lawyers across the state and their staff members.



THEN Commercial legal malpractice rates in Wisconsin doubled or tripled in the mid-1980s and coverage became scarce for many firms. The idea for Wisconsin Lawyers Mutual emerged then as the answer for Wisconsin lawyers who wanted to stabilize the market and protect their practices and their clients.

NOW The company first chartered in 1986 is a strong presence in the Wisconsin insurance market in 2011. Besides quality underwriting and claims services, Wisconsin Lawyers Mutual provides policyholders and the profession as a whole with timely risk management education and practice tools.



THEN Anticipating the nascent Internet as a way to communicate with Wisconsin lawyers—and the world—Wisconsin Lawyers Mutual reserved the domain name wilmic.com in 1995. The company launched its first website in March 1996, describing the new browser destination as an “electronic storefront.” Visitors to what was a simple home page in tasteful blue and grey found their way to information about risk management resources, copies of the newsletter and annual report, a link to the State Bar website and company contact information.

NOW Wisconsin Lawyers Mutual cut the ribbon on its fourth website update in 2006. The latest iteration of wilmic.com is more interactive than ever and continues the move to expand the availability of on-line applications. Navigating the site, policyholders can report a claim, apply for insurance, make a payment, apply for court bonds, read or download articles, publications and risk management tools, and find news about seminars and links to a wide range of educational resources.



WINTER WILMIC makes the move to new offices at 725 Heartland Trail on the west side of Madison.

2009

SPRING The company distributes its newsletters and Annual Report to policyholders and other Wisconsin lawyers via email for the first time.

Barnes & Noble releases first Nook.

FALL Protecting a law practice in tough economic times is the focus of three lawyer panels assembled for WILMIC's Fall Showcase, for the first time provided via video replay at four sites around Wisconsin

2010

SPRING WILMIC introduces the availability of court bonds to Wisconsin lawyers through its new bond agency.

Top films of the year include Toy Story 3 and The Social Network; Mad Men and Glee are hits on TV.

The company reports gross written premiums of \$4.7 million on 1,457 policies, a net income of \$284,000, \$19.1 million in surplus and total admitted assets of \$28.7 million.



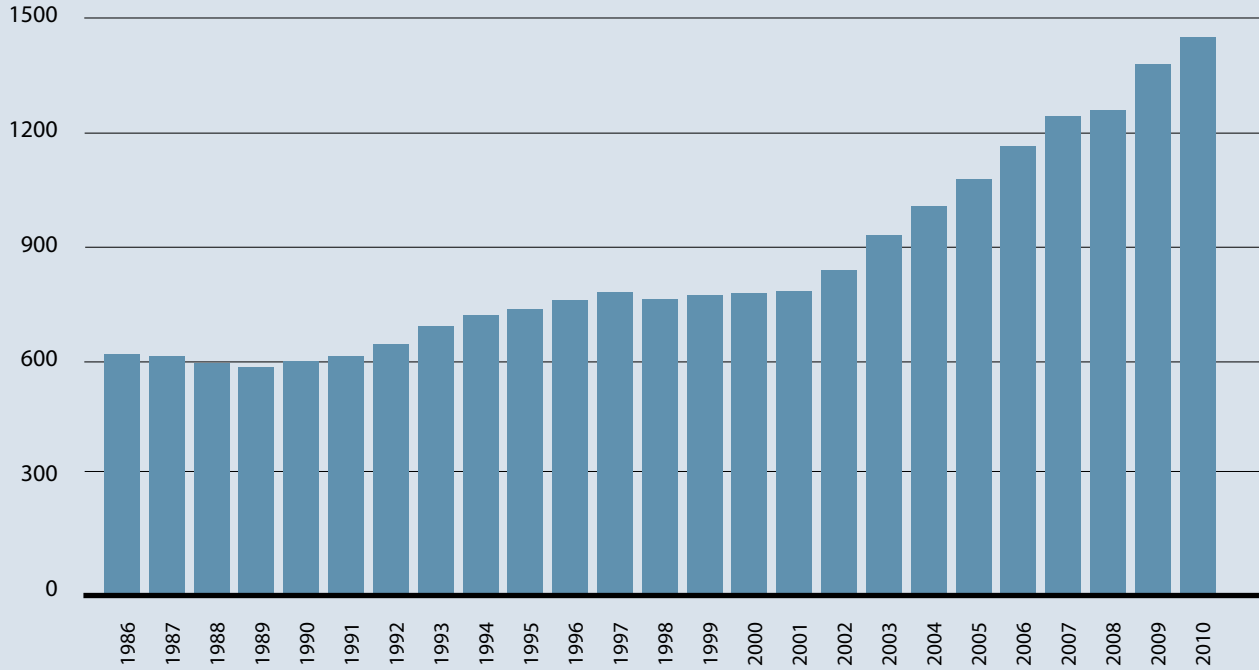
WILMIC sponsors annual Solo & Small Firm Conference, jointly presented by the State Bar of Wisconsin and the Milwaukee Bar Association. WILMIC has been a major sponsor and program contributor since the event adopted its current format in 2007.

2011

SPRING WILMIC celebrates 25 years serving the professional liability insurance needs of Wisconsin's solo and small firms.

Year End Policy Counts

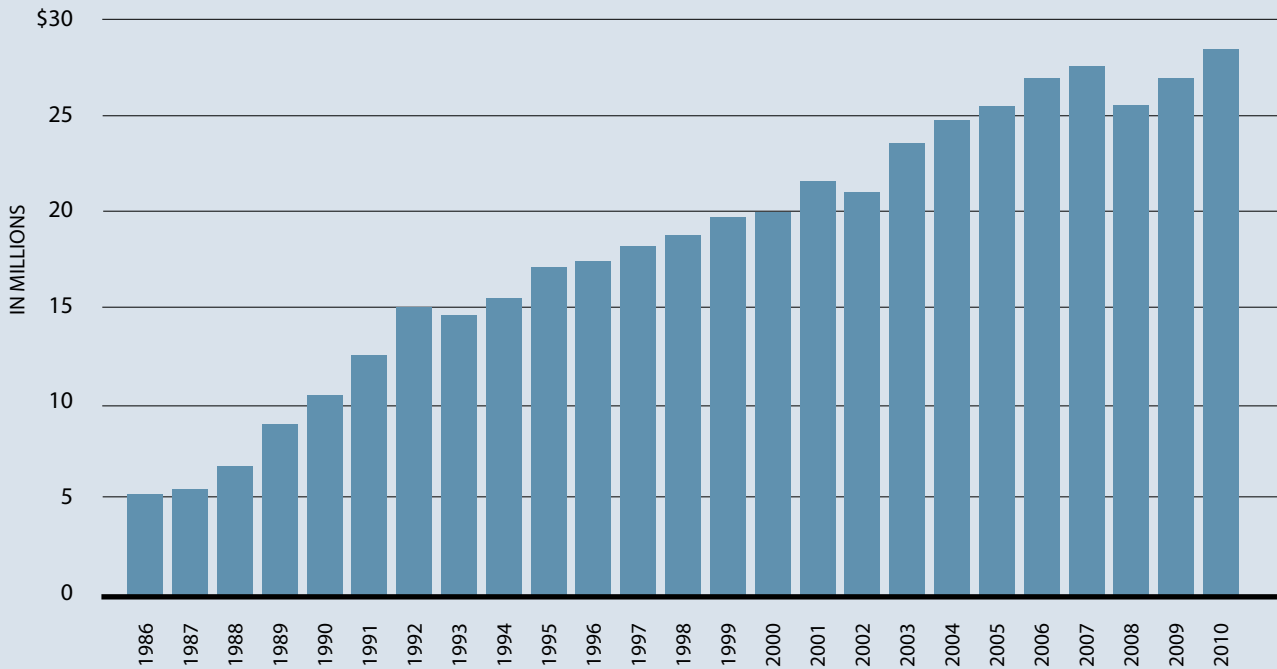
Wisconsin Lawyers Mutual more than doubled the number of policyholders it serves over the past 25 years in business, with 44 percent of that growth occurring in the last six years.



Total Admitted Assets

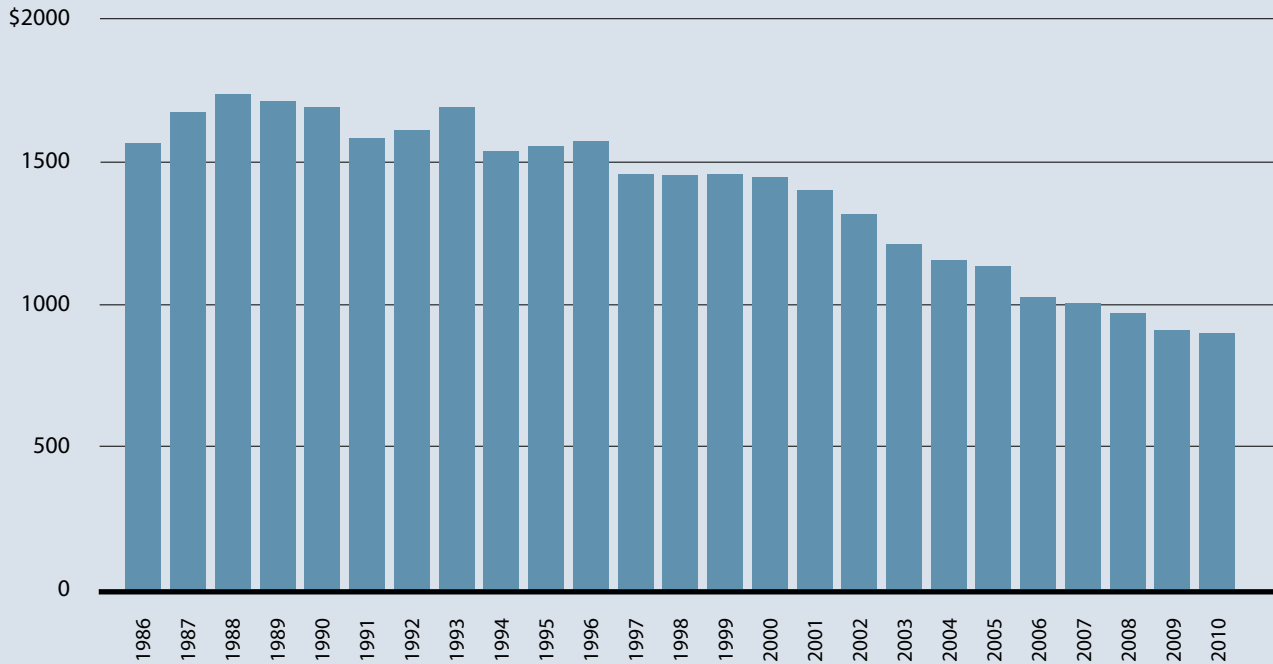
An upward trend in assets reflects the principle of stability Wisconsin Lawyers Mutual founders considered essential for success. Company assets have grown more than five times since 1986 and 50 percent in the past decade.

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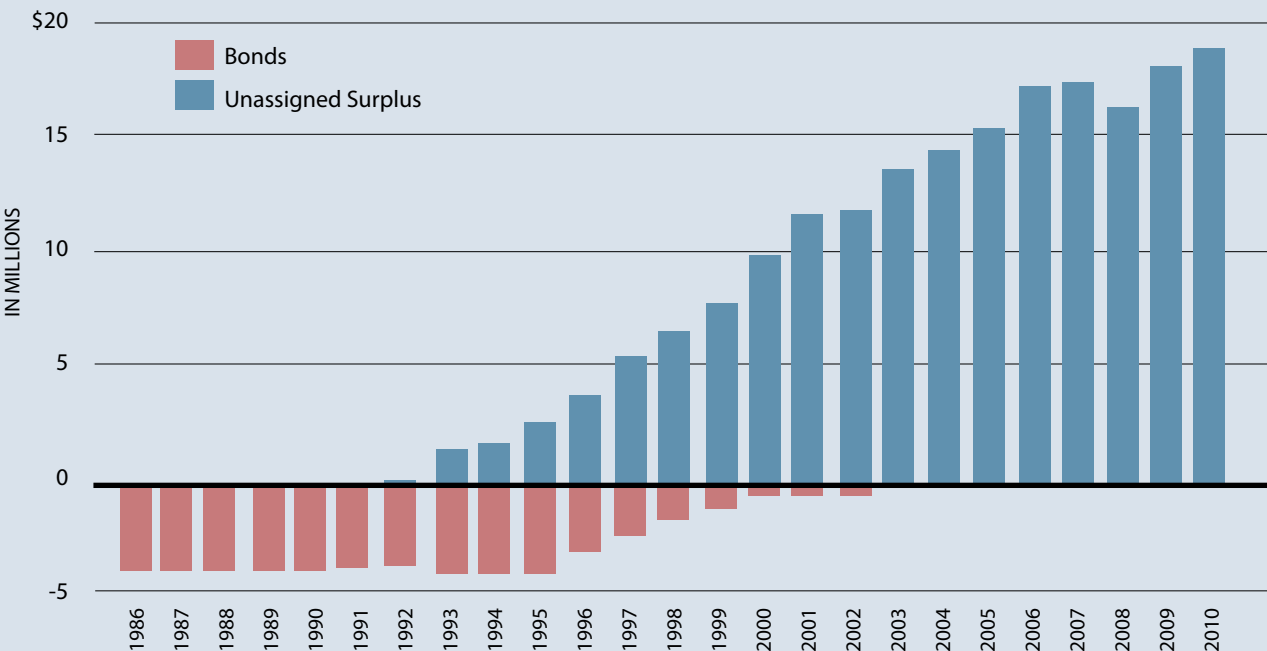
Average Premium Per Lawyer—\$100,000 Limits

Since the insurance crisis of the mid-1980s that spurred formation of Wisconsin Lawyers Mutual, policyholders have seen a significant decline in the cost of their coverage.



Surplus Growth

Wisconsin Lawyers Mutual had virtually no unassigned surplus to its name during its first six years in operation. The year 2003 is remembered as a milestone when the company paid off all bonds and its entire surplus was unassigned.



Staff**Katja Kunzke**

President and Chief Executive Officer

Thomas J. Watson

Senior Vice President and Director of Communications

Stephanie Williams

Executive / Marketing Assistant

Dennis H. Marx

Vice President – Underwriting

Jane K. Harder

Customer Service Representative

Sally E. Anderson

Vice President – Claims

Brian C. Anderson

Claims Counsel

Joyce R.H. Neumaier

Claims Assistant

Patricia A. Lehner

Treasurer and Controller

Linda Budziszewski

Assistant Controller

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Frank Zillner

Information Technology Manager

Board of Directors**George C. Brown**

*Executive Director
State Bar of Wisconsin
Madison*

John S. Bubolz

*Attorney
Retired
Appleton*

John E. Danner

*Attorney
Harrold, Scrobell & Danner, SC
Minocqua*

Linda C. de la Mora

*Attorney
de la Mora & de la Mora
Elm Grove*

Donald L. Heaney

*Attorney
Lathrop & Clark, LLP
Madison*

Katja Kunzke

*Attorney
President & CEO
Wisconsin Lawyers
Mutual Insurance Company
Madison*

John P. Miller

*Attorney
Miller, McGinn & Clark, SC
Milwaukee*

William J. Mulligan

*Chairman of the Board
Attorney
Davis & Kuelthau, SC
Milwaukee*

Kevin J. Palmersheim

*Attorney
Haley Palmersheim, SC
Middleton*

Noreen J. Parrett

*Attorney
Parrett & O'Connell, LLP
Madison*

Mark A. Pennow

*Attorney
Denissen, Kranzush,
Mahoney & Ewald, SC
Green Bay*

Anne E. Ross

*Attorney
Foley & Lardner, LLP
Madison*

Thomas R. Schumacher

*Attorney
Bakke Norman, SC
Baldwin*

Thomas S. Sleik

*Attorney
Hale, Skemp, Hanson, Skemp & Sleik
La Crosse*

Committee Members

June 2010 through June 2011

Audit Committee

John S. Bubolz
John E. Danner
John P. Miller
Mark A. Pennow
Anne E. Ross, *Chair*
Thomas R. Schumacher

Executive Committee

George C. Brown
Linda C. de la Mora
Donald L. Heaney
Katja Kunzke
William J. Mulligan, *Chair*
Thomas R. Schumacher
Thomas S. Sleik

Investment Committee

John S. Bubolz, *Chair*
John E. Danner
Linda C. de la Mora
Katja Kunzke
Kevin J. Palmersheim

Nominating Committee

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