

Contact: Ryan Roecker  
Society Insurance  
Phone: 920.922.1220  
Fax: 920.922.0747

150 Camelot Drive  
Fond du Lac, WI 54935  
societyinsurance.com



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## FOR IMMEDIATE RELEASE

### Society Insurance Director Susan Finco Named Lead Director and Vice President of Green Bay Packers

*Finco is a veteran board member at both organizations*

**FOND DU LAC, Wis. (August 19, 2021)** — Susan Finco, a member of the board of directors at Society Insurance, has been named lead director and vice president of the Green Bay Packers board of directors. In her new role, Finco will lead the team’s 42 directors as chair of its executive committee.

Finco is the co-founder and owner of Leonard & Finco Public Relations in Green Bay, Wis. She has served on many corporate boards, including 21 years as a Green Bay Packers director and 9 years as a Society Insurance director.

As the first female lead director in the history of the Green Bay Packers organization, Finco and her board govern a company that employs more than 500 people in permanent positions. Although the primary focus is to win Super Bowl titles, key ventures such as the Lambeau Field Atrium and Tiletown District illustrate the many facets of managing a world-renowned franchise in a mid-size city. Beyond the team and its balance sheet, the organization is heavily invested in diversity and community initiatives that promote equal educational and economic opportunity.

Finco, who has served as a Society Insurance director since 2012, has seen changes in that board room as well. In 2019, the company elected its first female-majority board of directors. “Susan has been an impactful board member for us,” said Rick Parks, Society Insurance president & CEO. “She is highly respected; those of us who know her are not at all surprised to see Susan step into this important role with a high-profile organization like the Green Bay Packers. She is a leader who always contributes and makes a difference.”

**ABOUT SOCIETY INSURANCE:** *Headquartered in Fond du Lac, Wis., Society Insurance has been a leading niche insurance carrier since 1915. Society focuses on the small details that make a big difference to its policyholders while offering top-notch insurance coverage, service and competitive pricing to businesses in Wisconsin, Illinois, Indiana, Iowa, Minnesota, Tennessee, Colorado and Georgia.*

*Photo caption: Susan Finco*

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