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FOR IMMEDIATE RELEASE

Society Insurance Promotes Heather Boyer to President & CEO

Rick Parks retires after 12 years of service as Society's chief executive

FOND DU LAC, Wis. (July 5, 2023) — Society Insurance has promoted Heather I. Boyer of Neenah, Wis., previously president of the company, to president & CEO. Boyer succeeds Rick Parks, Society's CEO, who retired on June 30. Parks announced his transition to retirement and Boyer's upcoming promotion to employees in March 2022.

Heather Boyer has more than 25 years of executive experience at property and casualty insurance carriers, with the majority of time spent with regional mutual insurance companies. Boyer joined Society in 2014 as vice president – CFO and treasurer; she was promoted to senior vice president & CFO in 2015, to executive vice president in 2020 and to president in 2022. She was elected to Society's board of directors in 2022. Boyer earned a bachelor's degree from The Colorado College and an MBA from Northwestern University. She serves as a board member of the Wisconsin Insurance Security Fund and the American Property Casualty Insurance Association.

"It's truly an honor to have the opportunity to lead such an amazing organization," said Heather Boyer. "One of the reasons I joined Society nine years ago was to work for a company that had a vision of where it wanted to go, who it wanted to be and valued relationships with employees, agents and policyholders. Society has something unique that should be cherished and supported. I'm lucky to work here, surrounded with such talented people."

"I'm looking forward to building on the momentum we have created over the past few years, continuing to grow profitability and being seen as a leader in the property and casualty insurance industry, the states we write in, the agencies we partner with and the communities we live in."

"We are excited to welcome Heather Boyer as Society's president & CEO," said Kim Sponem, chair of the company's board of directors. "Her experience and skill set are perfectly suited to lead Society as an insurer of choice in the restaurant and bar industry. Heather will continue the work Rick Parks has overseen to serve our policyholders and agents, seek targeted profitable growth and provide a flexible, welcoming working environment for employees. I and the other directors look forward to Rick's continuing service as a Society Insurance board member."

Rick Parks retires with 43 years of service to the insurance industry, including 18 years at Society Insurance and 12 years as the company's CEO. Parks joined Society in 2005 as senior vice president & COO. He was promoted to president & CEO in 2011 and served in those roles until 2022, when he passed the title of president to Heather Boyer at the time of his retirement announcement. Parks will continue to serve on Society's board of directors.

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, Georgia and Texas.*

Photo caption: Heather Boyer, Society Insurance president & CEO