



West Bend Mutual Insurance Co. hires senior VP

WEST BEND, WI (October 18, 2016) – Kevin Steiner, president and CEO of West Bend Mutual Insurance Company, announced Mike Faley has joined the company as senior vice president of Human Resources and Administration. Faley's hire is effective November 1, 2016.

Faley brings more than 20 years of financial services experience to West Bend. He most recently served as vice president of human resources and organizational development for GuideOne Mutual Insurance Company in Des Moines, Iowa. An Iowa native, Faley was also previously employed with Harris Bank in Milwaukee before the company's merger with BMO.

West Bend Mutual Insurance Company, headquartered in West Bend, Wisconsin, provides property/casualty insurance products throughout the Midwest. The company offers a broad personal lines coverage package, a full range of commercial products and services, and insurance for specialty lines. West Bend employs more than 1,000 associates and is represented by more than 2,000 independent insurance agencies throughout Wisconsin, Illinois, Iowa, Minnesota, Indiana, Ohio, Michigan, Missouri, Kansas, Kentucky, and Nebraska. The company has been rated A (Excellent) or better by A.M. Best since 1971 and is consistently ranked at the top of a nationwide ease-of-doing business survey.