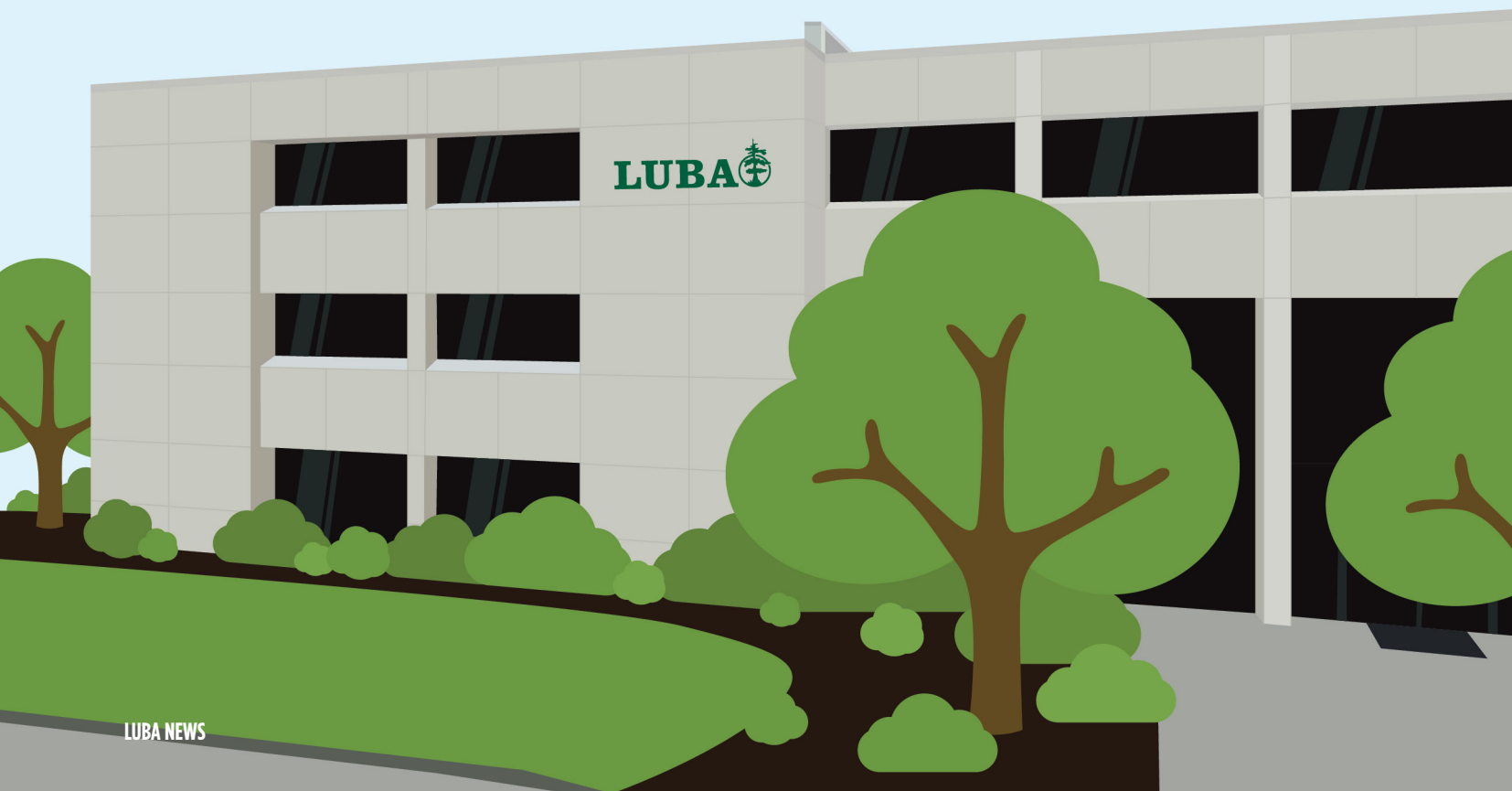




A History of **Growth and Dependability**

By the early 1980s, many states were experiencing rapidly rising claims costs, as well as widespread mismanagement by workers' comp insurers. This gave way to skyrocketing premium rates that led to instability in the workers' comp system. These dynamics ultimately created a crisis for business owners in fulfilling their legal obligation to provide lost wages and medical expenses to their injured workers.

In those early years, David Bondy was employed by a workers' comp third-party administrator (TPA) that was engaged in workers' comp reform in the State of Louisiana. That TPA was also in the process of helping to form a number of association-based workers' comp self-insured funds. Bondy gained expertise in working with legislators to improve Louisiana's workers' comp laws. Meanwhile, self-insurance funds gained popularity in Louisiana, as well as in other southeastern states.



By the late 1980s, the recently enacted statutory reforms had begun to improve the workers' comp environment. This dynamic, combined with the successes achieved by the many self-insured funds that had become more prevalent, began to substantially improve insurers' underwriting results. Emphasis on policyholder service, tough but fair claims management, and safety engineering became the rule, not the exception.

Up until this point, each self-insured fund was centered around and designed to provide workers' comp coverage to employers within a specific industry. Bondy realized that the creation of a program designed to cut across industry lines would exponentially increase the number of potential policyholders. This revelation was the seed of an idea to create the Louisiana United Businesses Workers' Comp Self Insured Fund (LUBA). Ultimately, the LUBA Fund was approved by the Louisiana Department of Insurance and received its Certificate of Authority to begin providing coverage to a broad range of Louisiana's employers on January 1, 1991.

Although more diverse than other self-insured funds, LUBA's management team applied the very same tenets Bondy learned in servicing similar programs. The team came out of the blocks remembering that the customer is king! They all answered their own phones, and the Claims, Sales, Marketing, Underwriting, and Safety staffs worked in lockstep to exceed the expectations of its policyholders and their injured workers.

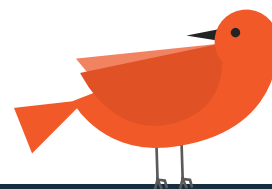
The LUBA staff also recognized that, in order to reach a broader customer base, it needed to create relationships with independent insurance agents. Thirty-five years ago, many independent agents were somewhat skeptical and concerned about the financial stability of a self-insured fund. Many were more comfortable representing standard insurance companies with a much larger surplus and protected by a guaranty fund. To LUBA's delight, a number of respected agencies stepped forward and agreed to represent LUBA because of the reputation its team had earned in the industry. Other agencies began to seek contracts to represent LUBA. Success bred success, and the program began to flourish.

By the year 2000, LUBA's management team had proven it could produce good loss ratios and surplus while returning monetary dividends to its safety-conscious policyholders. It became clear that it was time to expand beyond the borders of Louisiana.

The next step in LUBA's journey was to transform itself from a self-insured fund into a standard insurance carrier. After much actuarial analysis and discussions with AM Best and Louisiana's Department of Insurance, the metamorphosis began.

On July 1, 2006, LUBA Casualty Insurance Company was born.

Because of LUBA's hard work and years of attention to detail, AM Best granted LUBA Casualty an A-Excellent Rating on day one!



Over the next 12 years, LUBA Casualty and LUBA Indemnity successfully expanded its footprint to include six additional states—Alabama, Arkansas, Mississippi, Oklahoma, Tennessee, and Texas.

The year 2021 heralded yet another chapter of expansion as LUBA joined forces with Florida-based FHM Insurance Company, a respected insurer with over six decades of industry experience. This step forward launched LUBA into the additional states of Florida, Georgia, Kentucky, North Carolina, South Carolina, and Virginia.

In an ever-evolving technological world, LUBA possesses all the firepower of companies much larger. It is a company that prides itself on moving quickly and decisively. However, what distinguishes it most from its competitors is its old-fashioned attention to detail and customer service. That is precisely why LUBA's registered trademark from the very beginning has been "*Genuine Dependability!*"

Unveiling the Driving Forces Behind LUBA's Sales Team

At LUBA we make a promise to deliver **Genuine Dependability**, and this means building and honoring our relationships and offering knowledge and expertise that can help you, our agency partners, and your clients, succeed. Each policy issued comes with the backing of our entire LUBA service team, but in many cases, it is our Sales and New Business Underwriting Teams that make our first introductions.



Debbie Lowe, an industry veteran and VP, Sales Executive, epitomizes the spirit of dedication that defines LUBA's motto, "Genuine Dependability." Since 1991, she has played a pivotal role in cultivating vital relationships with agency partners across Louisiana, Mississippi, and Arkansas. Reflecting on her experience with LUBA, Debbie expresses that witnessing the company's evolution firsthand, from its beginnings to its current position as an industry leader, has been an extraordinary privilege. Observing LUBA's strategic growth and its consistent dedication to serving clients has been immensely fulfilling for her.



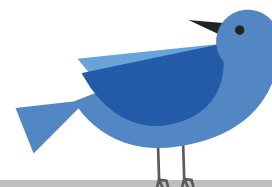
Having joined in 2021, **Trey Stone** brings extensive experience and a new viewpoint to his position as a Sales Executive. With almost four decades of industry knowledge, Trey provides crucial insights into the important interactions between agents and policyholders. He expresses enthusiasm for contributing to LUBA's sales team, noting the Company's innovative strategies and collaborative environment as factors that offer an exciting opportunity to significantly influence the industry.



In 2022, **Hunter Perry** took on the role of Sales Executive for the southwest region, where he supervises agency relations in Texas, Oklahoma, Arkansas, and specific regions of Louisiana. Hunter's passion for LUBA's interactive and relationship-focused strategy highlights his confidence in the Company's unique qualities. He says that joining the LUBA team has been eye-opening, emphasizing their dedication to customized service as a differentiating factor.



Kristie Garcia, a seasoned insurance professional with nearly two decades of experience, joined LUBA in 2023 as a Sales Executive. Based in Lafayette, Louisiana, Kristie manages relationships with independent insurance agency partners in Louisiana and Texas. Having spent most of her career on the agency side of the business, Kristie has a unique understanding of the challenges encountered by agents, enabling her to offer tailored solutions that allow LUBA to better serve its clients. Kristie shares that her experience being on the other side of the table has attuned her to the needs of LUBA's agency partners.



CONTEST QUESTION #2

In what year did the LUBA Fund receive its Certificate of Authority to begin providing coverage to Louisiana employers?

LUBA's Underwriting Team: The Architects of Insurance Excellence



Jeanne Campbell joined LUBA in 2010 and works as a Senior Business Development Underwriter, with over 20 years of insurance industry experience and extensive knowledge across a wide variety of industries. This has made her an invaluable asset to the LUBA team.

Jeanne's commitment to understanding the unique needs of each client and her ability to tailor solutions accordingly underscores her dedication to excellence and customer satisfaction.

John Aycock joined LUBA in 2020 with over a decade of workers' comp underwriting experience and works as a Senior Business Development Underwriter. John's credentials as a licensed P&C producer and Certified Insurance Counselor highlight his comprehensive expertise in the field. Known for his attention to detail and deep understanding of the industry, John is committed to developing and maintaining strong relationships with independent agents. His focus on superior customer service ensures that agents and policyholders alike receive the highest level of support and guidance.



Ryann Sanchez joined LUBA in 2022 and works as a Senior Business Development Underwriter. Bringing close to 7 years of workers' comp experience, Ryann quickly became a key player in establishing and maintaining agency relationships. Her proactive approach and dedication to understanding the specific needs of each agency have enabled her to deliver exceptional service. Ryann's passion for fostering strong, collaborative relationships with agency partners is a testament to her commitment to LUBA's promise of delivering Genuine Dependability.



Hollee Hammond, a veteran in insurance sales and underwriting, joined the LUBA team in 2023 as a Senior Business Development Underwriter. Hollee, hailing from Austin, Texas, brings a wealth of experience spanning over 17 years in multistate sales and underwriting to LUBA's team. Expressing her excitement about joining LUBA, Hollee emphasized the alignment between the Company's business practices and her personal values and objectives.



Jesse Lovell, a Chattanooga-based Business Development Underwriter at LUBA, serves the Tennessee market. Jesse is tasked with fostering and strengthening relationships with independent insurance agency partners across the state. Acknowledging the liberty afforded by LUBA, Jesse complimented the Company's approach, which allows him to address each situation with individualized attention, armed with the necessary resources to offer customized solutions.

Leslie McCrary, a Tulsa-based Senior Business Development Underwriter, joined LUBA's growing team with over 30 years of experience in the industry. Leslie covers LUBA's Oklahoma and Arkansas markets. Echoing the sentiment of her colleagues, Leslie commended LUBA's authentic concern for individuals and its commitment to cultivating a culture and service model centered around genuine care and understanding.



Lastly, in October of last year, LUBA welcomed **Rick Riddell**, a native of Mississippi and a veteran in the insurance industry as a Senior Business Development Underwriter for the State of Mississippi. Bringing over 13 years of experience to the table, Rick highlighted how his previous stint as an independent agent equipped him with the essential skills to excel at LUBA. Expressing his satisfaction with the Company's culture, Rick emphasized his delight in delivering exceptional value and ensuring the utmost attention to clients entrusted to LUBA's care.



Today, LUBA stands as a testament to resilience and adaptability, a beacon of stability in an ever-changing landscape. With a vast network of independent insurance agencies spanning the region, LUBA safeguards the livelihoods of over 200,000 workers through 4,500 policies, with direct written premiums exceeding \$93 million.

Yet, amidst its growth and expansion, LUBA remains rooted in its founding philosophy of Genuine Dependability and unwavering customer-centricity, ensuring that every policyholder's needs are not only met but exceeded.