



### ***Jim Korin – Lifetime Achievement Award***

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Jim Korin’s leadership in the crop insurance industry is nothing short of extraordinary. For decades, he has shown unwavering dedication, deep expertise, and a genuine commitment to the American farmer. His broad knowledge of industry trends, regulatory frameworks, and financial impacts make him an indispensable resource within NAU Country Insurance Company and across the broader agricultural insurance landscape. Jim’s ability to translate complex issues into actionable insights has earned him the respect of colleagues, agents, and industry officials alike. He is a trusted advisor, a thoughtful mentor, and a tireless advocate for the integrity and sustainability of the crop insurance program.

What distinguishes Jim is his authenticity and his relentless focus on the people behind the policies. He has mentored many of today’s most respected leaders, including NAU Country President Jordan Atkinson, and Chief Marketing Officer Mitch Rosenthal, by instilling in them the foundational principles of the “three-legged stool”, which emphasizes the essential balance between the federal government, private sector, and the farmer. His leadership is not confined to boardrooms or policy discussions, it extends to his personal life, where his passion for agriculture is evident in the establishment of his own hobby farm. Jim is the kind of leader who answers the phone, listens intently, and invests his time in others. His legacy is one of service, stewardship, and a profound impact on the future of crop insurance.

Jim’s leadership has left an incredible mark on the crop insurance industry through both his strategic vision and his solid commitment to service. As Executive Advisor to the President of NAU Country, Jim continues to share the wisdom gained from over four decades of experience in crop insurance, public accounting, and business consulting. During his 11-year tenure as President of NAU Country, Jim led the company’s growth from a \$200 million operation to one exceeding \$3 billion in premium, securing its position as a market leader.



Beyond corporate success, Jim has consistently demonstrated a deep commitment to the broader industry. He served as Chair of the National Crop Insurance Services (NCIS) Board, where his leadership helped shape key industry initiatives. His testimony before the U.S. Senate Committee in May 2023 stands as a powerful example of his advocacy, where he eloquently emphasized the foundational principles of flexibility, affordability, and availability in crop insurance. Jim's involvement with the Midwest Council of Agriculture further reflects his dedication to advancing agricultural policy and supporting farming communities. His contributions have not only strengthened NAU Country but have also elevated the entire crop insurance sector.

In addition, Jim played a pivotal role in the development and implementation of the Enhanced Coverage Option (ECO) through the 508(h) process. Collaborating closely with Watts and Associates and the NAU Country team, he helped design an endorsement that delivers real value to the American farmer.

Jim embodies the spirit and purpose of the Lifetime Achievement Award. His career has been defined by an incredible dedication to the crop insurance industry and the people it serves. Jim's ability to navigate decades of change, while always prioritizing the needs of AIPs, agents, and farmers at the forefront, speaks to his rare combination of strategic insight and heartfelt leadership. He doesn't just understand the industry, he lives it, advocates for it, and continually works to improve it for future generations.

Jim's leadership is deeply personal. He is known for his accessibility, his genuine care for people at every level of the organization, and his ability to build lasting relationships rooted in trust and respect. His influence extends beyond NAU Country and into the political arena, where he is widely respected for his thoughtful, balanced approach to policy and advocacy. As he approaches retirement, Jim leaves behind a legacy of integrity, mentorship, and impact that will be felt for years to come. Honoring Jim with the Lifetime Achievement Award not only recognizes his remarkable contributions but also celebrates the values that make the crop insurance industry strong.