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Thank you for being a dream champion! We want to do everything we can to make you feel right at home. Use this handy digital guide to help you get around, find your place, and learn a little more about where you are.

Let’s kick things off with a proper introduction.

THE REASON WE’RE HERE.

It all started as a dream way back in 1927 when insurance salesman Herman Wittwer was inspired by local farmers in need of affordable, reliable coverage. With some innovative thinking, entrepreneurial instincts and a dedication to the customer, Farmers Mutual Automobile Insurance Company was born.

In the years since, we’ve grown from Farmers Mutual to American Family Mutual Insurance Company. From rural towns in Wisconsin to cities across the nation. From single company to a multi-line enterprise featuring Homesite and The General. Together, we provide life, farm and ranch, auto and home insurance to millions of hard-working dreamers.

Our mission at American Family Insurance: to inspire, protect and restore dreams. Why dreams? Great question. Because we believe a dream is the most valuable thing you’ll ever own. And because dreams don’t just happen, they’re earned through perseverance, commitment and work ethic. We know how hard our customers work to achieve their dreams. That’s why we’ve worked so hard, for so long, to protect them.

And that brings us to today. Still protecting dreamers. Always driven by the customer. Since day one.
THE AMFAM DIFFERENCE

What we do here makes a difference in peoples’ lives. And the way we’re doing it is changing the way people think about insurance. Here, we challenge each other to be our best and we celebrate the diversity that makes us one of a kind. Because here, we believe that how we treat each other is just as important as what we deliver.

Take a look at just a few of the reasons it’s different here.
THE AMFAM DIFFERENCE

Business Resource Groups

American Family’s Business Resource Groups (BRGs) help us bring diverse perspectives forward. The BRGs include employees from several locations representing a variety of divisions, job levels and generations. The primary purpose of the BRGs is to provide insights and input into company initiatives for the benefit of our customers, our company and the communities we serve. They champion diversity and their collective voices often help provide the right solution for a business problem or need.

The BRG Groups

Women's

Multicultural

LGBT + Allies

Veteran & Military

For more information about the Business Resource Groups email: BRG@amfam.com
THE AMFAM DIFFERENCE

Community Investment

We focus on bringing our mission – to inspire, protect and restore dreams – into our own communities, too. The American Family Dreams Foundation works to strengthen families and entire communities by building strong partnerships with nonprofit organizations, including the American Family Children’s Hospital, United Way and the Steve Stricker American Family Foundation.

Take a look.
THE AMFAM DIFFERENCE

AN INCLUSIVE SPACE FOR NEW IDEAS

Our Spark building acts as an intersection between community and innovation. As home to the American Family Institute for Corporate and Social Impact, Spark is our commitment to making communities better by providing entrepreneurs space to innovate, collaborate and move their ideas forward.

Also residing within Spark is DreamBank — a community space designed to inspire and support people of all ages. It’s a living, breathing, real-life expression of the American Family promise: to provide committed support to every dreamer. No matter what your dream is, there is always something happening at DreamBank to help you pursue it: creative workshops, family-focused events, thought-provoking seminars, interactive exhibits, and so much more. And it’s all free of charge!

Check out DREAMBANK here.
What are you working on?
I currently work in the Performance & Quality department in Claims Legal and prepare fidelity audits of the legal offices.

What do you like best about American Family Insurance?
I enjoy the people. I relocated from the Indianapolis Claims Legal office to NHQ in November, 2016. It is a vast difference working with a group of 20 as opposed to thousands. I am honored to have the opportunity to meet and work with so many professional, friendly people.

What do you love most about living in the Madison area?
I currently commute from Waukesha. Soon, my family will be moving to a Madison suburb. I’m looking forward to being closer to work and everything Madison has to offer.

What’s your favorite thing to do on the weekend?
I enjoy spending time with my family, trying out new restaurants, finding new malls, and learning about our surroundings.

What’s your favorite place to eat?
There are too many to just name one. Any restaurant that sells fresh seafood is always a winner.

Are you currently pursuing a dream? Tell us about it.
My dream is to be the best example I can be to my children. As they move into adulthood, I want them to reflect upon the achievements and challenges I’ve experienced, and realize the sky is their only limitation. As they succeed, my dream will become a reality.

Tell us a fun fact about yourself.
When I was 8, my family went to a Jewish deli. When it was my turn to order, I proudly asked for a ham sandwich. It was at that moment my parents realized they forgot to explain Jewish practices to me. My older brothers burst out in laughter while my parents tried to hide their embarrassment. My brothers still ask me if I want a ham sandwich every time we go back. That experience sparked my interest in other cultures. To this day, I look for opportunities to learn about the diversity in my community.
GETTING AROUND AMFAM
GETTING AROUND AMFAM

Security badge
Don’t forget to pick up your security badge on your first day! That little badge of honor helps keep our people and property safe and sound. And it’s how you’ll get in the building each day and access the areas you need to get to.
With five stunning lakes to admire and explore, there’s never a shortage of fun for water lovers.
Not only is American Family a great place to work, we’re located in a pretty great place to live, too. Madison and its outstanding surrounding communities offer up some of the best restaurants, parks, bike trails, festivals and family fun in the entire country! And because we’re a “big-little” city, getting around is pretty easy.
GETTING AROUND TOWN

Madison Beltline
The Beltline (Hwy 12/18) is your main connection from one end of the Madison area to the other. It’ll get you around and through the city and link you to all the great points in between. Hit the highway here.

Maps and Transportation
Whether by car, taxi, bus or bike, go here to get there.
Welcome to the innovative, culturally stimulating city on an isthmus, Madison – aka one of the best places to live, work and play in the U.S. What makes it so great here? Well, where should we start?

From the live music of hometown bands and the homegrown goodness of the Farmers’ Market, to the game-day energy of Camp Randall and the enriching culture of our art museums – there’s something here for everybody.

Love sports? You won’t find more passionate fans. Foodie? Welcome to paradise. Got a love for the arts? Let yourself be lifted!

As you can see, we get a little excited when we talk about this great city. The best way to see what’s out there is to get out there and see for yourself.

Start here.
Community Organizations

Madison is an amazing place to call home, for people from all backgrounds. Your perspectives matter here.

Get to know some of the community organizations and resources working hard to keep us all connected.

Supporting business excellence in the Latino and non-Latino communities:

- Latino Chamber of Commerce

Building a pro-fairness business community in Wisconsin:

- LGBT Chamber of Commerce

Advancing management skills and experience:

- Wisconsin Chamber of Commerce Executives

Developing leaders and teaching the values of free-market enterprise:

- Business World

Strengthening and sustaining an inclusive campus:

- UW Multicultural Student Center

Making Madison a place for people of color to live, learn, lead and link:

- Madison Network of Black Professionals

Fostering learning, respect, and the search for truth:

- Diversity and Inclusion at Edgewood College

Empowering Muslim Women:

- Milwaukee Muslim Women's Coalition

To recognize and enhance the lives of Latino professionals:

- Latino Professional's Association

Working to empower communities and change lives:

- Urban League of Greater Madison Young Professionals
EXPERIENCE MADISON

Colleges

Madison is home to the UW Badgers and some of the finest educational institutions around. Grab your books and take a look.

936 acres. Limitless opportunities:
University of Wisconsin-Madison

Real-world smart:
Madison Area Technical College

A community of learners:
Edgewood College

Inspiring possibilities:
Herzing University

The opportunity to make a difference:
Lakeland University
Healthcare

You’ll never have to go too far to get the very best healthcare. Nationally-recognized, community-focused. The care you deserve is right here at home.

Comprehensive pediatric medical and surgical center:
American Family Children’s Hospital

The integrated health system of the University of Wisconsin-Madison:
UW Hospital & Clinics

Catholic, not-for-profit health system:
St. Mary’s Hospital

Providing comprehensive, coordinated care in South Central Wisconsin:
Unity Point Health/Meriter

Non-profit, member-owned health plan providing high-quality healthcare services:
Group Health Cooperative
EXPERIENCE MADISON

10 great things to see and do

With so much to offer, you have to start somewhere. Might as well start with this list!

Get inspired:
Olbrich Botanical Gardens

Experience the history:
Wisconsin State Capitol

Soak up the sun:
Memorial Union Terrace

Find a friend:
Henry Vilas Zoo

Go Bucky:
Camp Randall Stadium

Avoid the ordinary:
State Street

More than a venue:
Monona Terrace Community and Convention Center

Campus life:
University of Wisconsin – Madison

Visual enrichment:
Chazen Museum of Art

Since 1911, the Henry Vilas Zoo has connected people of all ages to the wonders of the wild. Admission was free then, and will cost you the same today.
EXPERIENCE MADISON

8 places for great food from around the world!

Madison is nationally known for our global taste in food establishments. Here are some of the best in town. (It was really, really tough to pick just eight. So think of this list as just an appetizer.)

A pioneer of the sustainable food movement:  
L’Etoile Restaurant

Old World Italian traditions. Modern techniques:  
Cento

Hip, cozy bistro serving Mediterranean plates:  
A Pig in a Fur Coat

Spanish-influenced small plates and tapas:  
Estrellon

Fresh grilled meats carved table side:  
Samba Brazilian Grill

Your Om away from home:  
OM Indian Fusion Cuisine

The flavors of Vietnam, Thailand, & Laos:  
Ha Long Bay

Ethiopian cuisine on Willy Street:  
Buraka
EXPERIENCE MADISON

Day Trips
Want to get away just for a day? These amazing places are just a quick car ride away.

*The Waterpark Capital of the World*: Wisconsin Dells

One of the most scenic spots in the state: Devils Lake State Park

The circus is in town!: Circus World Baraboo

Discover a buried treasure: Cave of the Mounds

The home of Spotted Cow: New Glarus Brewing Co

Experience the history of our great state: Old World Wisconsin

Visionary architecture, awe-inspiring viewpoints: House on the Rock
ALEJANDRO ARANGO-ESCALANTE

Birthplace: Queens, New York City
Title: IS Financial Sr. Analyst
City you live in: Madison, WI

What are you working on?
Currently working on setting the 2018 budget for the IS division.

What do you like best about American Family Insurance?
I like the fact that AmFam truly values work life balance.

What do you love most about living in the Madison area?
All the great summer and winter activities. I enjoy the four seasons.

What’s your favorite thing to do on the weekend?
Go boating with the family.

What’s your favorite place to eat?
La Taguara, it’s a Venezuelan restaurant.

Are you currently pursuing a dream? Tell us about it.
Yes, I am enrolling to get my private pilot license. I’ve always wanted to fly.

Tell us a fun fact about yourself.
I like to race cars and I would like to get my amateur license in order to participate in local races.
The Dane County Farmer’s Market is the largest producer-only farmers’ market in the country.
Madison isn’t the only city in town. Check out these family-friendly communities, each with their own unique personality and style, close by and ready to welcome you with open arms. Need a map? Here you go!
SURROUNDED BY AMAZING COMMUNITIES

DeForest
Just minutes away from downtown Madison and AmFam headquarters, DeForest offers the good life of the great outdoors.
Get to know DeForest.
Additional Demographics

Fitchburg
Just down the road from the Wisconsin State Capitol Building, Fitchburg balances the best of city and country life.
Get to know Fitchburg.
Additional Demographics

McFarland
On the East Shore of Lake Waubesa, McFarland offers small-town charm, easy access to everywhere, and an amazing place to call home.
Get to know McFarland.
Additional Demographics

Middleton
Known as “The Good Neighbor City”, Middleton has made the list of best places to live more than once. Come see what all the talk is about.
Get to know Middleton
Additional Demographics
Monona
Located in the heart of Madison, Monona offers a small-town feel with all the perks of the big city.
Get to know Monona.
Additional Demographics

Sun Prairie
If you’re looking for the fastest growing retail area in Wisconsin, a vibrant downtown area, and one of the more affordable places to live around here, look no further.
Get to know Sun Prairie.
Additional Demographics

Verona
Welcome to “Hometown, U.S.A!” Where the quality of life is high, and the stress of living is low.
Get to know Verona.
Additional Demographics

Waunakee
It’s the only Waunakee in the world! But that’s not the only thing that makes this growing community so great.
Get to know Waunakee.
Additional Demographics
SURROUNDED BY AMAZING COMMUNITIES

Just Down the Road

If you’re the type who prefers the tranquility of the smaller town away from the bustle of the big city, you’re in luck. This area offers plenty of cozy communities just a little further down the road.

America’s Little Switzerland:
New Glarus

The birthplace of the coffee break:
Stoughton
Additional Demographics

The perfect balance of convenience and comfort:
Oregon
Additional Demographics

Rural heritage, historical character:
Deerfield

Opportunity runs through it:
Watertown
Additional Demographics

Strong community spirit:
Edgerton
Additional Demographics
But wait, there's more! Take a look at these links for additional area info. From education information and community contacts to neighborhood networks and news sources, the connections you need are just clicks away.
ADDITIONAL RESOURCES

Serving over 27,000 students in 49 schools: Madison Metropolitan School District

“For Housing Justice in Wisconsin”: Tenant Resource Center

Learn more about our many libraries: Dane County Library Service

Madison’s independent, locally owned news source: Isthmus

Be in the know: Madison.com

Biking is big here in Madison: Bike Madison

Know where your city is growing: City of Madison Department of Planning, Community & Economic Development

Madison’s “Voice of Business”: Greater Madison Chamber of Commerce

Family fun. Community connections: East Madison Community Center

Making lives, and communities, stronger: Goodman Community Center

“Policing in partnership with our community”: City of Madison Police Department
JESS L PARKER

Birthplace: Escanaba, MI
Title: Agency Strategy Consultant
City you live in: Fitchburg, WI

What are you working on?
I act as a Business Consultant to our Storefronts and work as a Linkage Partner to our Agency Business Consultants in the field. I also act as an internal subject matter expert on business planning and other business related topics.

What do you like best about American Family Insurance?
I love the culture that puts people first! We celebrate diversity and make work-life integration a priority.

What do you love most about living in the Madison area?
I love Madison because I have access to the best of both worlds — farms and agriculture 10 minutes from home as well as the university and capital nearby.

What’s your favorite thing to do on the weekend?
The Farmer’s Market every Saturday on the capital square is a must!

What’s your favorite place to eat?
Gramma’s Pizza is one of my favorites — thin crust gourmet recipes with locally sourced ingredients and lots of unique appetizers! In general, restaurants on Williamson Street are a good place to start.

Are you currently pursuing a dream? Tell us about it.
I’m working toward self-publishing my book of poetry which has been 10 + years in the making and am wrapping up my final MBA courses in May 2018.

Tell us a fun fact about yourself.
I studied Spanish for 10 years and landed in the insurance industry five years ago after completing my Master’s Degree of Spanish Literature. I love the industry and haven’t looked back!
So now you know you a little bit more about who we are and where we live. We hope this guide was helpful. Keep coming back and use it as an ongoing resource. There’s so much to discover right here in our halls, and in the cities and communities around us.

We’re looking forward to getting to know you better, too. We need your talents and passion to continually strengthen our customer-driven culture. We’re so happy you’ve made the choice to join our team. And don’t forget to bring your dreams!

We’ll help you achieve them. Because here, we provide more than just a job, we provide opportunity. And here, we challenge each other to be our best. Because we believe that how we treat one another is just as important as what we deliver to our customers.

LET’S GET TO WORK!