

Making a Difference

The Zurich Commitment

An Interview with E. Randall Clouser,
Executive Vice President, Zurich North America



E. Randall Clouser is greeted by children at St. Michael Special School in 2013. Since establishing a relationship with the school, Zurich executives and guests attending the Zurich Classic have participated in an annual variety show put on by St. Michael children. This year, Zurich will mark \$1 million in donations to the school, which has directly resulted in the building of the Zurich Insurance Group Vocational Building and a playground on campus, and has been a key provider for the school's operating budget each year.

EDITORS' NOTE E. Randall Clouser joined Zurich as Chief Executive Officer of Zurich Corporate Solutions in 1996. He moved to Switzerland as the Group's Chief Marketing Officer and subsequently became Chief Operating Officer and Head of the Growth Office. In 2008, Clouser returned to the U.S. and is currently Executive Vice President and Zurich's Head of Marketing, Distribution and Regional Management in North America. Clouser earned a bachelor's degree from American University and a master's degree from the University of Pennsylvania. He is a Wharton Fellow and was named a David Rockefeller Fellow for 2011.



E. Randall Clouser

COMPANY BRIEF Zurich Insurance Group (Zurich) is a leading multi-line insurer that serves its customers in global and local markets. With more than 55,000 employees, it provides a wide range of general insurance and life insurance products and services. Zurich's customers include individuals, small businesses, and mid-sized and large companies, including multinational corporations, in more than 170 countries. The Group is headquartered in Zurich, Switzerland, where it was founded in 1872.

In 1912, Zurich entered the U.S. market. Zurich in North America (zurichna.com) is the second largest writer of commercial general liability insurance and the fourth largest commercial property-casualty insurance company, serving the global corporate, large corporate, middle market, specialties, and programs sectors. Zurich's risk engineering services in the United States are provided by Zurich Services Corporation.

Would you discuss the importance of corporate responsibility and community engagement to Zurich's culture?

For Zurich, corporate responsibility is a key ingredient of our strategy. Every employee has an objective to live the "Zurich Commitment," which demonstrates our care for customers, employees, shareholders, and communities. The Zurich Commitment empowers our employees to get involved in the communities in which we live and work.

In North America, we focus on creating sustainable value for communities by aligning with the business, connecting with employee passions, and working to meet real community needs. We do this by helping causes that ensure the health and

welfare of children in need, developing sustainable communities, and promoting health and safety, including disaster preparedness and relief.

What is the vision behind Zurich's support of the Zurich Classic?

This year, we are celebrating our 10th anniversary sponsoring the Zurich Classic golf tournament in New Orleans. The charity component of our PGA TOUR sponsorship was key in our decision to pursue the opportunity. In the second year of our sponsorship, we confronted the devastation of Hurricane Katrina. As

a member of the New Orleans community, Zurich saw a clear need for corporate engagement to help rebuild the region. We continue to work with the people of New Orleans, as we have extended our Zurich Classic sponsorship to 2019.

The Zurich Classic and PGA TOUR events across the country are making real and lasting impacts on communities. Earlier this year, the PGA TOUR announced it had reached \$2 billion in charitable giving, just eight years after passing \$1 billion.

We want to make significant impacts in communities around the world. The Zurich Classic is one example of how we do it.

How has the Zurich Classic evolved, and what is its philanthropic and charitable focus?

Over the past decade, the Zurich Classic has become a proud example of the Zurich Commitment. We have made a positive difference in the New Orleans community in so many ways. We've hosted thought leadership summits about resiliency and economic recovery with key political leaders, and helped organizations like the St. Bernard Project, St. Michael Special School, and Blessings in a Backpack through the Fore!Kids Foundation.

The St. Bernard Project is a nonprofit that has helped 530 families return to their homes after Hurricane Katrina, which is incredible. Since Zurich's relationship started with the St. Bernard Project in 2009, more than 850 Zurich employees, customers, brokers, and agents have helped rebuild 47 homes in New Orleans; Joplin, Missouri; and Staten Island.

The charitable work we do extends year-round with six core charities (American Cancer Society, American Red Cross, Habitat for Humanity, Make-A-Wish, St. Jude, and United Way), and numerous other organizations through our grants program.

Zurich has had a major impact on New Orleans with the Zurich Classic. Would you highlight some of those impacts?

The financial impact on the region has been significant. Since 2005, we have hosted nearly 5,000 customers, brokers, agents, key industry leaders, and guests at the Zurich Classic, with a small percentage of those guests coming from New Orleans. The tournament generates approximately \$30 million in economic activity for the city each year.

In 2007, a \$250,000 grant was given by Fore!Kids to the Bayou District Foundation for a community redevelopment project at the former St. Bernard Public Housing Development. To date, the initial grant has been leveraged, creating affordable housing, playgrounds, an NFL playfield, two fitness centers, a community garden, three technology labs, a swimming pool, and two theaters, serving more than 2,000 citizens.

How have Zurich's philanthropic and CSR efforts broadened outside of New Orleans over the past 10 years?

In the wake of Hurricane Katrina, Zurich made a commitment to help build sustainable communities in New Orleans and beyond, and created a model of giving back that we have fostered throughout the U.S. – and specifically in New York – ever since.

We have expanded on the best practices learned while helping rebuild New Orleans after Katrina to rebuild homes impacted by Superstorm Sandy on Staten Island in New York. Our Farmers colleagues also connected with the St. Bernard Project to help build homes following the devastating tornadoes in Joplin.

On Staten Island, hundreds of Zurich employee volunteers are part of the rebuilding, working to restore 60 homes by the end of this year.

We are committed to the long-term recovery of those areas, as well as to helping build resilient communities, and to addressing disaster preparedness and flood resiliency around the world through our \$21 million Swiss Franc donation to the International Federation of Red Cross and Red Crescent Society. We are taking lessons learned in New Orleans and Staten Island and applying them to other global recovery efforts.

Zurich has been a consistent leader in the industry, and is known for quality and service. What makes the company so special for you?

I have been an executive with Zurich for 17 years and have never been more proud of who we are and what we do. Every day we work to make Zurich the best insurance company as measured by our customers, shareholders, and employees. Zurich is a company where people care and they live it through the Zurich Commitment. ●