

Eastern Illinois University  
**School of Business**  
**Grace T. Bair Lecture Series**



**Barbara A. Baurer**  
Chief Operating Officer  
COUNTRY Insurance & Financial Services

Spring 2005  
Executive-in-Residence

Barbara Baurer of El Paso, Illinois, has served as chief operating officer for COUNTRY Insurance & Financial Services since September 1999. She is a member of the Boards of Directors for alliances COUNTRY has made with the following insurers:

- Cotton States Insurance Company, Atlanta,
- Holyoke Mutual Insurance Company of Salem, Mass.,
- Middlesex Mutual Assurance Company of Middletown, Conn.,
- Mutual Service Insurance Companies (MSI) of Minnesota.

Baurer also serves as president for Cotton States, Holyoke, MSI and Middlesex.

Since joining COUNTRY in 1977, Baurer has served in various positions, including vice president and general manager of the Property and Casualty companies. Prior to that, she served as vice president of Information Services (IS), director of IS Application Development, associate director of Life and Health Systems and administrator of Data Administration and systems analyst. She joined the COUNTRY Management Committee in 1989.

Baurer earned a bachelor's degree in mathematics and a master's of business administration from Eastern Illinois University. She also furthered her education, earning three insurance designations: the Chartered Life Underwriter (CLU), Chartered Financial Consultant (ChFC) and the Chartered Property and Casualty Underwriter (CPCU).

She is a member of the Board of Trustees of the American Institute for CPCU and the Insurance Institute of America, and she serves on the board for the National Association of Mutual Insurance Companies (NAMIC) and the NAMIC Property and Casualty Conference. Baurer also serves on the board for the Insurance Education Foundation, and she is a member of the Board of Directors for BroMenn Regional Medical Center.