

In the Matter of
Conversion of Sheboygan Falls Mutual Insurance Company,
a Wisconsin corporation,

NOTICE OF HEARING

Petitioner.

Case No. 08-C31480

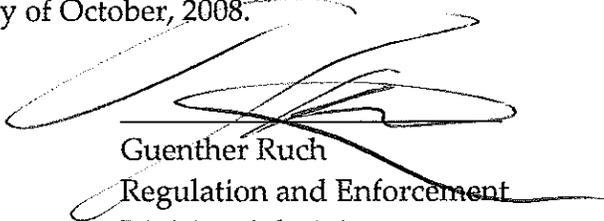
TAKE NOTICE that a Class 1 Hearing, pursuant to section 611.76 of the Wisconsin Statutes, and chapter 5, Insurance, of the Wisconsin Administrative Code, will be held at 1:00 p.m., central standard time, on November 7, 2008, before Guenther Ruch, Hearing Examiner, in Room 227, 125 South Webster Street, Madison, Wisconsin, on Petitioner's request for approval of its Plan of Conversion.

The issues to be considered are as follows:

- (1) Conversion of Sheboygan Falls Mutual Insurance Company from a mutual insurance company to a stock insurance corporation.
- (2) Whether or not, under section 611.76 of the Wisconsin Statutes:
 - (a) The plan of conversion, or plan, would violate the law or be contrary to the interests of the policyholders or the public;
 - (b) The conversion would be detrimental to the safety and soundness of the insurer; or
 - (c) The conversion would be detrimental to the contractual rights and reasonable expectations of the policyholders on or before the effective date of the conversion.

Copies of material supporting Petitioner's request for approval of the plan are available upon request. The accompanying policyholders information statement summarizes the plan and contains related information. Inquiries should be directed to: Tim Vande Hey, Financial Examiner Advanced, Office of the Commissioner of Insurance, 125 South Webster Street, Madison, Wisconsin 53702, telephone number (608) 267-5297 or e-mail tim.vandehey@wisconsin.gov or Lee F. Wilcox, President, Sheboygan Falls Mutual Insurance Company, 511 Water Street, Sheboygan Falls, Wisconsin 53085, telephone number (800) 242-7698 or e-mail lwilcox@sheboyganfallsmutual.com.

Dated at Madison, Wisconsin, this 13th day of October, 2008.



Guenther Ruch
Regulation and Enforcement
Division Administrator