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## State Farm CEO and Chairman to Speak at Associates Luncheon

April 1, 2014

BLOOMINGTON, Ill.— Chairman of the Board and Chief Executive Officer of State Farm Mutual and its principal affiliates Edward B. Rust Jr. '72 will address the Illinois Wesleyan Associates, a group of local business leaders that provide financial support and internship opportunities to Illinois Wesleyan students, at its annual luncheon on Thursday, April 10. The event is available via reservation to members of the Associates.

Rust, a nationally recognized leader who has worked to improve the quality of education in the United States, has a bachelor's degree from Illinois Wesleyan and later earned a juris doctor degree and master's of business from Southern Methodist University in Dallas. He began his career at State Farm in 1975 at the Dallas regional office, became president and chief executive in 1985 and was elected chairman of the board two years later.

A member of the Business Roundtable and the Financial Services Roundtable, Rust serves on the boards of America's Promise Alliance, which facilitates volunteer action for children, and the James B. Hunt, Jr. Institute for Educational Leadership, a catalyst for transforming public education. He is a trustee of The Conference Board, the Committee for Economic Development and Illinois Wesleyan University. Rust is also a member of the board of directors of Caterpillar Inc., Helmerich and Payne, Inc. and McGraw Hill Financial.



*Edward B. Rust*

Formerly co-chair of the Business Roundtable, Rust is a former chairman of the U.S. Chamber of Commerce Board of Directors, the American Enterprise Institute, the Financial Services Roundtable, the National Alliance of Business and the Insurance Institute for Highway Safety.

The Associates president is Willie G. Brown, retired executive vice president of State Farm Mutual and a member of the Board of Trustees of Illinois Wesleyan. The group was formed in 1953 when State Farm officials Adlai H. Rust and Clarence W. Heyl brought together a group of local business and professional leaders who were interested in the advancement and support of private higher education.

For additional information, contact Jeff Mavros, director of the Wesleyan Fund, at (309) 556-3024 or the Illinois Wesleyan Office of Advancement at (309) 556-3710.

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