

H.R April 22, 1985

Floyd R. Desch services held



Floyd R. Desch

6-1982
Floyd R. Desch, 63, of Madison, Wis., president and chief operating officer of the American Family Insurance Group, died of cancer April 12.

A 1949 Grinnell College graduate with a B.A. degree and Phi Beta Kappa honors, Mr. Desch became assistant to the treasurer at Grinnell in

1951. He then became cashier, a position he held until 1954.

During that time, Mr. Desch had joined American Family Insurance as a parttime agent and was promoted to district sales manager in 1954. He held various sales management positions with the companies before being named vice president of marketing in 1970. Mr. Desch was named president of American Family in 1982.

He is survived by his wife, the former Eleanor J. Brustman; two daughters, Cindy Rasmussen of Rhinelander, Wis., and Connie Cantwell of Denver, Colo.; two sons, Tim of Boca Raton, Fla., and Jon of Corvallis, Ore.; two sisters, Florence Mathern of Des Moines and Virginia Cosner of Los Angeles, Calif.; and four grandchildren.

Mr. Desch's funeral and burial were in Madison on April 16. Memorials may be made to the American Cancer Society at Madison.