

## Section 1: 8-K (8-K)

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT  
PURSUANT TO SECTION 13 OR 15(d) OF THE  
SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event Reported): **May 2, 2019**

**Conifer Holdings Inc.**

(Exact Name of Registrant as Specified in Charter)

**Michigan**

(State or Other Jurisdiction of Incorporation)

**001-37536**

(Commission File Number)

**27-1298795**

(I.R.S. Employer Identification Number)

**550 West Merrill Street, Suite 200  
Birmingham, MI 48009**

(Address of Principal Executive Offices) (Zip Code)

Registrant's telephone number, including area code: **(248) 559-0840**

\_\_\_\_\_  
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter)

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

**Item 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers**

On April 29, 2019, the Board of Directors of Conifer Holdings, Inc. (the "Company") appointed Andrew Petcoff and John Melstrom to the Board of Directors of the Company, effective immediately. The Board of Directors did not elect Mr. Petcoff or Mr. Melstrom pursuant to any arrangements or understandings between them and the Company or any other person. Andrew Petcoff is the Senior Vice President for Conifer Holdings, Inc. He is also the President of Sycamore Insurance Agency, a wholly owned Conifer subsidiary. There are no material transactions between Mr. Melstrom and the Company or any other person.

On May 2, 2019, the Company issued a press release announcing Mr. Petcoff's and Mr. Melstrom's appointment as a director. A copy of the press release is attached as an exhibit hereto.

**Item 9.01. Financial Statements and Exhibits.**

Exhibit 99.1 Press release dated May 2, 2019

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: May 2, 2019

Conifer Holdings Inc.

By: /s/ BRIAN J. RONEY  
Brian J. Roney  
President

[\(Back To Top\)](#)**Section 2: EX-99.1 (EXHIBIT 99.1)****Conifer  
Holdings  
Inc.****News Release**

**For Further Information:**  
Jessica Gulis, 248.559.0840  
[ir@cnfrh.com](mailto:ir@cnfrh.com)

**For Immediate Release****Conifer Holdings Appoints Two New Directors**

**Birmingham, MI, May 2, 2019** - Conifer Holdings, Inc. (Nasdaq: CNFR) (“Conifer” or the “Company”) announced today that Andrew Petcoff and John Melstrom have been elected to serve on the Company’s Board of Directors. With the addition of Mr. Petcoff and Mr. Melstrom, Conifer’s Board of Directors increases to nine members.

Mr. Petcoff currently serves as Senior Vice President for Conifer, and as President of Sycamore Insurance Agency, a wholly owned Conifer subsidiary. He has primary responsibility over select underwriting lines, reinsurance, marketing and all agency development for the Company. He has been with Conifer since 2009 and has over 10 years of experience in the insurance industry. A broad range of functional expertise in underwriting, marketing, reinsurance and claims equips Mr. Petcoff with the insight and understanding to sustainably cultivate business with the greatest net effect.

John Melstrom is a founder and Partner Emeritus at Fenner, Melstrom & Dooling PLC, a Birmingham, Michigan CPA firm. With over 50 years as a practicing CPA and serial entrepreneur, Mr. Melstrom has broad knowledge and experience in multiple businesses and has served in various capacities as owner, advisor, counselor or director. Throughout his career, Mr. Melstrom has served, often in the leadership role of Chairman or Vice Chairman, on boards both public and private and has been active in his community by serving on several civic or charitable boards as well.

James Petcoff, Chairman and CEO, stated, “We are very pleased to welcome Andy and John to serve on the Conifer Board of Directors. Their combination of insurance industry and accounting experience, as well as familiarity with the current growth strategy at Conifer, will be a strategic boon for the Company.”

**About the Company**

Conifer Holdings, Inc. is a Michigan-based property and casualty holding company. Through its subsidiaries, Conifer offers specialty insurance coverage for both commercial and personal lines, marketing through independent agents in all 50 states. The Company is traded on the Nasdaq Global Market under the symbol CNFR. Additional information is available on the Company's website at [IR.CNFRH.com](http://IR.CNFRH.com).



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