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Farm Bureau Insurance Continues Their ‘Commitment to Community’ through the Sports Image OPERATION AED Program

May 2025 – A little over a year after joining forces to make Michigan schools safer, Farm Bureau Insurance of Michigan and Sports Image® are proud to announce the continued success of their partnership through the OPERATION AED Program. This ongoing initiative has not only stood the test of time—it has grown stronger, expanding its reach to even more school districts across the state.

The program, which donates fully automatic Automated External Defibrillators (AEDs) to school districts throughout the state of Michigan, remains a vital step toward enhancing community safety. The initiative gained additional urgency following the widely publicized cardiac incident of Buffalo Bills player Damar Hamlin in early 2023, highlighting the need for immediate access to life-saving equipment.

Over the past year, Farm Bureau Insurance has remained committed to supporting the health and safety of Michigan’s students, faculty, and staff. With the support of Sports Image®, the Operation AED Program has steadily increased its impact, now delivering AEDs to well over 100 Michigan school districts.

“These devices save lives, and our mission hasn’t wavered,” said Ms. Lisa Fedewa, Advertising Engagement Specialist at Farm Bureau Insurance of Michigan. “We are proud to see this partnership thrive and grow. By continuing to provide AEDs to schools across Michigan, we’re investing in the safety of our communities and making sure help is always nearby in the event of an emergency.”

The AEDs provided through the program are fully automatic and designed with user-friendly technology, allowing even those with limited training to respond quickly and effectively in a cardiac emergency. Each device represents a critical tool in protecting lives until professional medical personnel arrive.

Thanks to the dedication of Farm Bureau Insurance Agents statewide, more Michigan schools are receiving the tools they need to be better prepared. And with momentum building, the program is set to continue expanding in the year ahead—making a lasting difference, one school at a time.

“Lisa and fellow Farm Bureau agents continue to express enthusiasm in the Operation AED partnership as we look to increase the viability and visibility of this innovative program in Michigan ... and nationwide,” said Eric Horstman, President of Sports Image®.

Currently, AEDs have been secured for the following Michigan School Districts courtesy of Farm Bureau Insurance Agents:

Anchor Bay High - Liz Jekielek	Zeeland High – Andy Spears
Ashley High - Zach Allen	Traverse City East Middle - Jeremy Crum
Bedford High - Kelsey Starr	Monroe High - Kelsey Starr
Belding High - Dillon Riches	Henry Ford High II - Jim DiFalco
Bloomington High - Mike Kridler	Capac High - Brad Strunk
Bridgman High - Matt Swab	Oxford High - Melisa Counelis

Caledonia High – Kate Landis	Williamston High - Steve Berg
Cass City High - Reggie Ignash	Vassar High - Dennis Miller
Coldwater High - Tracy Neely	Wyandotte Roosevelt High - Moczydlowsky Agency
Dowagiac High - Colin Burandt	Lansing Christian - Steve Berg
Dundee Elem - Jacey Carner	Lowell High - Mark Johnson
Frazer High - Liz Jekielek	Fulton High - Zach Allen
Gaylord St. Mary School - Adam Korson	Madison High - Jeff Jackson
Gobles High School – Ben Crooks	Mattawan Middle School – Ben Crooks
Goodrich High - Stamm Burge Agency	Novi High - Werner Scherz Agency
Hamilton High - Jonathan Hop	Johannesburg-Lewiston - Adam Korson
Harper Creek - Gabe Beam	Summerfield High - Jacey Carner
Hemlock High - Megan Beldyga	Marlette High - Steve Ellis Agency
Holland High – Andy Spears	Portage Northern High - Aaron Clemens
Hopkins High – Tim Hefner	Columbia Central High – Zac Garcia
Jenison Christian School - Kara DeJong	Hudsonville High School - Kara DeJong
Jenison High School - Kara DeJong	Central Montcalm High - Sean Black
Kalkaska High - Chrissie Feike	Ithaca High - Zach Allen
Lake Orion High - Wayne Haney	Bronson High - Tracy Neely
L'Anse Creuse High North - Jim DiFalco	Hudsonville Christian - Kristen Mulder
Lawton High – Steve Shannon	Allegan High - Tim Hefner
Mattawan High School – Ben Crooks	Ogemaw Heights High – Jeff Erickson
Mayville High - Dennis Miller	Unity Christian School - Kara DeJong
Milan High - Jacey Carner	Eisenhower Bay High - Liz Jekielek
Niles High - Victoria Hansen	Alpena High – Robert Barrigar
Okemos High - Steve Berg	Olivet High - Gabe Beam
Our Savior Lutheran - Jadaoun Agency & Fuerstanau Agency	Freeland High School - Megan Beldyga & Nick Sanderson
Reeths-Puffer High - John McCleve	Pickford High - Catlin Galer
Spring Lake High - Bob Koetsier Agency	Webberville High - Ben and Tim Stiffler
St. Charles Catholic - Christopher Maye	TC West High - Jill Irish
St. Louis High - Jessica Wright	Negaunee High - Scott Huber
St. Patrick's High - Denise Arnesen	Pewamo High -- Denise Arnesen
Tecumseh High - Katherine Whelan	Western MI Christian - Bob Koetsier Agency

Thunder Bay JR High – Robert Barrigar	Battle Creek Academy – Ben Crooks
Traverse City West Middle - Benjamin Amon	Western MI Christian - Bob Koetsier Agency
Union City High - Christopher Maye	Lakeshore High - Matt Swab
West Ottawa High – Jared Kimber	Marshall High - Christopher Maye
Westwood High - Coleman Agency	Traverse City Central High - Pearson Agency
Whittmore-Prescott High - Jeff Erickson	John Glenn High - Michael Hayes

To get involved or to get your school involved - visit www.sportsimageinc.com.



Sports Image® (www.sportsimageinc.com) was founded in 2002 in Dayton, OH with the purpose of helping high schools and other grassroots organizations to obtain state-of-the-art equipment and much needed revenue for their athletic programs. To date, Sports Image® has given over \$1,500,000 in cash and over \$15,000,000 in equipment to schools and organizations throughout the United States and in Canada. In addition, Sports Image® also founded and manages the **Beacon Orthopaedics Flyin' to the Hoop H.S. Basketball Invitational** (www.flyintothehoop.com), a Top-Ranked National High School Basketball Event that pumps over \$1.9M into the local Dayton community annually. For more info, contact us at 937-704-9670.