

TIMELY NEWS AND INFORMATION FROM ACUITY

# Infocus

MARCH 2016



# LIVING OUR BRAND

**ACUITY MOVES UP A SPOT TO BE RANKED AS A TOP 2 EMPLOYER**

**ACUITY**

[www.acuity.com](http://www.acuity.com)

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# ACUITY REPEATS ON FORTUNE® “100 BEST COMPANIES TO WORK FOR” LIST, REACHES THE TOP 2

*ACUITY* is ranked #2 in the 2016 *FORTUNE* “100 Best Companies to Work For®” list, marking the second consecutive year we were named to the large-company list. In 2015, *ACUITY* was ranked #3.

“‘Have Fun’ is a core value at this property and casualty insurer. Four Ping-Pong tables and a popcorn machine sit outside their cafeteria. There are selfie days and beach bashes, and a summer family picnic is packed with rides, \$250 door prizes, a casino, and life-size foosball. The lucky winner of Bossy Bingo left the festival with \$5,000,” cites *FORTUNE*.

## Our People

Being named a top employer is a validation of *ACUITY*’s day in and day out commitment to build a great workplace. Equally as important, it reflects that we are living our brand: Our people make the difference.

“Our knowledgeable and enthusiastic people make the difference in delivering on the promise we make as an insurer,” says **Ben Salzmann**, President and CEO. “Their enthusiasm is the most important component of creating a great workplace and maintaining the culture for which we are known.”

In identifying the “100 Best Companies to Work For,®” *FORTUNE* partners with Great Place to Work® to conduct the most extensive employee survey in America. This is *ACUITY*’s second year of eligibility for the list of top employers with more than 1,000 employees. Previously, *ACUITY* had been eligible for the mid-sized employer list and earned the #1 spot five times.

“Being a great place to work is not just about how we treat employees. It’s not about gifts, facilities, or workplace perks. It’s about how employees treat each other and believe in who we are,” says **Joan Ravanelli Miller**, General Counsel and Vice President - Human Resources.

*ACUITY*’s recognition matters not just to employees, but also to all our stakeholders. Having a great workplace positively impacts our morale, keeps voluntary turnover low, and helps our staff build effective professional relationships.

“Our people care, and that shows in everything we do. It shows in the service we provide our agents, in the compassion we show in the claims process, and everywhere throughout our operations,” says **Sheri Murphy**, Vice President - Services and Administration.

## Building a Brand

*ACUITY*’s 2016 recognition adds to a list of workplace accolades earned over the past year. In 2015, *ACUITY* was named the #1 Best Workplace in Insurance, a top 10 Best Workplace for Camaraderie, one of the 100 Best Workplaces for Women, and #5 in the 100 Best Workplaces for Millennials.

“The passion, commitment, and attitude of our people show in everything that we accomplish as a company and in the recognition we receive for our great workplace,” Salzmann says. “We are incredibly grateful to everyone at *ACUITY* for contributing to our shared success.” ●

# WHAT OUR PEOPLE SAY

**98%** SAY WE HAVE SPECIAL AND UNIQUE BENEFITS

**98%** FEEL GOOD ABOUT THE WAYS WE CONTRIBUTE TO THE COMMUNITY

**98%** SAY THAT WE CELEBRATE SPECIAL EVENTS

**97%** FEEL THAT FACILITIES CONTRIBUTE TO A GOOD WORKING ENVIRONMENT

**97%** SAY THAT WE OFFER GREAT CHALLENGES

**98%** FEEL THAT WE HAVE A GREAT ATMOSPHERE

**98%** SAY THAT WE HAVE GREAT REWARDS



*LeRoy Hamilton, Damage Appraiser; Amy Hughes, Manager - Commercial Underwriting; Ryan Nolan, Business Analyst.*

*Pictured on cover: Curtis Warren, Senior Product Analyst; Kristine Worth, Inside Claims Representative; Haley Lindstrom, HR Specialist; Tracy Wusterbarth, HR Specialist; Justin Nagode, Commercial Underwriter; Danielle Berchmans, Programmer Analyst; Laura LeMahieu, Manager - Commercial Underwriting; Carla Burns, Senior Personal Lines Underwriter.*

# RELATIONSHIP BUILDING POWERS FEDELI GROUP

The core philosophy of the Fedeli Group is that there is nothing more important than relationships forged with clients, associates, strategic partners, and the community. Relationship building isn't just about creating business success; it's also about helping people make connections that benefit them.

"Networking plays a role in all areas of life," says **Umberto Fedeli**, founder and President of the Independence, Ohio-based agency.

## Growing Strong

The agency's strategy has been successful, and the Fedeli Group has grown to become one of the state's largest private insurance brokerages. Its two largest lines of business are employee benefits and commercial P&C, and the agency also writes significant amounts of surety, environmental insurance, and specialty lines.

The agency has always focused on risk management, and a key strategic change is designed to heighten that focus. "We are moving from being the broker that is consultative to the insurance consultant that places business. The sentence is simple, but the execution is challenging," Umberto says.

That shift aligns with the agency's emphasis on middle-market accounts that tend not to have their own on-staff risk managers. "We focus on successful, entrepreneurial businesses that value our ability to identify problems and bring the ideas and network of resources to solve those problems," Umberto says.

The agency is also known for its unique approach to hospitality. Its headquarters office includes a commercial-grade kitchen where agency executives, producers, and staff prepare and serve gourmet Italian meals daily to visiting clients, prospects, carrier associates, and other guests. "We believe something magical happens when you break bread with people," says Umberto.

The Fedeli Group also believes in servant leadership, with both the agency and its staff actively involved in dozens of community organizations and charities. "A business needs to transform from success to significance," Umberto says. "We need to always be asking, 'How can I help somebody else?'"

## Future Focus

Having recently completed 25 successful years with ACUITY, the Fedeli Group has no plans to rest on its laurels.

"You only coast one way: down. We don't coast, we grow," Umberto says. "We also have customer retention as a goal as well as being proactive in our staffing needs, hiring people with the integrity, intelligence, and intensity to keep us moving forward," says Umberto. "We are planning for perpetuation and developing the next generation of leadership."

As it moves forward, the Fedeli Group will continue its emphasis on building relationships, adding value to clients' risk management processes, and always under-promising and over-delivering on service.

"Nobody can predict for certain what the future holds," says Umberto, "but doing these things is important to position yourself for success in any environment and ensure that your product and service will be in demand." ●



*Umberto Fedeli, founder and President of Fedeli Group.*

# BE A GENERATIONAL HERO WITH ACUITY

*ACUITY's* market appetite in personal lines provides you with the opportunity to sell to customers across the generations.

Senior drivers are a market segment that *ACUITY* actively pursues throughout our territory, including in popular retirement states such as Arizona and Nevada. We have had very favorable loss experience in the senior sector, allowing us to price competitively. In fact, some of our highest quote success ratios are among senior driver segments.

Insuring seniors can provide good growth opportunity for agents because the market itself is expanding. The percentage of the U.S. population aged 60 and above is projected to grow from 18 percent today to 25 percent by 2030. Seniors are also more likely to package their auto with home and other lines of coverage and don't shop their insurance as much as other segments, both of which add value to the agent-policyholder relationship.

*ACUITY* is also a vibrant market for HO-4 business. Although customers of all ages may be renters, younger customers are more

likely to fall into this segment, along with older customers who are downsizing from a home to apartment.

Unlike other companies, we welcome monoline HO-4 business, and we offer tenants a Special Personal Coverage Endorsement, also known as "open perils" coverage, for \$30—something most competitors don't offer. Additionally, you can add value to the customer by packaging the HO-4 policy with automobile coverage. We've made it incredibly easy to write packages for renters by allowing coverage to be written in both Per-Pak and Road and Residence.

Packaging a customer's renters insurance is also a great deal at *ACUITY*. The typical discount for an HO-4/auto package runs from 5 to 15 percent on auto and home coverages. If excess liability is added, the home portion is discounted an additional 10 percent. To qualify for the maximum discount, at least \$30,000 contents coverage is needed. Also important, renters can become homeowners, giving you the opportunity to deepen your relationship with a customer as their assets that need protection grow.

While other companies may shy away from HO-4 business and senior drivers, *ACUITY* welcomes both of these segments. With *ACUITY* as your partner, you can be a hero to policyholders young, old, and everyone in between. ●



BY TOM GAST,  
MANAGER - PERSONAL LINES  
UNDERWRITING



# ASK THE SPECIALIST

## ASK CLIFF

*Now that the ELD rule is official, what does it mean for me?*

The FMCSA's 516-page rule requiring use of ELDs (electronic logging devices) by most full-time drivers will take effect December 16, 2017, barring any delays caused by future FMCSA action or court challenges. Drivers will no longer be required to keep and maintain paper logs; however, they will still be required to maintain supporting documentation that they submit to their employer or keep on file.

The rule does make it illegal for carriers to use the devices to harass drivers and puts in place fines if carriers do so. It also specifies what penalties can be incurred by drivers who do not comply with the ELD rule.

All ELD manufacturers should be offering devices that comply with FMCSA specifications, but drivers should still be familiar with what the regulations require. The published ELD rule provides detailed specification around devices and their use, and some highlights include:

- ELDs need to be able to automatically record date, time, and location information, engine hours, vehicle miles, and the ID information of the driver using the device.
- The device must sync with the corresponding vehicle's engine to record engine on and off time.
- Devices must be able to transfer data during roadside inspections via either a wireless web-based service, email, USB 2.0, or Bluetooth.

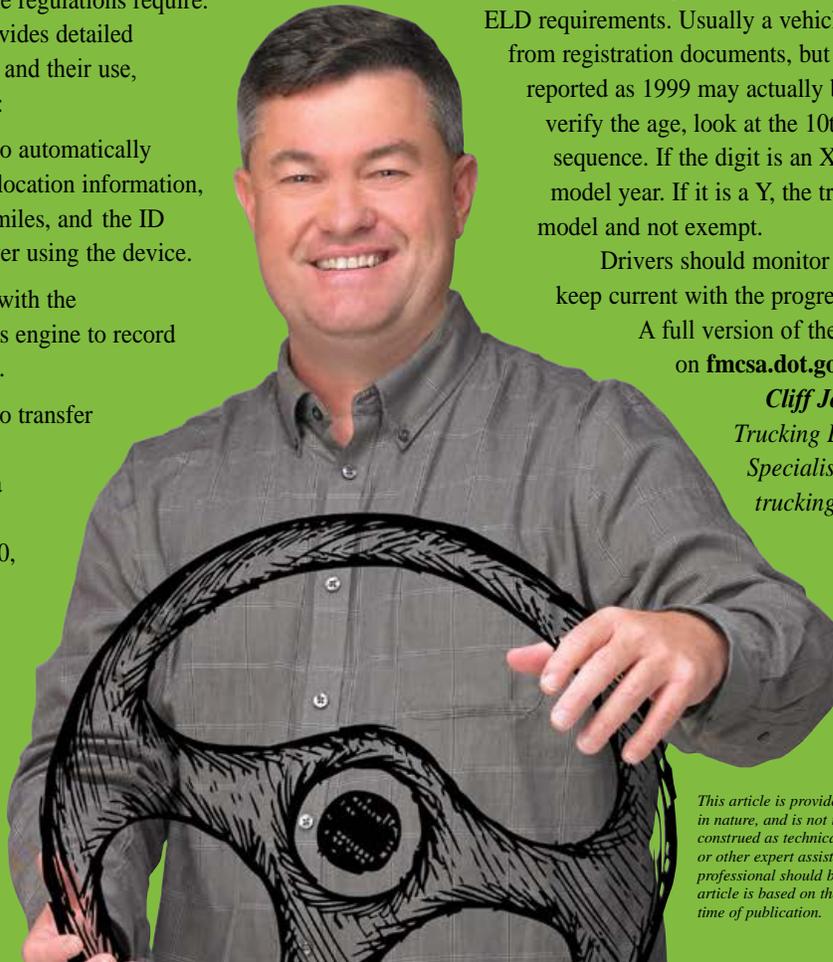
- Devices must present a graph grid of a driver's daily duty status.
- Drivers must keep a maximum of eight supporting documents, either electronic or paper, for every 24-hour period that includes on-duty time, and submit these documents to their carriers within 13 days of receipt.
- Supporting documents include bills of lading, itineraries, schedules, or other documents that show trip origin and destination; dispatch records, trip records, or similar documents; expense receipts; electronic mobile communication records sent through fleet management systems; or payroll records, settlement sheets, or similar documents that show what and how a driver was paid.
- Carriers must retain the documents and records of duty status for six months.

Trucks model year 1999 and older are exempt from ELD requirements. Usually a vehicle's age is easy to tell from registration documents, but sometimes a vehicle reported as 1999 may actually be a 2000 model. To verify the age, look at the 10th digit in the VIN sequence. If the digit is an X, it indicates a 1999 model year. If it is a Y, the truck is actually a 2000 model and not exempt.

Drivers should monitor FMCSA bulletins to keep current with the progress of this regulation.

A full version of the final rule is available on [fmcsa.dot.gov](http://fmcsa.dot.gov).

*Cliff Johnson is ACUITY's Trucking Business Segment Specialist. Contact him at [trucking.news@acuity.com](mailto:trucking.news@acuity.com).*



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# AGENTS INCREASE CYCLE BUSINESS BY 30 PERCENT

Spring is just around the corner, and many of our insureds in warm-weather climates are already enjoying life on two wheels.

Last year, *ACUITY* introduced a new program that allows agents to write a motorcycle under the *ACUITY* Auto program. This program has proven to be an easy way for agents to write cycles, and *ACUITY* has grown its motorcycle business by nearly 30 percent as a result!

The program features broad eligibility and offers many valuable coverages:

- Almost any kind of motorcycle licensed for road use is eligible for coverage.
- All drivers licensed for motorcycle use are eligible for underwriting consideration, regardless of age or driving history.
- Coverage applies year-round, and base rates automatically accommodate cycles not being driven for a given period of time.
- Safety comes first at *ACUITY*: safety apparel is covered without limit.

- Several optional coverages are available for motorcycles, including Lease/Loan Gap, Replacement Cost, and Towing and Labor (including Roadside Assistance).
- When physical damage is purchased, customized or added accessories from the original manufacturer of the motorcycle are covered without limitation.
- Customized or added accessories that are not from the original manufacturer are covered up to \$1,500 with higher limits available by endorsement.
- Where applicable, the med pay limit is increased when wearing a helmet.

*ACUITY* makes it easy to be your go-to market for motorcycles! ●

# ACUITY TECHNOLOGY FOCUSES ON AGENT CONNECTIVITY

It's a connected world, and technology is at the center of that connectivity.

Online capabilities are important to provide, but what really makes those capabilities valuable to agents is when they are an integrated part of their daily workflow. Agents simply can't afford to spend time toggling between different proprietary insurer systems when rating and submitting policies and performing inquiry and service tasks. Creating seamless connections between our back-end processing systems and the front-office agency management tools that agents use to conduct their business is essential.

ACUITY was one of the first carriers to implement real-time integration with agency software for rating and policy submission, and we've continued that technological leadership. We have implemented seamless support for more and more transactions over time, including billing, policy, and claims inquiry.

More recently, ACUITY deployed the ability to make a payment through agency management systems. We also support policy, claims, and direct bill commission download and continue to keep these solutions best in class. In addition, we have worked diligently to help standardize electronic communication and championed the use of ACORD standards in the industry.

ACUITY continues to keep our finger on the pulse of evolving technology and trends in the industry, including the growing desire of customers to use online resources when they research insurance purchases. Therefore, we are implementing ways to connect with potential policyholders through real-time quoting with quote aggregators like compare.com, ultimately driving the business back to the independent agent.

Our Lead Generation Quote (LGQ) system also helps independent agents leverage the online channel by providing live leads and giving agents tools for online quoting that they can incorporate into their own websites.

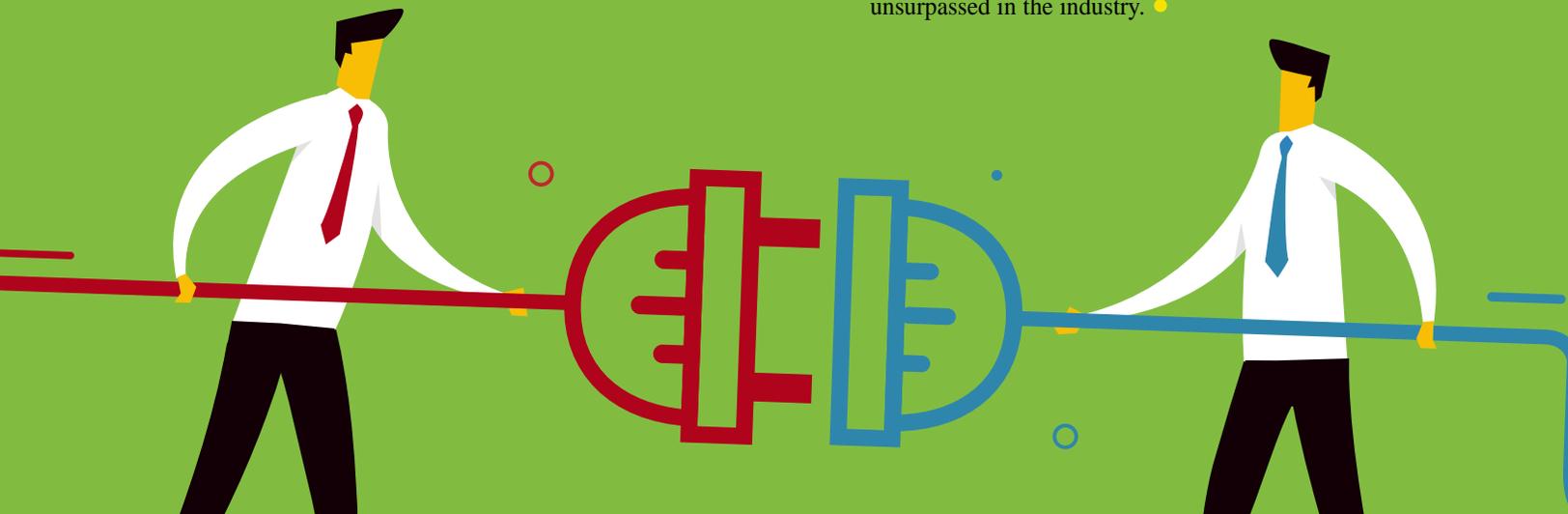
Our mobile app is available for both iOS and Android devices and is designed to give existing customers the tools to obtain policy information, report and manage claims, connect with their agents, and more.

ACUITY is exploring how to support the growing array of wearable devices as well as how to use the expanding universe of data from the Internet of Things (IoT). The IoT is a world of connected devices that produce volumes of information, which has tremendous potential to transform the way insurance is designed and priced by incorporating lifestyle, vehicle, and building sensors, as well as other data. At the same time, we look internally for ways to refine our internal automation, processes, and tools to stay best in class and as efficient as possible.

There's a reason that ACUITY continues to earn recognition for agency connectivity and why we are recognized for our ease-of-business technological capability. Our commitment to agent connectivity is unsurpassed in the industry. ●



**BY DOUG THAYER,  
GENERAL MANAGER -  
INFORMATION SYSTEMS**



# MARKET FOCUS

## Trucking

The National Transportation Safety Board (NTSB) recently published its annual “Most Wanted List,” available at [ntsb.gov/safety/mwl](http://ntsb.gov/safety/mwl). The list is meant to serve as a roadmap (no pun intended) to the board’s recommendations for improving safety.

The top item on the list is reducing the number of fatigue-related crashes in the American transportation industry. Other topics in the top 10 include promoting the availability of collision avoidance technologies in highway vehicles, disconnecting from deadly distractions, ending substance impairment in transportation, expanding use of recorders to enhance safety, and requiring medical fitness for duty.

## Construction

Recent headlines reporting a drop in the construction unemployment rate and growth in hiring show that the construction business is picking up. Hopefully your contracting accounts are seeing growth in their business as well.

Along with this growth, worker injuries are also increasing, particularly if contractors hire inexperienced employees. According to the Bureau of Labor Statistics, fatal work injuries in construction are at their highest level since 2008. Make sure your construction insureds are embracing good safety practices and using services such as functional capacity evaluations and pre-employment screenings. Advise them to partner with our loss control representatives to develop a plan for regular safety communication and utilize the safety resources and on-demand video library at [acuity.com](http://acuity.com), particularly as we enter peak construction season.

We all play a part in safety. *ACUITY* is proud to be your partner in this cause!

## Mercantile

Consumers are looking for individualized shopping experiences, and grocery stores are adapting to meet those demands. These adaptations may be as simple as a coffee shop in the store or more complex and diverse services such

as wine bars, specialty “store within a store” shops, or even mini-restaurants that teach customers to prepare high-quality meals.

As grocery stores evolve, their insurance must adapt to provide the proper coverage for these unique exposures. It is important that agents stay on top of the exposures that their accounts have. In your regular risk management consultations with grocers, be sure to identify any new services being offered to be sure those services are covered.

*ACUITY* continues to evolve and adapt its policies to protect and enhance grocers’ financial well-being.

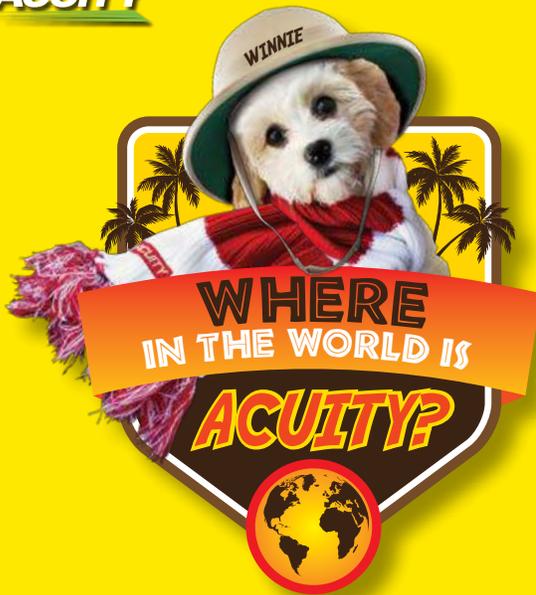
## Manufacturing

Manufacturers are at risk from cyber attacks, and this risk involves more than just the loss of customer data. Cyber attacks can steal designs and trade secrets of a manufacturer and its customers and even disrupt the functioning of today’s computerized production machinery.

It is important for your manufacturing customers to maintain sound cyber security programs. Be sure your clients:

- Review their security program at least annually to eliminate any deficiencies.
- Enforce security protocols for sharing sensitive information because employees may be tempted to bypass protocols for the sake of convenience.
- Keep software updates current to ensure security gaps are closed.

A security program should also include cyber liability insurance. *ACUITY*’s suite of cyber liability coverage offers protection in the event of a cyber attack, including costs to restore or recreate data, loss of income, data breach, and identity recovery. ●



**Dan Laubsted**, Programmer Analyst, keeps calm and carries on outside Facebook headquarters on Hacker Way in Menlo Park, California.



**Mag Andres**, co-owner of Lentz & Andres Insurance in Reedsburg, Wisconsin, celebrated a strike after going over the "fowl" line during the annual Turkey Bowl on Lower Nemahbin Lake.

Loss Control Representative **Bob Cintron** finishes the 12-mile Spartan Beast Race in Temecula, California, wearing an *ACUITY* sports t-shirt.



**Monte Thompson**, owner of J.M. Thompson Insurance in Crawfordsville, Indiana, wears his *ACUITY* ear muffs atop the Great Wall of China near Beijing. Also pictured are his children, **Davis**, **Andrew**, and **Kristen**.

Would you like to win \$100? Email a picture of you or your family with *ACUITY* logo gear featuring an interesting location to [infofocus@acuity.com](mailto:infofocus@acuity.com) and include a brief description of Where in the World *ACUITY* has been. If we use your picture, we'll send you \$100! This offer is open to all employees of *ACUITY* and our independent agencies. ●

# HORSEMAN TRADES STABLES FOR SECURITY ROLE AT ACUITY

After he completed his tour of duty with the Marines, **Paul Norlander** looked to do something that was a complete change of pace, and he found it by training horses.

“I grew up around horses and, after the Marine Corps, I acquired a few horses and realized why I liked working with them,” Paul said. “Training is therapeutic, and it was personally fulfilling to see the results of my efforts, particularly if I could succeed with a horse where others could not.”

By the early 2000s, Paul was working full-time as a trainer. He is also a certified blacksmith and would shoe horses at stables, at racetracks, and for individual owners.

## Muscle and Metal

For the most part, blacksmiths no longer make shoes by hand because the quality and consistency of manufactured shoes is superior. However, the art of blacksmithing is still alive and well and hasn't changed much for centuries.

“We can put a man on the moon, but blacksmithing is still about muscle and metal,” Paul says. “It's back-wrenching work using big hand tools and working with the horses to keep them calm and help them be comfortable with the process.”

Paul's talents in training took him across the country. “I've done everything from rodeos to racetracks,” he says. “I also worked in cattle drives throughout the Dakotas, Wyoming, and Montana, pushing huge herds of cattle out to pasture in the spring and rounding them back up to the feed lots in fall.”

Later, Paul moved to the Sheboygan area and worked as a blacksmith and trainer at Kohler Stables. It was while working there that he decided to make a significant change in his career.

“As a blacksmith, it's not a matter of if you get hurt, but when and how bad. You're always just one kick away from being retired,” Paul says.

## Security Detail

Paul joined *ACUITY* in early 2015 as an Archived Records Coordinator. Shortly thereafter, *ACUITY* sought a Building Security Specialist, and Paul got the job. The position is a natural fit: in the Marine Corp, Paul served as a Military Policeman and member of the Special Reaction Team, an anti-hostage/counter-terrorism unit.

Having done martial arts for years, Paul was also tagged by the Marines to conduct close combat training, working with over 5,000 recruits during his time stationed at Parris Island, South Carolina. Paul has also worked with various law enforcement S.W.A.T. teams.

Although he doesn't train *ACUITY* employees in hand-to-hand combat, Paul puts his extensive experience to good use in keeping our headquarters campus secure.

“Our headquarters is big and getting bigger,” Paul says. “Security is an important part of our operations and I'm glad to be a part of it at *ACUITY*.” ●



# HINTS FROM THE HELP DESK

When emailing the Help Desk with questions regarding processing an application, quote, or change, please be sure to include as much of the following information as possible:

- Your four-digit agency code
- A description of the process you are working on
- Whether the question involves personal or commercial lines
- The save name or the policy number
- What particular screen is presenting issues
- Any error messages you are receiving

Providing this information will help us help you better!

If you have a tip you'd like to share or a question you'd like to see answered in this column, email [helpdesk@acuity.com](mailto:helpdesk@acuity.com) using the subject line "Hints." ●

## FOCUS ON *in*STRUCTION

**Congratulations** to **Kyle Gonnerman**, Programmer, who earned the AINS designation. Additionally, congratulations go out to the following staff members who recently completed insurance coursework:

**Tessa Harrington**, Commercial Underwriter – CPCU 500  
**Tami Koriath**, Commercial Underwriter – CPCU 553  
**Nathan Tesch**, Commercial Underwriter – CPCU 551 ●



## Searching for a Job?

### Sheboygan Corporate Headquarters

- Commercial Lines Staff Underwriter
- Commercial Processors
- Commercial Underwriters (Entry)
- Commercial Underwriter (Experienced)
- Customer Segment Specialist (Construction)
- Director - Mechanicals
- Imaging Processor
- Programmers
- Programmer Interns

### Virtual Office Openings

- Commercial Field Underwriter  
Denver, Colorado
- Field Claims Representative  
Eastern Michigan
- Loss Control Representative  
Western North Dakota/South Dakota

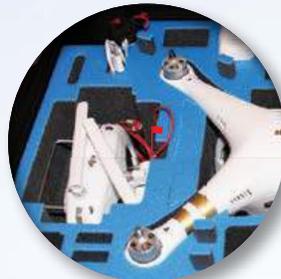


For more information, contact **Joan Ravanelli Miller, General Counsel and Vice President - Human Resources**, at 800.242.7666, extension 1666. ●

*ACUITY provides equal employment opportunities to all employees and applicants for employment without regard to race, color, sex, sexual orientation, gender identity, religion, disability, age, genetic information, veteran status, ancestry, national or ethnic origin, marital status, and all other protected categories in accordance with applicable federal, state, and local laws.*

## FIND THE FLAGPOLE

Our February flagpole was hidden in the article on ACUITY's drone program on page 7. The three winners selected from among correct entries we received are:



- |                     |                               |               |
|---------------------|-------------------------------|---------------|
| <b>Cindy Canode</b> | Fischer, Rounds & Associates  | Pierre, SD    |
| <b>Carol Black</b>  | S & T Evergreen Insurance     | Ebensburg, PA |
| <b>Kelly Cody</b>   | AON Risk Services Central Inc | Green Bay, WI |

To enter this month's contest, find the  hidden elsewhere in this issue, then send an email with its location to [contest@acuity.com](mailto:contest@acuity.com) by April 7, 2016. This contest is open to agency staff only. ●



## AUTOMATIC BRAKING

An Insurance Institute for Highway Safety study found that automatic braking can reduce rear-end crashes by 40 percent and front-collision warning can decrease the risk of a rear-end crash by 23 percent.

Currently, 40 percent of vehicles sold in the U.S. offer automatic braking and 61 percent offer forward-collision warning. ●



**Q. How has ACUITY's EDGE Auto program been performing?**

A. In 2007, ACUITY introduced our EDGE program for commercial auto accounts where the class of business, types of vehicles, or experience of drivers might not otherwise be acceptable for standard lines. In 2015, we booked \$63 million in EDGE premium.

## Q&A ACUITY

**Q. How has EDGE been growing recently?**

A. Agents have really taken to EDGE! In 2015, agents wrote more than twice as much EDGE premium as they did just three years ago.

**Q. How do you view the future for the EDGE Auto program?**

A. ACUITY is committed to the EDGE Auto program. Unlike other carriers that move in and out of programs, we have a stable appetite for EDGE business that agents can count on. ●

## A RISKY REACH

An agent recently spotted this window-washing contractor using an overturned bucket to increase his reach. Even without this obvious hazard, the scaffolding itself presents a few safety violations!

This is not a safe way to get the job done, but it is our Risk of the Month.

Do you have an "Impossible Insurable" to share? Send your pictures to [infocus@acuity.com](mailto:infocus@acuity.com). Pictures must be original photos taken by an employee or agent, can not be of a prospect, insured, or claimant, and the subject of the photo must be in a public location. If we publish your photo, we'll send you \$100. ●

# FOR LANEY LEVY, PROVIDING GREAT SERVICE IS PERSONAL

Both Southwest Insurance Brokers and its customers benefit from Lanee Levy's years of experience in the insurance industry.

"Lanee has a high level of product knowledge and exceptional strength in building relationships with our customers," says Jeffrey Lewis, President of the Phoenix, Arizona-based agency. "Lanee is also a tremendous example of loyalty and stability. The agency has prospered as a result of her 15 years of unselfish dedication."

As Personal Lines Manager, Lanee is involved with all aspects of customer service. "Prompt service is what customers expect and appreciate," she says.

Helping customers navigate the complex world of insurance is what Lanee likes most about her work.

"Customers understand the basic need for insurance, but they don't understand all the different coverages and options," says Lanee.

Lanee also says that, with a staff of five, Southwest Insurance Brokers is a tight-knit family whose members all share the same passion for service excellence.

"I like who I work with, and everyone does a wonderful job of providing the best service to our clients and the best business to our carriers," she says.

Congratulations to Lanee Levy, an Outstanding Service Professional! ●



## WORD OF MOUTH



A post on why safety measures, such as using a trench box, are so important caught the attention of over 100,000 people. With the post already having over 1,300 likes, comments, and shares, we hope that spreading the word avoids future tragedy. To learn more, visit [facebook.com/acuityconstruction](https://www.facebook.com/acuityconstruction). ●

