

NEWS RELEASE

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Tillmar named Agent of the Year by IIAW

Middleton/Brookfield, WI... Well-known Milwaukee area insurance executive and consultant, Arvid R. "Dick" Tillmar, has been named Agent of the Year, the highest award given by the Independent Insurance Agents of Wisconsin (IIAW). Tillmar is a shareholder, preventive health advocate, certified workplace wellness instructor and employee benefits consultant with Diversified Insurance Services, a leading Wisconsin insurance brokerage headquartered in Brookfield.

The IIAW, the professional association for over 4,500 insurance agents and consultants in Wisconsin, and headquartered in Madison, has presented this award annually since its inception in 1899, and will be presented to Tillmar at the Association's annual convention on May 7 in Middleton.

According to Bob Jartz, IIAW's executive vice president, "This award recognizes an insurance professional who consistently demonstrates an exemplary commitment to our business, our Association and the community, and demonstrates impeccable social and business ethics."

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IIAW's President, James Ryan said, "Dick Tillmar is most worthy of this honor because he excels in all areas: community, association, academic and insurance industry involvement. He has spent thousands of hours over the years addressing the needs of business and society. He is well-known to IIAW and our members since he sold the Association its endorsed membership health plan in 1966. He currently plays a crucial role as a member of IIAW's Government Affairs Committee, in helping us make important decisions regarding our political involvements in the fate of the private health care delivery system. We can't think of anyone more deserving of this award at this time."

According to James McCormack, chairman and CEO of Diversified Insurance Services, "Since joining us in 2005, Dick Tillmar has added a new level of expertise to our employee benefits and healthy lifestyle offerings. Through his numerous community involvements, 44 years of industry experience and his recent appointment to the newly formed national Independent Insurance Agent and Brokers of America's health Insurance Task Force, he is a tremendous resource to our staff and clients regarding the future of health insurance in this country and its future distribution system. All of us at Diversified congratulate Dick on this highest of industry honors."

In addition to his numerous civic and industry involvements, Tillmar is co-chair of the Well City Milwaukee Initiative.

Independent Insurance Agents of Wisconsin, www.IIAW.com

Diversified Insurance Services, Inc., www.div-ins.com