



NEWS RELEASE

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EMC Insurance Companies Receives Best Practices Award of Excellence

DES MOINES, Iowa (May 10, 2017)—EMC Insurance Companies was presented with the Best Practices Award of Excellence by The Independent Insurance Agents & Brokers of America (IIABA or the Big “I”) at the 2017 Legislative Conference. The award recognizes imaginative, outstanding and unique contributions in advocating best practices philosophies that enhance the independent agency system.

“EMC, a Trusted Choice company, continues growing the Best Practices program through grassroots and hands-on innovative education programs,” says Robert Rusbuldt, Big “I” president and CEO who presented the awards. “We are excited to recognize EMC, for its dedication to helping agents further develop their business and providing invaluable resources.”

EMC was recognized for producing articles, seminars and webinars based on the foundations of best practices. EMC promotes the resources that are available to agents to help them improve agency performance and ultimately enhance their overall agency value.

“EMC Insurance is honored to receive this award which recognizes our 100 percent commitment to the independent agency distribution channel,” says EMC Agency Development Manager John Mitchell. “We support the Big ‘I’ Best Practices program because we believe it provides all independent agencies with key industry benchmarking data and supporting resources that can help them achieve even better financial results.”

EMC President and CEO Bruce Kelley accepted the award and also participated on an insurance carrier CEO panel. The panel gave Big “I” members a chance to discuss some of the most pressing issues for



From left: EMC President and Chief Executive Officer Bruce Kelley and Big “I” President and Chief Executive Officer Robert Rusbuldt.
Photo credit: Marty LaVor

independent insurance agents, including talent recruitment and retention, technology, insurance regulation, digital marketing and more.

About EMC Insurance Companies

EMC Insurance Companies is among the top 50 insurance organizations in the country based on net written premium, with more than 2,300 employees. The company was organized in 1911 to write workers' compensation protection in Iowa. Today, EMC provides property and casualty insurance products and services throughout the United States and writes reinsurance contracts worldwide. Operating under the trade name EMC Insurance Companies, Employers Mutual Casualty Company and one or more of its affiliated companies is licensed in all 50 states and the District of Columbia. For more information, visit www.emcins.com and www.CountonEMC.com.

About Independent Insurance Agents & Brokers of America

Founded in 1896, the Independent Insurance Agents & Brokers of America (IIABA or the Big "I") is the nation's oldest and largest national association of independent insurance agents and brokers, representing a network of approximately a quarter of a million agents, brokers and their employees nationally. Its members are businesses that offer customers a choice of policies from a variety of insurance companies. Independent agents and brokers offer all lines of insurance—property, casualty, life, health, employee benefit plans and retirement products. Web address: www.independentagent.com.