



NEWS RELEASE

Dan Reichardt Accepts Agency Relations Manager Position at Integrity Insurance

Appleton, Wis. (November 17, 2014) – Scott David, Vice President of Sales and Marketing at Appleton-based Integrity Insurance, announces Daniel Reichardt has accepted the newly created Agency Relations Manager position. Previously Reichardt held the role of Agency Relations Specialist at Accident Fund Holdings in Lansing, Michigan. In his new role, Reichardt will be leading agency management activities including distribution strategies.

“Dan has a solid background in agency distribution, market data analysis and agency prospecting,” said David. “He understands the independent agency system and will be a key resource for our sales team, assisting our agency partners in achieving their growth and profitability goals.”

In addition to developing agency management best practices at Accident Fund, Reichardt was also a trainer, teaching classes on a variety of topics including workers’ compensation, sales and negotiation.

A graduate of Michigan State University, Reichardt holds a Bachelor of Arts degree in Marketing and has earned the Certified Authority on Workers’ Compensation (CAWC) designation.

About Integrity Insurance

Integrity Insurance established in 1933 and is based in Appleton, Wisconsin. Integrity offers auto, home and business insurance through a network of independent agents throughout Iowa, Minnesota and Wisconsin. With an affiliate partner Grange Insurance based in Columbus, Ohio — the enterprise has \$2 billion in assets and \$1 billion in annual revenue and holds an AM Best rating of “A” Excellent. For more information, visit www.integrityinsurance.com.

###

Contact

Tim McAdow
Director of Communications
Integrity Insurance
920.968.8327
tmcadow@imico.com