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Contact: Danielle D. Janecka
Vice President
The Society of Certified Insurance Service Representatives
512-349-6181; djanecka@scic.com

MINNESOTA NOMINEE SELECTED AS THE 2007 NATIONAL OUTSTANDING CSR OF THE YEAR

AUSTIN, TX (August 7, 2007) – **Peggy S. Lund, CIC**, of R. J. Ahmann Companies, in Eden Prairie, Minnesota, has just been awarded the most prestigious honor available to insurance customer service representatives—the 2007 National Outstanding CSR of the Year Award.

The Society of Certified Insurance Service Representatives (CISR) and the Society of Certified Insurance Counselors (CIC) selected Ms. Lund as the winner of this award from a field of 37 state winners. After five finalists were chosen from this field, a blue-ribbon panel of five judges evaluated the finalists based on their individual contributions to the insurance community, and the strength of their essays written on the topic: *The CSR position has evolved and grown into one of significantly greater importance, including both men and women with wide ranges of industry experience. Twenty-five years ago, CSRs attended “Gal Friday Seminars.” What four factors or changes in the insurance business have been responsible for the evolution of the CSR position into its current professional status?”*

Peggy Lund is a Commercial Account Manager for R. J. Ahmann Companies. “Her associates praised her for exemplifying the highest standards of the insurance profession in her dealings with both clients and insurance carriers,” said Dr. William T. Hold, CIC, CPCU, CLU, President of The National Alliance for Insurance Education & Research. “She was described as an ‘advocate for the insured’ who balances this well with the requirements of the carrier.”

In her essay, Ms. Lund cited (1) advances in technology and automation; (2) a more competitive industry; (3) added opportunities for continuing education; and (4) our society’s newest exposures to loss, as important factors that have elevated the CSR’s status in the past 25 years.

Ms. Lund receives a cash award of \$1,000, a distinctive gold and diamond lapel pin, and her name is inscribed on a sculpture on permanent display at The National Alliance headquarters in Austin, Texas. A scholarship will be awarded to her employer, R. J. Ahmann Companies, for participation in any National Alliance program.

In addition to the selection of Peggy Lund as the national award recipient, four national finalists were chosen from a particularly competitive field of applicants:

Sharian L. Brown-Taylor, CIC, CISR, ACSR, AIS, ASLI, AU, with Marsh in Austin, Texas
Genell Cradic, CIC, CISR, CPIW, with Price & Ramey, Inc. in Kingsport, Tennessee
Jeffrey Michael Crigger, CISR, with Finance Insurance Ltd. in Honolulu, Hawaii
Michelle S. Parker, CIC, ACSR, with Sky Insurance in Wooster, Ohio

They each receive a special gold and garnet lapel pin, and publicity in a national trade journal.

For more information about this award, contact the Society of CISR, a member of The National Alliance for Insurance Education & Research, P. O. Box 27027, Austin, Texas 78755-2027; 800-633-2165; Fax: 512-349-6194; Email: alliance@scic.com; Website: www.TheNationalAlliance.com. ###