

MARKETING: BENDING OVER BACKWARDS TO "BOND WITH AGENTS"

AUTOMATION: SEMCI REPORT—IN ORBIT OR PIE IN THE SKY?

SPECIALTY LINES: EXCESS MARKETS NOT AN EXCESSIVE RISK

Rough Notes

PROPERTY & CASUALTY AGENTS

AGENCY MARKETING • INSURANCE MARKETS • NEW PRODUCTS

May 1994



MARKETING AGENCY OF THE MONTH:

**WINNING FORMULA
IN NEW JERSEY:
EAR TO THE GROUND
AND SHOULDER
TO THE WHEEL**

PLUS: A CEO Forum Featuring 3 Program Administrators

AGENCY OF THE YEAR!



THE PRIME INSURANCE AGENCY OF JONESBORO, GEORGIA: YOUTH CONQUERS ALL!

Rough Notes' 5th Annual Marketing Agency of Year — voted the winner by our 40,000 readers — reflects a distinct accent on youth.

Young producers: ages 26-31. Young ideas: rewards to insurer personnel who provide outstanding service to the agency. Young clients: the agency "road tests" new, youthful drivers.

We salute Alfred Dingler (pictured left)

founder of the \$4 Million agency, Karl Thomason (right) who appeared on the October, 1993 cover of Rough Notes with Alfred, and all PRIME personnel. This honor is bestowed by Rough Notes readers — the most successful, marketing minded producers in the U.S.

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