

At Society Insurance, the difference is in the details

When Vice President of Marketing Dina Schultz joined Society Insurance in August, it didn't take her long to find that the company's secret to success is the experience and dedication she saw in her fellow employees. Society's new marketing campaign illustrates how these details can make a big difference for policyholders.

"Our ads show how we're different from other carriers by promoting employees' expertise in our industry niches," said Schultz. "We offer products to fit each insured's specific needs. Our niche experience really shows in the coverage details of a policy. That sets us apart from the competition."

If you don't know much about Society Insurance, take a moment to read our mission: "We operate and exist for the benefit of our policyholders by protecting their dreams, passions, and livelihoods with tailor-made insurance solutions."

This statement, created by a group of employees in 2012, expresses three important points. First, Society is a mutual company, owned entirely by our policyholders. We are here to serve them. Second, we understand that the businesses we insure mean far more to their owners than just a job or a paycheck. Third, we provide customized insurance products designed for the types of companies Society knows best.

Our property, auto, and liability insurance packages protect small businesses throughout the Midwest. Society specializes in insuring restaurants, taverns, grocery and convenience stores, auto repair shops, and medical offices. We have excelled in workers' compensation coverage since writing our first policy, in 1915.

"It all comes down to doing the right thing for policyholders, employees, and the community. We try to do the little things every day to make that happen," explained Rick Parks, President and CEO. "We can only serve our policyholders well if we have exceptional employees and earn the respect of the communities where we do business."

The Human Resources team utilizes campus recruiting, social media, career fairs, and networking opportunities to find these exceptional employees. Their goal is always the same: Hire the best possible person for each position. Year after year, they find that Society's current employees are an excellent pipeline of talent for open positions. In 2012, 42% of the 57 jobs filled went to Society employees and another 20% of new hires were made possible by employee referrals.

To build on this success, we created an internal training and education program that enhances employees' knowledge about Society and the insurance field. The first College of Insurance class graduates in May.

In addition to developing our employees, Society took major steps in 2012 to empower people throughout the company and ensure that their opinions are heard. The newly created Charities and Wellness Committees are tasked with engaging employees and taking positive steps to support service, giving, and wellness.

The Charities Committee gives employees a voice in shaping our support of good works in the Fond du Lac area and beyond.

"Our mission," said Application Developer and committee member Jill Wendt, "is to improve the quality of life in our community – where we work and where we do business – through philanthropy and volunteerism."

This committee plays an important role in raising awareness of the many needs and worthy causes in the cities and towns we call home. It's a natural fit. Just as our policies protect a business from loss or disaster, our employees want to support efforts that make a difference in their neighbors' lives.

Meanwhile, employees on the Wellness Committee work to publicize and promote healthy living for everyone at Society.

"Hearing their ideas and opinions gives us a better perspective of the wellness programs our employees are most interested in, and would find most valuable," said Krista Arnhoelter, Senior HR Generalist and committee advisor. "It allows employees a way to get further involved in wellness, which is a company-wide initiative."

Identifying the right details and putting them into action allows Society to create a healthy prescription for customers and employees alike.

Visit societyinsurance.com for additional information about the company, our products and services, and current career opportunities.