

CORPORATE SPOTLIGHT

By Lauren Tuscher

Society Insurance and the Tavern League of Wisconsin have been partners for decades and for good reason. The regional insurance carrier (\$142 million annual premium and 265 employees) headquartered in Fond du Lac caters to bar and restaurant owners with products like TRIM® — a package insurance policy specifically designed for taverns and restaurants that's endorsed by the TLW.

Society is also highly responsive in claim situations like a fire that broke out in a league member's historic building last year. The Society Insurance agent arrived while the firemen were

Marketing Manager, Brad Korkow.

For tavern and restaurant owners one of the best insurance products available is TRIM® which was introduced in 1981 and packages together property, liability and business interruption. Members of the TLW are also eligible for special discounts and coverages at no added cost including coverages for food contamination, outdoor property, crime including employee dishonesty and special events general liability.

- TRIM® also has no exclusion for assault and battery. "If a fight breaks out or a bouncer has to remove someone and they are injured

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still on site and claims representative Jim Sutter was called immediately. "Our insured was very upset watching their building and all of the pride that they had in it burning in flames and needed some reassurance that things would be okay," says Sutter. "I was able to set up an appointment with our insured for the following morning and was also able to coordinate the cause and origin investigation and have that prepared for that meeting as well. Our insured reported that although the situation was emotional, seeing things being handled so quickly made a tremendous difference."

This high level of service has set Society apart since it was founded in 1915 and today 97% of its insureds that have had claims say they would happily recommend Society Insurance to others or that the claim service exceeded their expectations. In early 2010 Society launched a new website that details their products and has features to help people better understand what Society Insurance has to offer. "Our objective is to provide the best value in coverage, claims and risk control services for our policyholders," says Society Insurance

unintentionally, you have coverage," explains Korkow. "Also there is no exclusion for punitive damages. Often when a court levies punitive damages they're trying to make a statement and punish the person so some insurance companies don't want to cover punitive damages — but we do not take that stance."

Other products available include: Liquor Liability, Employment Practices Liability, Workers Compensation, Commercial Auto and Umbrella policies.

- Liquor Liability policies provide liability and defense coverage if an insured is sued for overserving someone. "This usually comes into play if someone is served in excess and then they injure someone else," Korkow says.

- Employment Practices Liability policies cover claims that allege an injury to an employee because of employment practices from things like discrimination or failure to promote. "It's a growing thing unfortunately," Korkow says. "It could be as simple as giving an employee a hug and then being sued for sexual harassment. Every business should take a look at it."



Society Insurance
Mutual Company

- Workers Compensation is another policy available through Society that TLW member/policy holders receive a benefit from in the form of a dividend subject to approval by the Board of Directors. "It's a tiered dividend," states Korkow. "If the workers compensation premium is \$3,500 or more you get 10% back. If less than \$3,500 you receive 5% back."

- Commercial Auto policies are popular with bars and restaurants that want a vehicle titled in the name of the business for depreciation or tax purposes.

- Umbrella policies extend liability limits above and beyond the limits of underlying policies to give utmost peace of mind to business owners wanting to protect the assets they've worked so hard to accumulate.

It all comes back to wanting to give every insured the best possible insurance value for the money.

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(This article contains only a general description of coverages and is not a statement of contract. All coverages are subject to the exclusions and conditions in the policy.) 

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