

NATIONAL ASSOCIATION OF PROFESSIONAL SURPLUS LINES OFFICES

SPECIALITY INSURANCE COVERAGE

Sometimes
it is
SIZE THAT COUNTS

Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis, si peraque dure dicere credit eos, ignave multa fatetur, et sapit et mecum facit et lova iudicat

Non equidem insector delendave carmina Livi esse reor, memini quae plagosum mihi parvo Orbilium dictare; sed emendata videri pulchraque et exactis distantia miror. Inter quae verbum emicuit si forte decorum, et si versus paulo concinnior unus et alter, iniuste totum ducit venditque

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Get it Done. Wholesale
www.getitdonewholesale.net

J. Patrick Dillinger, Jr.
PRESIDENT AND CEO
ARTHUR J. GALLAGHER & CO.



SPECIALITY INSURANCE COVERAGE

Sometimes
it is
ROCKET SCIENCE.

Our brokers are experts with years of experience providing clients with the coverage they need. But often, they need to turn to the wholesale broker community to supplement and enhance their service offerings.

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Lynn O. Smith
PRESIDENT
BROWN AND BROWN INSURANCE



Today (1)

Images.com Featured Artist: Vance Vasu Today 10:06 AM None

Photoblog Focus on Photoblog Today 10:04 AM None

Suzanne Voce Re: Webinar Recording of Proposals & Contracts: Cetti... Today 8:37 AM None

Focus on Photoblog
Photoblog <customers@group.photoblog.com>
Tel: Frank@mkb16.com

SPECIALITY INSURANCE COVERAGE

"I got the deal done in record time... and gave my client options that lowered their 5-year annual expenditure by 28%"

Lynn O. Smith
PRESIDENT
BROWN AND BROWN INSURANCE

Get it Done. Wholesale.

IN THIS ISSUE

EM INSECTOR DELE Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, nihil illis comparet, errat. Si quaedam ignave multa fatetur, cum **facit et lova iudicat aequo.**

NAVE CARMINA LIVI Non equidem insector delendave carmina Livi esse reor, memini quae plagosum mihi parvo Orbilium dictare; sed emendata videri pulchraque et exactis distantia miror. Inter quae verbum emicuit si forte decorum, et si versus paulo concinnior un **MORE**

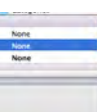
ESSE REOR, MEMI ET

EXACTIS DISTANTIA MIR

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Wholesale insurance brokers requested that their Association (NAPSLO) develop a long-range **campaign to alter negative market perceptions**. MKB conducted extensive research, then instituted an integrated PR and Advertising campaign. We developed key messaging to reinforce the positive values attributed to working with a wholesaler—that experience, expertise and knowledge allow wholesalers to provide services and service quality to the end customer. The resultant campaign message we created is one of efficiency and effectiveness: **Get It Done. Wholesale.**

MARKETING, BRANDING AND WEB COMMUNICATIONS FOR ASSOCIATIONS