

Sidelights

on the business
and the people in it



The Savings Bank Life Insurance Company of Massachusetts (SBLI) recently held its third annual SBLI Kids Football Clinic with former New England Patriots linebacker Tedy Bruschi at Gillette Stadium in Foxboro for 54 boys and girls ages 7 to 14, who wrote essays on their game plan for doing their best in school and being physically active.

The children had the opportunity to experience being a member of the Patriots, running out onto the field through the giant football helmet and participating in drills with Bruschi and other Patriots, including linebacker Jerod Mayo and former quarterback Doug Flutie.

Above pictured at the Clinic are SBLI President and CEO Robert K. Sheridan (left) and Patriots owner Robert Kraft.

Working Well

Provider Insurance Group was recently named one of the "Best Places to Work in Rhode Island in the small companies category by Providence Business News. Winners of the award tend to be the ones with progressive and responsive workplace policies in place, as well as an engaged workforce, retain existing customers and find new ones, drive profit growth even in these difficult times as well as keep turnover low and innovative behavior high.

On the Calendar

The Massachusetts and Rhode Island Applied Users Group Event will offer an event entitled "Mastering the Resources Available from Applied and ASCnet" on Aug. 18 from 9 a.m. to noon at the Independent Insurance Agents of Rhode Island headquarters in Warwick, R.I. No cost for members, \$20 for nonmembers. Email info@mariaappliedusers.org to register.

Awarding Companies

Liberty Mutual received the most awards at the Insurance

Marketing and Communications Association (IMCA) 2010 Showcase Awards, held in June.

Boston-based Liberty Mutual led all companies with 14 awards overall, including six Best of Show awards. Other top overall winners included PEMCO, a Washington-based company with six awards, The Allied World Assurance Company with five, State Farm Insurance with five, The Great American Insurance Group with five, American Specialty Health with four and The Hartford with four.

Other Best of Show winners included Westfield Insurance, National Specialty Underwriters, Fireman's Fund, Texas Medical Liability Trust, CNA, The Navigators Group, MICA, Kimball Communications, Hanover Insurance, The Doctors Company, The Co-operators and MetLife Broker Dealer Group.

In addition to these winners, companies that received multiple Awards of Excellence included Swiss Re, Vertibrands, Grinnell Mutual and Sun Life Financial.

The IMCA Showcase Awards covers 35 categories, including advertising, sales promotion, multimedia campaigns, TV/radio, web sites, social media, employee communications, annual reports, e-commerce, community service campaigns and public relations.

The Insurance Marketing and Communications Association (IMCA) is an international organization of insurance communications professionals specializing in marketing, communications, advertising, sales promotion, public relations and media relations.



Chad Bjorkland

Gencorp Insurance Group, based in East Greenwich, R.I., recently announced that account executive **Chad Bjorkland** has achieved the designation of Certified Insurance Counselor (CIC). He is a commercial insurance executive at Gencorp specializing in technology, real estate, financial institutions and various professional service organizations. Bjorkland is a graduate of Bryant College with a concentration in finance. He is a member of the Warwick Rotary Club and treasurer of the Board at The Kent Center.