

## April 2010 Newsletter

Spring is here! We are enjoying this gorgeous weather along with the many exciting things happening in our office! We are excited to announce a few things:

The Sterling Insurance Group was recently featured in the March edition of dBusiness' "100 over 100" celebrating us as one of Metro Detroit's oldest businesses!

Also in the month of March, The Sterling Insurance Group purchased the Glenn Maas Agency in Troy, making this the third company in the last few years The Sterling Group has acquired. We welcome our new employees and new clients!



### Employee Spotlight

#### Tanja Rodin



Personal Lines: Customer Service

Tanja Rodin joined Sterling Insurance as a Customer service Representative in September 2009. In recognition for her outstanding performance in customer service, customer retention, and account rounds, Tanja has been selected as the recipient of the Customer Service Champ award for the month of March. In addition to her accomplishments, Tanja has a positive attitude and strong work ethic. Tanja enjoys speaking with clients on a day-to-day basis and assisting them with their concerns and inquiries. Tanja has 6 years of customer service experience, and looks forward to many more with Sterling Insurance! When not hard at work, she enjoys traveling, spending time with friends and family, and spoiling her 18 month old nephew Luke.

### Make Sure Your Summer "Toys" Are Covered

With summer in full swing, it's a great time for outdoor recreation. Are you protected? Do you have the appropriate coverage for your motorcycles, vacation trailers, campers, motorhomes or recreational vehicles such as ATVs, mini-bikes, trail bikes, or golf carts?

Call us or stop by our office to learn more!



### Premium Reductions: Be Careful What You Eliminate

In the never-ending quest to reduce expenses, we are seeing a troubling trend when it comes to risk management. More businesses and individuals are either reducing or not purchasing necessary coverages. In the short-term this may seem like a sound decision, but saving a few dollars now in exchange for remaining exposed to a potentially large future loss, is a "roll of the dice", and one that you may not be able to afford to lose. Three specific areas where I am seeing this trend are Cyber Liability, Employment Practices Liability and Personal Umbrellas. Criminals are becoming more sophisticated in their approach and methods to gain





