



# Mahowald Insurance wins Minnesota industry award



**Vicki Ikeogu**, vikeogu@stcloudtimes.com 10:01 a.m. CDT May 25, 2016



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A St. Cloud-based insurance agency has received top honors from a statewide industry association based in Maple Grove.

Mahowald Insurance Agency, 916 St. Germain St., was named the Minnesota Independent Insurance Agents & Brokers Association's 2016 Agency of the Year. The firm was chosen from a pool of about 1,000 MIIAB members.

"They solicit nominations from a variety of insurance agencies and clients," said Bob Mahowald Jr., partner and fourth-generation owner of Mahowald Insurance. "They bring up the nominations and discuss them with insurance carriers to narrow down the selection to a couple of finalists."

Mahowald said this is the agency's first time winning the MIIAB's agency of the year award.

"(Mahowald Insurance) outshone everyone else," said Dan Riley, MIIAB executive vice president. "They are an outstanding agency with one heck of a reputation with clients and the community."

The agency was honored at the MIIAB's annual convention on May 3.

"It's phenomenal recognition for our 86 years of hard work and determination," Mahowald said.

Mahowald believes part of what set his agency apart from the competition was its continued work on its succession plan.

"We have been forming a viable path forward to continue (our business) past the century mark," Mahowald said.

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For Mahowald Insurance, a time of transition

In January 2015, Mahowald Insurance Agency began transitioning the company to the fourth generation of owners, including Mahowald and three nonfamily members, Bridget Faber, Laura Tomczik and Joe Westerlind.

"The three new folks bring in a fresh perspective," Mahowald said. "They also bring in a new set of eyes and thoughts that we use to continue to improve (our business)."

Mahowald said the 2016 Agency of the Year award has reaffirmed the agency's mission to remain an independent, locally-owned company.

"It's good validation that people recognize the path that we are on and that we are continuing to push innovation and evolution in our company," he said.

Mahowald Insurance provides three main insurance plans for customers: commercial, group benefits and personal insurance. The firm has about 1,300 clients, primarily within an 80-mile radius of St. Cloud. Mahowald Insurance Agency employees about 40 people.

*Follow Vicki Ikeogu on Twitter @VickiSCTimes or on Facebook at facebook.com/sctimesvicki. Call her at 259-3662.*



