

Amerisure Mutual celebrates milestone

BY PAUL R. PACE
STAFF WRITER

A Farmington Hills company is celebrating its 90th year in business.

The Detroit company that was to become Amerisure Mutual Insurance Company is now on Halsted Road.

It prides itself on the philosophy of sharing its good fortune with policy holders.

Amerisure shares benefits of the company's success with policy holders through dividend payment programs, said Rick Russell, president and CEO. Those principles fueled its growth, creating one of the country's most successful, widely respected business insurance companies, said Kim Van Kirk, spokeswoman for the company.

Amerisure is a regional property and casualty mutual insurance company, specializing in workers' compensation and related business coverage for manufacturing, contracting and commercial enterprises in 14 Midwestern and Southern states.

"I think our mission statement says it all," Russell said of the company's success. "We're driven by the needs of our policy holders and the agencies that represent them. That's been our success factor over the past seven years."

"Prior to that, we credit the people," he said. "We're a service organization and we have some of the best people in the industry."

The company moved its corporate headquarters to Farmington Hills in 1997. Its 630 corporate and field employees, located in Farmington Hills and across 10 core service centers in the Midwest and Southern U.S.

This year, the company projects its third consecutive year of double-digit growth, exceeding \$300 million in surplus and \$1.2 billion in assets.

Amerisure continues to focus on casualty insurance geared to manufacturing and contracting businesses.

The company has longstanding, strategic partnership with several manufacturing and

business trade organizations whose members qualify for Amerisure group programs.

The company was rated the No. 1 workers' compensation carrier by agents in a Crittenden's nationwide property and casualty survey and in 1999, received an A or excellent rating from the insurance industry's leading financial rating organization, A.M. Best.

In 2001, the company was twice recognized for being among the best places to work in Southeast Michigan.

From the beginning, the company has been active in supporting community youth-oriented initiatives.

In the 1940s and 50s, the company sponsored Christmas dinners for orphan children. In the 1960s, Michigan Mutual employees sewed clothing for dolls, which were then donated to charity.

More recently, the company has developed strong relationships with several local charities, including the Boys & Girls Clubs of Southeastern Michigan, Junior Achievement,

Special Olympics and United Way.

Through the years, Amerisure has been involved in many levels with the safety and well-being of Detroit citizens. From 1916-1953, the company owned and operated Manufacturers Mutual Hospital, a facility dedicated to rehabilitating injured workers.

This was the first hospital to be solely owned and operated by mutual insurance company.

In 1934, Amerisure donated a "safety car" to the Detroit Police Department, designed to reduce traffic accidents by educating the public in driving safety.

Russell said the future looks positive for the company.

"We've grown dramatically - well in capital and we're financially strong."

"We have a few specific products and markets we plan to pursue," the president added. "We anticipate we will continue to grow forward."

ppace@home.com.net | (248) 477-5450



PHIL BRESLER/OBSERVER

Rick Russell is president and CEO of Amerisure

CAMPAIGN CORNER

Vagnozzi endorsement

State Representative Aldo Vagnozzi has won the endorsement of the County Road Association of Michigan.

The endorsement was based on Vagnozzi's long-term efforts as Mayor and Council member in Farmington Hills to improve county roads serving the two communities in his district.

"The Trustees (of the County Road Association of Michigan) reviewed your candidate survey and took note of your commitment and dedication to improve Michigan's local transportation systems," wrote John D. Niemela, treasurer of the Association.

Vagnozzi said the Road Association endorsement demonstrates that he can work with statewide groups in bringing improvements to the two cities - Farmington and Farmington Hills, in his 37th

district.

Democratic open house

A Democratic candidate open house will be held 5-8 p.m. today, Sept. 12 at 29925 W.

Nine Mile, one block west of Middlebelt in Farmington Hills.

The following candidates will be in attendance: Aldo Vagnozzi for State Representative; David Fink for Congress; Gilda Jacobs for State Senate; Ryan Gesund for County Commission; and Jim Nash for County Commission.

Admission for the open house is office supplies of any kind; folding chairs, shelving units, small filing cabinets, waste baskets, etc.

Snacks and beverages with a long shelf life will also be accepted.

For more information call (248) 884-0551.

COHA meeting set Sept. 17

The Farmington Hills Council of Homeowners

Associations will meet at 7 p.m. on Sept. 17, at Fire Station No. 4, on Drake Road south of 13 Mile. On the agenda: a presentation about the city's Emergency Preparedness Committee, an update from the Non-motorized Transportation Committee and information

about fertilizer use and ground water issues.

COHA includes representation from many homeowners associations in the community. Members or those who are interested in joining are invited to attend. COHA will also be hosting a candidates' forum on Oct. 2. Additional details will be published at a later date.

Dancers sought for local shows

Positive Attitude Dance Company in Farmington Hills will hold open auditions for its December production of *Peter and the Wolf* and *Dances of the Nutcracker Ballet* 1-5 p.m. Sunday, Sept. 15 at the Academy, 23317 Orchard Lake Road.

Dancers (male and female)

ages seven and older are welcome. The special holiday performance will take place at Smith Theater, located on the campus of Oakland Community College's Orchard Ridge Campus and will feature celebrity guest narrator, Trudi Daniels of WRIF Radio. Call (248) 476-2099.

Style.
furniture & accessories

SALE

Buy any item at
20% off
Get any 2nd item
at 50% off*

*2nd item at equal or lesser value through Sept. Only

33080 Northwestern Hwy.
between Orchard Lake Road & 14 Mile
West Bloomfield
Mon.-Fri. 10-7
Saturday 10-6
248-538-7747

UNBELEAVABLE BARGAINS!

PLANT SALE
Recycled Pots & Plants

SPECIMEN PLANTS FOR INTERIORS

Thursday-Saturday
Sept. 12, 13 & 14
9am - 5pm

Planterra
TROPICAL GREENHOUSES, INC.
7315 Drake Rd. West Bloomfield
(north of 14 Mile)
(248) 661-1515 www.planterra.com

Like No Other

Regent Street
West Bloomfield

4100 Orchard Lake Road, West Bloomfield, MI 48323
Phone: 248.683.7010

Continue Your Lifestyle
Local Fine Arts and Dining Experiences
Health and Beauty Salon
Wellness Center with Aerobic Pool
Card and Game Lounges
Transportation Available

Assisting Your Lifestyle
Emergency Call Systems
Licensed Nurses 24-7
Medication Management
Memory Impairment Regent Plus

Assisted Living
Suites and Studio Accommodations

WWW.REGENTSTREETWESTBLOOMFIELD.COM

Read Observer Sports for local coverage

Back to Class Sale
at THE STUDIO

ALL DANCE WEAR... SHOES... LEOTARDS... TIGHTS... UNITARDS...

10% OFF
WITH THIS AD
through September

Extended Fall Hours:
Tu, W, Th 10-8
Sun 12-5

855-0650
In Orchard Mall • Orchard Lake Rd. at Maple

FARMINGTON Observer
It's all about you!

Susan Rosiek, Executive Editor (248) 953-1205 srosiek@home.com.net	High Gallagher, Managing Editor (248) 953-2400 hgallagher@home.com.net
Joel Hubbard, Community Editor (248) 477-5450 jhubbard@home.com.net	See Burk, Reporter (248) 477-5450 sburk@home.com.net
Paul Pace, Reporter (248) 477-5450 ppace@home.com.net	Bill Bresler, Photographer (248) 477-5450 bbresler@home.com.net
Dan O'Neale, Sports Editor (248) 953-2141 domealea@home.com.net	Anna Ujpar Leslie, Ad Representative (248) 953-2167 alipar@home.com.net
Nikki Smith, Delivery Manager (248) 953-2142 csmith@home.com.net	Katie McManus, Receptionist (248) 477-5450 kmcmanus@home.com.net

■ Circulation 734-591-0500
■ Classified Advertising 800-519-1355
■ Display Advertising 734-591-2300

■ Home Delivery 734-591-0500
■ Newsroom FAX 734-591-2179
■ Newsroom 734-953-2104

■ Photo Reprints* 734-591-2234
■ Sports Reprintline 734-953-2104

*Photo orders must be for pictures that have been taken by our staff photographers. Please provide publication date, page number and description of the picture, which must have been published within the past six months. Prints are \$20 for the first print, \$7.50 for each additional print. Payment is in advance (check or credit card).
Visit us on the web at: www.observerandeccentric.com

SUBSCRIPTION RATES

CARRIER DELIVERY	MAIL DELIVERY
One year.....\$51.00	One year.....\$62.60
One year (Senior) 62+ yrs. \$41.60	One year (out of state) \$97.60
	Newsstand.....75¢ per copy

A HomeTown Communications Network publication
3341 Grand River, Farmington MI 48335 (On the southwest corner of Grand River and Farmington Aves.)