

For Immediate Release

New North, Inc.

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Integrity Insurance wins 2019 New North Workplace Excellence Award

Appleton-based insurance company achieves business results through people-centric culture

NEW NORTH, December 5, 2019 – Integrity Insurance, a property and casualty insurance company based in Appleton, has been named as the recipient of the 2019 New North Workplace Excellence Award. Chosen as the winner among companies nominated in the 18-county region, Integrity representatives accepted the honor at the Dec. 5 New North Summit in Green Bay.

Now in its 11th year, the award recognizes organizations within the New North who are improving their competitive advantage through people practices that lead to successful business results. A collaboration between New North Inc. and Right Management, businesses are evaluated for the award based on employee engagement, business outcomes and overall success.

“There are many great companies in the New North region. We are pleased to honor one of them, Integrity Insurance, with this year’s New North Workplace Excellence Award,” says Barb LaMue, Executive Director of New North Inc. “Integrity has demonstrated tremendous business success, achieved through innovative practices and a focus on inspiring its employees.”

Integrity has had seven straight years of profitable growth. The company grew its personal and commercial lines direct written premiums from \$100M to \$200M two years ahead of plan.

Integrity aided its business success through creation of a culture of innovation which empowers and inspires its associates to solve creatively. Company leaders have put high importance on change management to improve performance.

Investments also are made by the company in innovation, along with Integrity associates through career development opportunities and team collaboration environments. Integrity celebrates its core values to shape its culture, and is committed to diversity and inclusion to create and support its workforce.

“We’re ecstatic to receive this award as it speaks volumes about our company, culture and associates,” says Integrity Insurance President Jill Wagner Kelly. “Integrity’s culture is fueled by innovation and empowerment. We inspire everyone, at all levels, to bring their best ideas forward and we give them the tools to succeed. We know the power of our company ultimately comes from our associates. Investing in them is an investment in our success.”

Founded in 1933, Integrity Insurance has 92 employees in the New North region. Through its network of independent insurance agents, Integrity offers business, auto, home and life insurance protection in the states of Iowa, Minnesota and Wisconsin. Integrity and its partner, Grange Insurance, serve policyholders in 13 states under parent company Grange Enterprise, which has nearly \$3 billion in assets and \$1.2 billion in annual revenue.

Organizations located within the New North were qualified for the award. Companies did not need to be headquartered in New North for eligibility, but were required to have a division or location within the region.

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Recent winners of the New North Workplace Excellence Award include Schneider (2018); American Transmission Company, Expera Specialty Solutions and Werner Electric Supply (2017); Foth (2016); Oshkosh Corporation (2015); and U.S. Venture, Inc. (2014).

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About New North, Inc.:

New North, Inc., is a 501(c)3 non-profit, regional marketing and economic development corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. The counties include Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee and Waushara. To find out more information about New North, Inc., please visit our website at www.thenewnorth.com.

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About Integrity Insurance:

Integrity Insurance was established in 1933 and headquartered in Appleton, Wis. Integrity offers auto, home, business and life insurance protection through a network of independent agents throughout Iowa, Minnesota and Wisconsin. With partner Grange Insurance based in Columbus, Ohio, the 13-state Grange Enterprise has nearly \$3 billion in assets and \$1.2 billion in annual revenue and holds an A.M. Best rating of "A" (Excellent). For more information, visit www.integrityinsurance.com.

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