

Merger creates Rogers Stieg Transportation Insurance Ltd.



Now the largest transportation insurance broker in Alberta

(Calgary, AB) - **Lee Rogers**, President of Calgary-based Rogers Insurance Ltd., and **Walt Stieg**, President of Stieg & Associates (Canada) Ltd. of Billings, Montana are pleased to announce that their respective firms have reached an agreement, effective December 31, 2008, whereby they will become joint equity partners to operate the largest transportation insurance brokerage in Alberta. The brokerage will be called **Rogers Stieg Transportation Insurance Ltd. (RSTIL)**.

All current clients of Stieg & Associates (Canada) Ltd. will become clients of RSTIL, which will operate from the premises of Rogers Insurance in Calgary. This new entity will be able to offer a wider selection of markets including Old Republic, one of the largest transportation markets in the US under the name of Great West Casualty Company, as well as the unparalleled expertise of Stieg & Associates, a premier trucking and transportation brokerage in the US.

Walt Stieg said, "This deal brings the back office, the sales force management and the high standards of customer service from Rogers that will greatly benefit current and future clients."

Lee Rogers noted that the wide service offerings of Rogers and the more than 80 insurance markets it represents means that Stieg clients will benefit from the best in property and casualty, group personal lines, group benefits and disability plans and other types of specialty services.

Rogers Insurance Ltd. was founded in 1977 and currently employs over 145 staff at its Calgary and Fort McMurray offices. The firm has been named one of the Top Employers in Alberta for four consecutive years by Media Corp., and was recently named a regional finalist in Canada's 50 Best Managed Companies program.

Stieg & Associates has operated for over 30 years from Montana. Its Calgary



Lee Rogers



Walt Stieg

office has operated for almost 13 years as a specialty trucking and transportation brokerage offering expertise and market for carriers operating locally and across North America.

For further information, call Lee Rogers (President) or Bruce Rabik (COO) at Rogers Insurance Ltd.: 403-296-2400; Rob Cyr at Rogers Stieg Transportation Insurance Ltd.: 403-476-4451; Walt Stieg or Kent Dreesen at Stieg & Associates: 406-656-9666.

LEE ROGERS speaks with WCHN

Following Q1 of its existence, Rogers Stieg Transportation Insurance Ltd. is already in growth mode. Company President Lee Rogers took time out of his busy schedule to sit down with *Western Canada Highway News* to discuss the new company and its future.

– The Editor

Western Canada Highway News – How did this merger happen?

Lee Rogers – We approached Walt Stieg about five years ago, but the timing just wasn't right, so we shut down the discussions. Recently, we made a business decision to become seriously involved in the trucking industry and went back to Walt. At this point, the timing was perfect and here we are.

WCHN – When the principals involved talk about a merger, they sometimes refer to "a

perfect fit." Is that the case with RSTIL?

LR – Absolutely! Without a doubt, Walt Stieg and his people know trucking. However, that has been their sole focus and they were unable to market other types of insurance to their trucking insurance clients. Plus it's tough to run an operation – even a small three-person office – from another jurisdiction in another country. At Rogers Insurance, our huge sales force consists of experts in other areas of insurance. Our focus has always been on commercial insurance, but we pride ourselves in being

a “one-stop insurance shop” for our commercial clients, offering them P&C insurance, group insurance, disability insurance, etc. One area where we didn’t have the experience was in trucking insurance – the area we were intent on entering. There you have our “perfect fit.”

WCHN – What has been the biggest change seen by clients?

LR – Stieg clients will now be able to have their buildings, spin-off businesses, group programs, etc. serviced by one insurance brokerage. We can roll all these areas along with their trucking insurance plan into one nice tidy package. Not only will their insurance needs be easier to purchase and administer, they will be able to save money. Rogers commercial insurance clients who

are also carriers will now have access to some very interesting and profitable trucking insurance plans championed by Stieg brokers. I’m most excited for future trucking clients who may never have seen the scope of insurance programs we will now be able to offer them.

WCHN – What changes have been seen by employees?

LR – Our employees are all stronger by association. The Stieg people have moved into our (Rogers) office and now enjoy the support of 145 co-workers, many of whom have adept experience in sales, claims advocacy, management, leadership, etc. The Rogers staff members have been impressed by the breadth of trucking insurance knowledge exhibited by the Stieg

people. It’s a cliché, but it is also true in this instance – it’s been a win-win situation.

WCHN – At the time of this interview, RSTIL has just completed its first quarter (Q1) as a business entity. How did it go?

LR – It was great! We picked up over \$1 million in business in 90 days – and that is in the midst of some very trying economic times, especially for the trucking and insurance industries. We are very pleased and are truly looking forward to the future. We are prepared to grow as fast as we possibly can. Our goal is to be the dominant independent broker in Alberta and one of the dominant independent brokers in all of Canada. With this merger, I think we are well on our way to reaching these twin goals. ■

Our New Brand is our Commitment to you.

WE’RE PROUD TO INTRODUCE OUR NEW BRAND.

The logo is our founder Peter Rogers’ signature and represents our commitment to our values and the importance of relationships. The tagline, A Human Approach to Insurance, is a further reflection of the people-based approach that has made Rogers one of Canada’s leading brokerages.

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A human approach to insurance