



DALE CARNEGIE TRAINING®  
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## FOR IMMEDIATE RELEASE

### **DALE CARNEGIE TRAINING® HONORS AUTO-OWNERS INSURANCE, INC. WITH ITS 2009 LEADERSHIP AWARD**

**HAPPAUGE, NY** (April 2009) – Dale Carnegie Training®, an internationally recognized leader in human relations and employee management training, announces the 2009 recipient of its prestigious Dale Carnegie Training Leadership Award. In a ceremonious reception taking place on April 29th at 2:30 p.m. (6101 Anacapri Blvd., Lansing, MI 48917), Dale Carnegie Training Chairman and CEO Peter Handal will recognize Auto-Owners Insurance for its exceptional financial strength and stability among the nation's largest insurers and, most importantly, for its demonstrated dedication to the philosophy that core values spur long-term growth.

“Very few business leaders have ever earned the type of employee loyalty elicited by Auto-Owners Insurance,” explains Peter Handal. “People do not simply work for Auto-Owners Insurance; rather, every employee is an essential part of the company whose loyalty is valued as the most accurate measure of on-going success.”

Founded in 1916, Auto-Owners Insurance is a Fortune 500 Company and the second largest property assessed value organization in the Delta Township region. Comprised of five property and casualty companies and one life/health/annuity insurer, Auto-Owners Insurance Company was ranked “Highest in Customer Satisfaction with Auto Insurance Claims Experience” by J.D. Power and Associates 2008 Auto Claims Satisfaction Study<sup>SM</sup>. A remarkable feat in light of the fact that it operates with approximately half the number of employees than is the industry norm. Auto-Owners Insurance also ranks A++ (Superior) according to A.M. Best Company, the leading provider of ratings, news and financial data for the insurance industry worldwide.

“With such great financial success, it may come as a surprise to many that Auto-Owners Insurance lists ‘profit’ last on its list of 10 core values,” notes Phil Zeller, President of Ralph Nichols Group, Inc., Dale Carnegie Training’s Southern Michigan franchise. “Ralph Nichols Group, Inc. is proud to be working with such a unique group, whose financial growth and success can be attributed to its focus on the development of its most vital resource – its associates.”

Auto-Owners Insurance engaged the expertise of Dale Carnegie Training to further enhance its system of core values, which first and foremost takes into account client and associate satisfaction. Rooted in the belief that business should be *about* service, growth and innovation and *aimed at* caring, attentiveness and increasing human potential, Phil Zeller and the leadership team at Auto-Owners Insurance set out on a mission to create an enviable work culture arising from the synergy of 10 company values: honesty, hard work, prudence, loyalty, the team, our relationships, opportunity for our associates, the customer, stability and consistency and profit.

Roger L. Looyenga, Auto-Owners Insurance’s Chairman, lauds the role that Dale Carnegie Training is playing in perfecting the Auto-Owners Insurance recipe for success, stating, “Auto-Owners Insurance has benefited greatly from the tools Dale Carnegie Training has provided us. Dale Carnegie Training is a company I trust, not only for its stellar success rate, but for its formula for success that there are no shortcuts to the top.”

“The tools our associates have received through the dedicated commitment of Phil Zeller and the Dale Carnegie Training team have been important in helping our company reach its goals” says Ron Simon, CEO of Auto-Owners Insurance. “Equally inspiring is the level of commitment and care our associates have dedicated to the training. Dale Carnegie Training works so well because of the hard work put forth by all parties involved.”

“We are honored to recognize Auto-Owners Insurance for its steadfast dedication to honesty, hard work, loyalty and continuous open communication” explains Peter Handal, Chairman, CEO and President of Dale Carnegie Training. “In presenting this award to such a unique company, we inspire organizations nationwide looking to ensure their growth and continued success, especially in light of the current economy. Auto-Owners Insurance should be applauded for its dedication to quality over quantity, and for fostering a workplace environment in which employees feel respected and valued as an essential part of a cohesive team. For these reasons, we acknowledge Auto-Owners Insurance as a truly formidable organization.”

The Dale Carnegie Leadership Award is presented to an individual or company who is a major contributor to its country's economy and society through a special emphasis on the development of its human resources, innovation and organizational creativity. The first Dale Carnegie Leadership Award was presented in 1985 to The Ford Motor Company. Other past winners include: Coca-Cola, Adidas, The Boeing Company, Campbell Soup and The Four Seasons Hotel.

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#### **About Dale Carnegie Training®**

Dale Carnegie Training® partners with middle market and large corporations as well as organizations to produce measurable business results by improving the performance of employees with emphasis on leadership, sales, team building and interpersonal relations, customer service, public speaking and presentations and other essential management skills. The courses are available in 27 languages throughout the world; they cover the entire United States and reach over 70 countries. Dale Carnegie Training® includes as its clients 400 of the Fortune 500 companies. Approximately seven million people have experienced Dale Carnegie Training®.

Dale Carnegie's corporate specialists work with individuals, groups and organizations to design solutions that unleash your employees' potential, enabling your organization to reach the next level of performance. Dale Carnegie Training® offers public courses, seminars and workshops, as well as in-house customized training, corporate assessments, online-reinforcement and one-on-one coaching.

#### **About Ralph Nichols Group, Inc.**

Ralph Nichols Group, Inc. (RNG) has offered Dale Carnegie Training in southern Michigan for over 40 years. RNG has presented Dale Carnegie Training to over 200,000 people, making Ralph Nichols Group, Inc. one of the top producers of Dale Carnegie Training in North America.

“Ralph Nichols Group, Inc. is proud to have transformed both individuals and teams in the Michigan area into cohesive learning communities for over 40 years” stated Ralph Nichols, Chairman and CEO of Ralph Nichols Group, Inc. “Our clients tell us that we have made a significant impact on themselves and on their companies, Dale Carnegie methods work best with people who desire knowledge, skills, and an eagerness to make positive powerful changes.”

#### **Media Contact:**

Katy Lawton, (212) 242-9353 ext. 153, klawton@laforce-stevens.com  
Holly Aubry, (212) 242-9353, ext. 149, haubry@laforce-stevens.com