



George Petersen Insurance Agency

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For Immediate Release

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Rich Stark Named Personal Lines Manager at George Petersen Insurance Agency

(Santa Rosa, CA – February 1, 2011) Thirty-three year insurance industry veteran Rich Stark has been named the personal lines manager at George Petersen Insurance Agency. The appointment took effect January 31.

Stark has spent 30 years of his career in Santa Rosa, beginning with the former Ellingsen & Jones and then staying with that firm through mergers as it ultimately became Wells Fargo Insurance. A native of New Jersey, he graduated from Rutgers University in 1978 with a degree in psychology and went to work for a New York insurance firm, which transferred him to San Francisco in 1980. He accepted the job in Santa Rosa a year later.

Stark will be based in George Petersen's Santa Rosa office while managing the personal lines staff spread among the firm's 12 locations in northern California. The personal lines operation got a significant boost when George Petersen purchased NorthWest Insurance last September.

"We'd long maintained an efficient and effective personal lines department, but it wasn't quite big enough to warrant a manager until the NorthWest purchase," says Santa Rosa Branch Manager and Partner Doug Dilley. "When we grew that side of the business with the purchase, it became evident we could grow it even more under a dynamic manager. We found that person in Rich Stark. We're extremely pleased he has joined us."

About George Petersen Insurance Agency

Founded in 1935, George Petersen Insurance Agency specializes in commercial insurance, employee benefits and personal insurance products, with an emphasis on intensive consultation, customized programs and highly personalized service. With its acquisition of NorthWest Insurance Agency last year, the agency has grown to include twelve regional offices, making it one of the largest independently owned agencies in Northern California. For more information about George Petersen Insurance Agency, please visit www.gpins.com.

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