



George Petersen Insurance Agency

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For Immediate Release

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Tony Guerrero Named Partner at George Petersen Insurance Agency

(Santa Rosa, CA – February 4, 2011) Tony Guerrero has been named the newest partner at George Petersen Insurance Agency. Guerrero, 40, was new to the insurance industry when he joined the firm in October, 2001 after an early career in the technology industry, where he was part-owner of a software firm. His new career choice resulted from a chance conversation he struck up in a restaurant with George Petersen Chief Operating Officer Doug Dilley, who was impressed enough to urge Guerrero to consider the insurance field.

“Tony hit the ground running with us and never looked back,” says Dilley. “He had a tremendous grasp of business in general and quickly applied that to what he needed to learn about insurance. And he just knows how to work hard. We’re very pleased to make him a full partner; it’s richly deserved.”

Guerrero is a native of San Francisco and a longtime Santa Rosa resident, where he lives with his wife and two children. He joins a group of seven other George Petersen partners.

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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