



R J F A G E N C I E S

Creative Management of Risk

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RJF Agencies wins the 2009 Minnesota Business Ethics Award™

Judging conducted by a panel of ethics experts from business and academia

MINNEAPOLIS (May 20, 2009)—The Minnesota Chapters of the Society of Financial Service Professionals and the Center for Ethical Business Cultures® today named RJF Agencies the winner of the 2009 Minnesota Business Ethics Award™ (MBEA) for mid-sized businesses (those with 100 to 500 employees). Finalists in three categories were chosen based upon numerous criteria including what their company stands for; how it does what it stands for; and how well it does what it says it stands for.

More than 130 firms were nominated for the award, with RJF's nomination coming from a client. RJF completed a highly-detailed application that required significant corporate introspection to evaluate how well its culture supports, promotes and rewards ethical behavior.

“We built this company on integrity and clearly defined values. Because of that, we've attracted great employees, clients and business partners who appreciate—or even demand—that kind of business environment,” said Chief Executive Officer Bill Jeatran. “Now, more than ever, businesses are being scrutinized at every level. There's only so much oversight any person, team or committee can do before it becomes too costly, so having the right people in place is key. RJF has them at all levels—people who do the right thing, whether or not someone's watching.”

The MBEA was established in 1999 by the Minnesota Chapters of the Society of Financial Service Professionals and the Center for Ethical Business Cultures® at the University of St. Thomas to raise the standards for business ethics in Minnesota and to honor those companies that exhibit the highest standards. The Rotary Club of Edina joined as an award sponsor in 2004. More information is at www.mnethicsaward.org.

About RJF Agencies

Founded in 1986, RJF Agencies is one of the “Top 100 Brokers of U.S. Business” according to *Business Insurance* magazine. Its values-driven approach facilitates growth and strengthens companies by reducing the cost of risk for more than 5,000 corporate clients through five offices in Minnesota and Wisconsin. Its services include employee benefits, commercial insurance, alternative risk programs, loss prevention, claim management, human resource consulting, health management and financial services. More information is at www.rjfagencies.com.

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