

# MEDIA INFORMATION

**Merchants Insurance Group**

**250 Main Street \* Buffalo, New York 14202 \* 1-800-462-1077 \* [www.merchantsgroup.com](http://www.merchantsgroup.com)**

For Immediate Release

CONTACT: Tara Potzler, 1-800-462-1077, ext. 3004, [tpotzler@merchantsgroup.com](mailto:tpotzler@merchantsgroup.com)

## **Merchants Insurance Group Recognizes Sykes-Mallia Associates Inc. of Schenectady as 2014 *Agent of the Year***

**Buffalo, NY – March 17, 2015** – Sykes-Mallia Associates Inc., Schenectady, New York, has been honored by Merchants Insurance Group with the 2014 *Agent of the Year* award. The award was presented to agency principal and president, Joseph V. Mallia.

The *Agent of the Year* award recognizes one of Merchants' more than 650 independent agencies for achieving success through outstanding customer service. Award recipients must embrace Merchants' core values of integrity, respect, loyalty, teamwork and the aspiration to improve.

Sykes-Mallia Associates, Inc., founded in 1950, has been working with Merchants since 2010. For more than 60 years, the agency has had a reputation for honesty and hometown service. A true family enterprise with deep roots in the community, Sykes-Mallia was founded by David Sykes. The company was later purchased by Hugh Mallia, whose children Joe and Jeff, along with their children, have continued the family tradition of serving the community through strong customer service and providing quality insurance products.

Since its inception, the agency has focused primarily on commercial property and casualty insurance. The agency markets to all of Schenectady County, as well as Saratoga and Albany counties.

“One of the key factors that resulted in the Sykes - Mallia Agency being named our 2014 Agency of the Year is the manner in which they conduct business – professionally and personally,” said Bob Zak, Merchants' President and CEO. “Their focus is on doing

(more)

the right thing for the benefit of all parties involved, which leads to solid, longstanding relationships."

"We are honored to have been chosen as the 2014 Merchants 'Agent of the Year'," said Joe Mallia, agency president and principal. "We hold the people of Merchants in the highest regard for their integrity and professional knowledge. The company is ethical, responsive to their customers and is always looking for ways to innovate and improve. We look forward to many more years of working together with Merchants Insurance Group."

Charlie Makey, Senior Vice President – Insurance Operations at Merchants, said "Sykes-Mallia Associates Inc. is a perfect fit for Merchants as they embody our core values and hold their agency to the same standard. Their staff is enjoyable to work with and they skillfully match their clients' needs to Merchants' appetite. We are honored to count them as a partner agent."

#### *About Merchants Insurance Group*

Merchants Insurance Group offers personal and commercial insurance through a network of more than 650 independent insurance agents throughout the Northeast and North Central United States. With corporate headquarters and regional operations located in Buffalo, NY, Merchants also operates offices in Hauppauge, NY; Mount Laurel, NJ; and Bedford, NH. For more information, visit [www.merchantsgroup.com](http://www.merchantsgroup.com).

#### *About Sykes-Mallia*

Sykes-Mallia Associates, Inc. is an independent insurance agency established in 1950. They pride themselves on personalized service, innovative insurance solutions, experienced assistance and reliable answers. For more information, please visit them online at [www.sykes-mallia.com](http://www.sykes-mallia.com).

###