

# 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 Lawley Tradition LLC of Dunkirk as 2012 *Agent of the Year***

**Buffalo, NY – March 27, 2013** – Lawley Tradition LLC, Dunkirk, New York, has been honored by Merchants Insurance Group with the 2012 *Agent of the Year* award. The award was presented to agency principal Wally Gotowka.

The *Agent of the Year* award recognizes one of Merchants' 600 partner agencies for continuously striving for success through customer service. Award recipients must embrace Merchants' corporate values of integrity, respect, loyalty, teamwork, and the aspiration to improve.

Since its founding in 2000, the Merchants Insurance Group President's Club has also been proud to see the agency qualify for membership six times.

The Lawley group of agencies has been in business since 1858, and Lawley Tradition LLC has been a Merchants' partner since 1994.

"Wally Gotowka and his team at Lawley Tradition embody the values we hold dear at Merchants," said Bob Zak, President and CEO of Merchants. "In particular, their combination of credibility, reliability, forthrightness and orientation toward their clients has caused us to place a great deal of trust in them."

"We are so honored to receive this prestigious award from one of our premier insurance companies," said Wally Gotowka, principal of Lawley Tradition. "Our agency

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staff has dedicated their time to servicing our clients' needs with such professionalism by putting our clientele first, which has allowed our agency to grow in Chautauqua County. I am blessed to work with such a tremendous group of people.”

Charlie Makey, Senior Vice President of Insurance Operations for Merchants added, “Lawley Tradition has earned the prestigious Agent of the Year award because they have consistently delivered on service, profitability, and growth over the past 19 year relationship with Merchants. We are very proud to have such a strong partnership with Wally Gotowka and his team.”

*About Merchants Insurance Group*

Merchants Insurance Group offers personal and commercial insurance through a network of more than 600 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 Lawley Tradition LLC*

Lawley is an independent firm of insurance professionals throughout Western New York specializing in property and casualty, employee benefits, and risk management consulting. They protect assets and minimize risk to help their customers avoid financial hardship. For more information, visit [www.lawleyinsurance.com](http://www.lawleyinsurance.com).

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