



## FOR IMMEDIATE RELEASE

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## Woodruff-Sawyer Opens New Private Client Personal Insurance Division

San Francisco, California – June 10, 2010 – Woodruff-Sawyer & Co. announced today the formation of the Woodruff-Sawyer Private Client Personal Insurance Division. The focus of the group is to address the unique individual needs of executives and corporate officers.

With this announcement comes the hiring of Diane Borden, CIC, as Private Client Executive. Diane will be establishing the personal insurance operation, focusing on a wide range of property and liability insurance services and solutions for the needs of high net-worth executives and their families – from high valued homes, art and jewelry as well as luxury autos and yachts. Diane joins Woodruff-Sawyer with 30 years of industry experience, most recently as Managing Director with regional responsibilities for a large national broker. Diane complements the expertise of Matt Healy, JD, who joined the company in April as Vice President, Executive Benefits and Succession Planning.

“Diane is a strategic addition to our firm in rounding out solutions for our clients,” said Charlie Rosson, Chief Executive Officer at Woodruff-Sawyer. “She brings a broad base of knowledge that will help us grow a successful platform geared to the needs of executives.” Stan Loar, Vice Chairman, noted, “This division is a strategic addition to our current offerings. We want to continue to expand our risk management advice and capabilities to meet the individual needs of our current buyers.”

To receive more information, please contact your Woodruff-Sawyer representative, or Diane Borden at: Diane Borden, CIC  
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### About Woodruff-Sawyer & Co.

Woodruff-Sawyer is one of the largest independent insurance brokerage firms in the nation, and is an active partner of Assurex Global and International Benefits Network. For over 90 years, Woodruff-Sawyer has been partnering with clients to implement and manage cost-effective and innovative insurance, employee benefits and risk management solutions, both nationally and abroad. Headquartered in San Francisco, Woodruff-Sawyer has offices throughout California and in Portland, Oregon.

For more information about Woodruff-Sawyer, call 415.391.2141 or visit [www.wsandco.com](http://www.wsandco.com).

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