

For Immediate Release

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Oakland Insurance Agency Achieves ISO 9001:2000 Certification

Birmingham, Michigan – Oakland Insurance Agency recently achieved ISO certification. Oakland's ISO 9001:2000 certification places the agency in an elite position as not only the first full line Insurance Agency in Michigan to achieve ISO certification, but also one of less than six insurance-related firms in the United States to embrace ISO as a business operating system. Oakland's ISO certification is the result of an agency-wide business effort to provide an additional level of confidence to the agency's customers that need commercial, surety/bond, personal, and life & health insurance products.

"With increased importance placed on risk management and the need to provide assurance of *"Best-In-Class"* insurance services, we used the ISO standard as a foundation to identify and integrate best practices throughout our agency," said John Gowney, President, Oakland Insurance Agency. "Our agency's mission is to increase each client's profitability and financial security by delivering professional and meaningful insurance and surety services . . .our ISO 9001:2000 certification is an indication of this commitment."

"Our agency was established based on the principles of unfaltering dedication to customer service. It is this philosophy that has made us what we are today. With nearly a combined 30 years of experience in the insurance industry, we have the expertise to fully understand each customer's insurance needs. Our certification to the ISO 9001:2000 standard provides confidence to our customers that Oakland's processes are both consistent and reliable" said Rochelle Miller, Vice President of Operations. "Our agency goal has always been to make sure every customer is completely satisfied with our services. I have no doubt that ISO certification will provide an additional layer of assurance to our customers."

The Quality & Process Improvement Consulting Services division of Follmer Rudzewicz Advisors, Inc., Southfield, Michigan provided ISO facilitation and implementation assistance to Oakland Insurance Agency. "Our objective was to provide guidance and direction as Oakland integrated the ISO requirements into their operations. The entire agency used ISO as the foundation for business improvement," said Alan Lund, consulting principal at FRA.