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**FOR IMMEDIATE RELEASE**

**March is Ethics Awareness Month**

*The Professional Insurance Agents of Wisconsin stress the importance of ethics in the insurance industry.*

MADISON, Wisconsin (February 13, 2006) – “March is National Ethics Awareness Month,” says Ron Von Haden, CIC, Executive Vice President of the Professional Insurance Agents of Wisconsin (PIAW). “It is also an opportune time to reinforce the fact that Wisconsin residents can feel confident that their independent agents adhere to a stringent Code of Ethics.”

Von Haden continues, “Those that we insure have to rely on us, as professional, independent agents, to provide them with reliable and ethical service. Since independent agents are not tied to one company, they are able to disassociate themselves from insurance companies whose ethics may be in question.”

The PIAW Code of Ethics reads as follows:

**The Professional Insurance Agents of Wisconsin, Inc. Code of Ethics**

***AS A PROFESSIONAL INSURANCE AGENT:***

- ◆ **I WILL** pledge my support to the Independent Agency System with fairness, integrity and exemplary service to my clients, companies and fellow agents.
- ◆ **I WILL** continue my professional education to enhance my skills and knowledge.
- ◆ **I WILL** build strong and lasting relationships with my clients.
- ◆ **I WILL** serve as a liaison between my clients and insurance companies.

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- ◆ **I WILL** respect the confidentiality of my profession.
- ◆ **I WILL** conduct my business with the highest degree of ethics and integrity.
- ◆ **I WILL** serve and support the Professional Insurance Agents of Wisconsin.

For more information, or to locate a PIA member near you, look for the PIA logo or go to [www.PIAW.org](http://www.PIAW.org).

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