

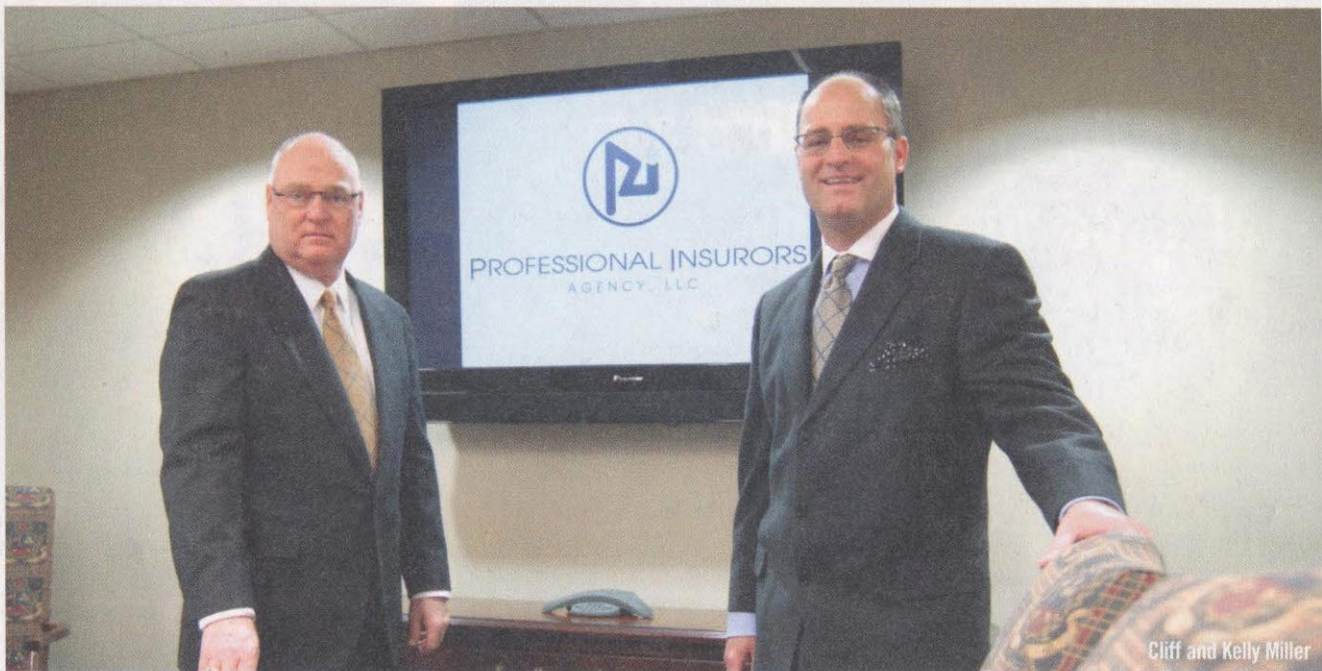


Commercial Insurance

Commercial Insurance is one of the most competitive industries out there. Everything hinges on meeting customers' expectations and ensuring them the best possible coverage for the worst-case scenario.

According to the advisers *OKCBusiness* interviewed, a cursory glance through the Yellow Pages is enough to prove the only way to make it in this business is to enjoy competition.

We congratulate our Best of Business winners in the Commercial Insurance category on a job well done. We know our readers agree, because they're the ones doing the voting.



Cliff and Kelly Miller

PROFESSIONAL INSURORS AGENCY

Being a niche oriented independent insurance agency is how Professional Insurors Agency gets the job done. "We pick and choose the business we go after," said President Kelly Miller. And it's all business - no life or health here. "We focus on what we do, and we don't try to be all things to all people," Miller said.

The company, founded in 1977, boasts 24 employees who have a pretty sweet gig. The agency's incentive program is quite the motivator on both a quarterly and an annual basis. Each team

that meets its quarterly goal gets lunch, a gift certificate to the mall and a half day off. There also are incentive trips. Half the staff just returned from Las Vegas, and in about a week, half the staff will go to Cancun, Mexico. Not too shabby. As for their customers, the company prides itself on being very involved. "The idea is we're partners with our clients," Miller said. "A valued partner, not just an agent quoting a commodity. We become our client's trusted adviser just like a CPA, just like an attorney."