



12231 Emmet Street, Suite 5
Omaha, NE 68164
) 800-736-4327
) 402-498-0464
☐ 800-328-0522
☐ www.kirklin.com

A message from Edward "Ned" Kirklin, Managing Director and Founder, HRH/Kirklin & Co., LLC

RE: Hilb Rogal Hobbs merges with Willis Group forming *Willis HRH*

(Omaha, NE, October 2, 2008) Since the founding of Kirklin & Company in 1991 the focus of our organization has remained constant; *founded to serve the needs of college student organizations and alumni/ae associations and committed to improving the risk management programs and initiatives of our clients.*

In February 2009 HRH/Kirklin & Co., LLC will celebrate 18 years of service to the fraternal and student organization marketplace. During this time we have seen the organization's name change: Kirklin & Company to Hobbs Group/Kirklin & Co, LLC in 1999 and to HRH/Kirklin & Co, LLC. in 2004. Regardless of what our business has been named over the past 18 years, the important thing is our commitment to consistent and committed service. We have remained focused upon providing proactive service to complement the loss prevention and control efforts of our clients and developing cost effective and comprehensive insurance programs. In 1991 Kirklin & Company was started with a single employee; today we have a staff of 20 committed individuals serving the insurance and risk management needs of many clients.

The name will be changing again! Hilb Rogal & Hobbs, the parent organization of HRH/Kirklin & Co, LLC has agreed to a merger with Willis Group Holdings, one of the world's largest international insurance and risk management intermediaries. It is slated to be completed in October 2008. The new organization in North America will be renamed Willis HRH to reflect the importance of both organizations with over 8,000 employees domestically and 20,000 employees worldwide. The 20 employees in Omaha will remain unchanged and focused on the fraternal and student organization marketplace as we have been in the past. The transition will be seamless other than new branding.

I am enthusiastic about this merger and have had the opportunity to attend the first national integration meeting shortly after the announcement. Willis has previously adopted a ***One Flag*** approach which will be utilized by the new entity to guarantee that all Associates, wherever located, work as a team to provide clients with the best ***Glocal*** service – delivering the entire breadth and depth of the global resources to our clients at the local level. I am confident that Willis HRH will be focused upon delivering service to clients efficiently through a streamlined organization and industry leading technology allowing our office to improve our efficiency.



Regardless of any change in name our organizational goals remain unchanged:

Goals of our organization:

Communicate: Internal and external, we must understand the right direction we are moving as an organization and do so in unison. Our clients must understand what we can and will do for them on a daily basis and it is our responsibility to always remain top of mind.

Anticipate & Educate: Know our clients' business, understand their needs and offer your assistance before they ask. Our clients have significant risk management and insurance challenges with limited experience dealing with the issues. Look at every interaction with a client as an opportunity to educate and explain the "why?" behind what we do and ask of them.

Accuracy & Efficiency: It is how others will judge us so we must get it right the first time. By doing so, we will do more with our limited resources and all will be better served.

Value-added Provider: We provide our clients with the comfort, certainty and knowledge that their best interests are being served. We must do everything we can to complement their mission on a daily basis.

Growth: It must remain a constant focus for all, for it will allow us to continue to fulfill the other goals of our organization.

HRH/Kirklin & Co., LLC was founded in 1991 to serve the insurance needs of college student and alumni organizations. We have a staff of 20 professionals 100% committed to providing comprehensive insurance and risk management for fraternal and student organizations. We are proud to call 52 NIC fraternities, 5 NPHC fraternities and sororities, 8 NALFO groups and 2 NPC organizations our clients. We also serve associations, several professional and local organizations in addition to providing coverage to nearly 1,500 property locations. In addition to our insurance products we have a wide array of educational programming designed to complement the programming and risk prevention efforts of our clients and their constituents.

We stand ready and look forward to serving the insurance and risk management needs of the fraternal and student organization community for many years to come. If you have any questions regarding the upcoming business combination, or the ways we could be of service to your organization, please do not hesitate to contact me at Extension 200 or nkirklin@kirklin.com.