



## FOR IMMEDIATE RELEASE

Business Contact:  
Pat Piccinonno  
Westrope General Insurance Agency  
949.955.1316  
ppiccinonno@westrope.com

Media Contact:  
Phil Kennedy  
Westrope  
816.412.7564  
pkennedy@westrope.com

### WESTROPE INTRODUCES NEW BINDING AUTHORITY & SMALL BROKERAGE OPERATION IN CALIFORNIA

**Kansas City, MO – June 04, 2009** - Westrope establishes Westrope General Insurance Agency, in Irvine, California. As an affiliated entity of Kansas City-based Westrope, Westrope General Insurance Agency is a multi-line wholesaler providing binding authority programs and small brokerage placements throughout California and surrounding states.

Kevin Westrope, President/CEO of Westrope and President of Westrope General Insurance Agency LLC, explains, "Capitalizing on the success that we've had with Westrope Insurance Managers of Florida, Westrope General Insurance Agency builds on the momentum of our widened product portfolio initiative and is targeted to specifically meet the needs of the California insurance marketplace."

Pat Piccinonno and Joseph Weckerle, Jr., both veterans in the Southern California insurance community and well known for their professionalism and technical expertise, are leading the efforts for the new operation. They will focus on the entire spectrum of the binding authority and small brokerage business on the west coast. "With a combined 50+ years of insurance experience, we are fortunate to have them on board," explains Kevin Westrope. "The know-how and market insight these guys bring to the table will allow them to provide tailored options in today's competitive environment."

Pat Piccinonno, Chief Operating Officer of the new company adds, "We are enthusiastic about the California marketplace and our association with Westrope. They are a leader in the wholesale insurance arena and the ideal organization to partner with. The combination of Westrope's markets, advanced technology, and focus on customer service, coupled with our extensive knowledge of the California marketplace, will allow us to build an exceptional presence on the west coast. Helping the agent with quick service and quality markets is our focus, and our association with Westrope gives us a distinct advantage in serving the needs of our retail producers."

#### About Westrope

As the 7<sup>th</sup> largest wholesale broker in the U.S., Westrope offers broad technical expertise and creative solutions to their accounts nationwide. Westrope's brokers specialize in property, casualty, executive & professional liability, healthcare, agribusiness, construction, transportation, binding authority, life sciences, and workers' compensation. [www.westrope.com](http://www.westrope.com)

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