

# Fraternal Agent Ignites Spark in Local Branch

**G**REAT RIVERS AGENCY DISTRICT Representative Jeffrey Riess of Elmwood, Wisconsin, was surprised when he was presented with the prestigious William J. Wenger Award at the 2010 Fraternal Leadership Seminar.

Named after NMB's sixth President, William J. Wenger, the award is the highest fraternal honor an NMB insurance professional can earn. It was first awarded in 1998 to honor district representatives who, besides serving the insurance needs of our

members, were actively involved in their local fraternal branch.

"Jeff is the spark that our branch needed to renew our fraternal commitment to our community," Jean Davis, Branch 927 Trustee, shared when nominating Jeff for the award.

Jeff has been with National Mutual Benefit for less than three years, but has accomplished a great deal in that time. He earned NMB's Rookie of the Year Award in 2008, and has also qualified for Master's

Club within his short tenure at NMB.

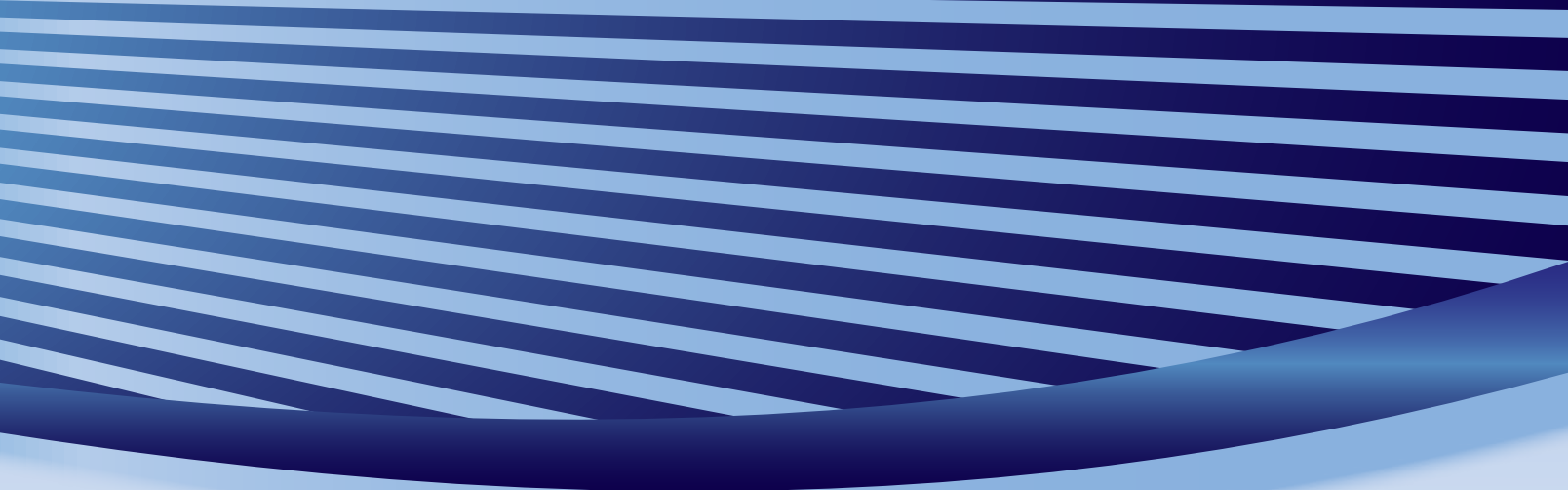
Before joining NMB, Jeff had eight years of insurance experience. For the 12 years prior to the start of his insurance career, Jeff was a self-employed farmer.

Jeff welcomed his roles as a district representative, as well as a branch leader. He became involved in two branches in his area, Branch 100 and Branch 927. He lends his support to both branches in planning and executing activities.

Jeff brings new energy and leadership



**Photos from left to right: Vice President of Fraternal Services, Anne Rogers, and NMB President, George Yanna, present Jeff Riess with the 2009 Fraternal Agent of the Year Award at the 2010 Fraternal Leadership Seminar. • Branch 927 President Jo Steinmeyer and Jeff Riess present a check to Matching Funds recipient Gordy Luebker.**



to Branch 927. He attends branch activity planning meetings and brings ideas for projects to the table. He is always ready and willing to help, along with his family, with the annual Easter egg hunt, the JOIN HANDS DAY highway cleanup, and the pie and ice cream social branch scholarship fundraiser. Jeff has also volunteered a significant amount of time to some of the larger fundraisers for individuals in his community.

Great Rivers District Manager Tom Bjerke shares, "Jeff has really been a welcome addition to our agency. He's extremely concerned about NMB members and is a perfect fit for the Menomonie area communities with their rural, smaller-town culture."

Jeff decided to begin a career with NMB for a number of reasons. He liked the fact that the Home Office was in

---

**“Jeff is the spark that  
our branch needed to  
renew our fraternal  
commitment to  
our community.”**

---

Wisconsin and had been in business for over 100 years. He also liked the fact

that NMB is member-oriented and does not use an automated answering system.

In addition to his professional and volunteer work with National Mutual Benefit, Jeff serves on the school board for the Elmwood School District and is very active in his church. He plays the drums in the church band, helps with landscaping the property, and is on the committee that plans church events. He has proven that even the busiest of people have time to go above and beyond through volunteering.

Jeff and his wife, Betty, have three daughters; one a senior in high school and two in college. ♦



**NMB President George Yanna presents Jeff with the 2008 Rookie of the Year award at the 2009 President's Conference in Mackinac Island, Michigan. • Jeff and other members of Branch 927 pose for a group photo at the 2010 Fraternal Leadership Seminar in Green Bay, Wisconsin. • Jeff and his wife, Betty, stop for a photo in front of the beautiful Mackinac Island scenery at the 2009 President's Conference.**