



WISCONSIN ASSOCIATION OF  
HEALTH UNDERWRITERS

*Wisconsin's Benefit Specialists*

NEWS RELEASE  
FOR IMMEDIATE RELEASE  
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**Wisconsin Association of Health Underwriters (WAHU)  
honors Members at the 2007 Annual Fall Sales Conference**

**Madison, WI**— Leading healthcare experts along with statewide business spoke to over 335 healthcare professionals and benefit brokers from throughout the state at the Annual Fall Sales Conference for the Wisconsin Association of Health Underwriters (WAHU) on September 12-14, 2007. This year's event was held at The Osthoff Resort in Elkhart Lake, WI. Soaring healthcare and healthcare benefit costs has been the subject of national debate for some time.

The Annual Awards Luncheon was held on Thursday, September 13 at the Osthoff Resort, the following WAHU members were honored during the ceremony:

<p><b>The 2007 Robert C. Gilray Distinguished Service Award Dean M. Hoffman, Diversified Insurance Services, Inc. – Waukesha, WI</b></p>
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As the 13th recipient of the Robert C. Gilray Distinguished Service award, Dean M. Hoffman has given of his time and his talent in extraordinary ways without compensation and always without complaint. He has spent considerable effort not only as WAHU President in 2004, but also as the "Creator" of the WAHU website. Since his term of office, he has not only remained active in WAHU, but has gone on to leadership roles on both the NAHU Region IV Board and the NAHU Board. Moreover, this individual has contributed to all of WAHU's efforts including the James S. Vogel Scholarship, Corporate Sponsorship Program, and the WAHU Foundation and the charities it serves. His generosity, time and talent have been instrumental in the successful emergence of WAHU as a leader of health insurance organizations, and he is recognized by his peers as a true professional

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**WAHU Distinguished Service Award – For Outstanding Volunteer Service at the Local, State, and National Level**

Two WAHU Members were honored during the 2007 Annual Awards Luncheon on Thursday, September 13, 2007 at the Osthoff Resort. The Distinguished Service Award honors NAHU/WAHU members who have contributed significantly above and beyond what is normally called for in connection with association volunteer service at the local, state, and/or national level over an extended period of time. Her/His commitment of time, talent and finances to the advancement of the association and the health insurance industry is exemplary.

**Dean M. Hoffman, Diversified Insurance Services, Inc. – Waukesha, WI**

Mr. Hoffman has been a member of WAHU/NAHU since 1988. He served on the Wisconsin State Chapter Board of Directors starting in 1999, as the first Technology chair as he became the “creator” for the WAHU website. He moved up the Executive Committee to become President of the state chapter in 2004. During his term, the WAHU Foundation was formed. The James S. Vogel Scholarship, a result of the foundation has now handed out 6 scholarships to WAHU members offspring. After his term on the state chapter board, in 2005 Dean moved onto the Region IV board continuing his membership drive efforts.

**Kathryn Beals, Wisconsin Manufacturing & Commerce – Madison, WI**

Katie Beals joined WAHU/NAHU in 1988. Her term on the WAHU State Board started in 2000, moving up the Executive Ladder to the President seat in 2005. Also serving on the WAHU Foundation from the start, Katie then moved onto Region IV in 2006 as the Awards Chair.

**The Wisconsin Association of Health Underwriters (WAHU) & the National Association of Health Underwriters honored Gordon Lenz for the 39 Years as a member of LPRT**

**Gordon Lenz, Gordon H. Lenz & Associates – Green Bay, WI**

The Leading Producers Round Table (LPRT) of the National Association of Health Underwriters Eagles Award is bestowed upon individuals who have demonstrated professional excellence in the sale of health and disability income insurance. Gordon Lenz has qualified for the last 39 years, the longest State and National Member of LPRT.

*The Wisconsin Association of Health Underwriters is an association representing agents, consultants, and brokers who work in the individual and group Healthcare benefits field. For more information, please contact Megan Purtell at the WAHU office at 4600 American Parkway, EastPark One, Suite 208, Madison, WI 53718. Or call at 608-268-0200. You can also visit the WAHU website at [www.eWAHU.org](http://www.eWAHU.org).*