

West Bend Mutual Insurance honored with ethics award

WEST BEND, WI (May 2, 2018) – West Bend Mutual Insurance Company is one of seven Wisconsin companies recently honored by the Better Business Bureau[®] (BBB) with a Torch Award for Ethics. Recipients of this award meet the highest standard of ethics and trust among their employees, customers, and local communities.

Both private sector and non-profit sector organizations, of all sizes, are eligible for the Torch Award. Applications for the Torch Awards are evaluated by an independent, voluntary panel of judges comprised of business and community leaders. Applications are judged on criteria based on the six Principles of TRUST! established by BBB.

“We’re very honored to be a recipient of the 2018 Better Business Bureau Torch Award for Ethics,” said Kevin Steiner, West Bend Mutual Insurance president and CEO. “Our company’s mission is to provide peace of mind to our customers through sound insurance and superior service. To achieve this mission, our associates follow high ethical standards as part of their daily routine and they rely on our core values of Excellence, Integrity, and Responsibility. These core values drive our vision of being the company of choice for associates, agents, and policyholders. We wouldn’t be a company of choice if we didn’t operate with strong ethical behavior.

“I’m proud of my fellow associates, and together, we’ll continue to work hard to be worthy of the Torch Award for Ethics.”