

Professional Insurance Agents of Wisconsin, Inc.

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FOR IMMEDIATE RELEASE

PIAW Exec Von Haden Announces Retirement and Transition

MADISON – After 25 years as executive vice president at the Professional Insurance Agents of Wisconsin, Ron Von Haden has announced his retirement.

“It has been an honor to serve the agents and the industry for over four decades, both on the Board and as Executive Vice President,” said Von Haden. “I am proud of the value we have created together for members, especially our professional education programs and advocacy for independent insurance agents.”

Von Haden was an insurance agent for more than 40 years and built a successful insurance agency in Boscobel. He joined the PIAW Board of Directors in 1976, was elected President in 1979 and has served as EVP since 1994.

“Ron presided over a period of tremendous growth and leaves the association in a strong position for the future,” said Board President Matt Cranney. “We are indebted to Ron for a lifetime of serving insurance agents and improving the industry.”

With the aid of search firm QTI, PIAW conducted a national search to find Von Haden’s successor.

“PIA of Wisconsin has hired Pete Hanson, a career trade association executive and government relations professional, to manage our operations as our third executive director, ever,” said Cranney. “We are extremely excited for the future of our organization with Pete on board.”

Hanson is a Madison native who spent the last two years as a trade association executive in Anchorage, Alaska. Prior to that, Hanson worked in the Wisconsin Capitol and for the Wisconsin Restaurant Association. Hanson also served on Wisconsin’s Property and Casualty Insurance Advisory Council from 2012 to 2016.

Von Haden will assist with the transition and retire in April, 2019.