

# Member Spotlight – M3 Insurance



Cindy Van Asten, regional sales lead and partner at M3 Insurance's Green Bay location, meets with Marty Malloy, director of education and government practice, and property & casualty partner.

As an independent and privately owned Wisconsin-based insurance broker, M3 Insurance promises to have its clients' backs. M3, which once stood for Mortenson, Matzelle & Meldrum, began in 1968 as an independent life insurance agency and has since grown to include employee benefits, property and casualty, personal lines, Medicare, executive benefits, employer-sponsored retirement plans and more.

Cindy Van Asten, regional sales lead and partner at M3's Green Bay location notes, "We believe our clients shouldn't have to choose between world-class resources and individual attention. With M3 they get both."

As an insurance broker, M3 helps employers stay on top of their insurance and employee benefits plans. They partner with employers on developing risk management strategies so they can worry less about the details and more about managing their business.

"Our clients run complicated businesses," said Van Asten. "Most have quite a few people on their team making important decisions regarding insurance and risk management. They need a partner they can trust."

With 320 employees and seven locations in Wisconsin and Illinois, M3 is powered by a team of people specializing in particular areas of expertise to ensure clients get the very best guidance and resources available. Their structure allows them to leverage the experience and knowledge of thought leaders to keep clients prepared and protected.

"Put us to work as an extension of your team!" said Van Asten.

One of the reasons M3 provides great service both in Wisconsin and nationally is due to its one-sixth ownership in C2, a national employee benefits consulting firm. With that, M3 can negotiate best-in-class contracts and pricing, manage facilities across the nation and have partners throughout the U.S.

As part of their employee benefits services, M3 works in areas of dental, life and disability insurance as well as focusing on health management and overall wellness to attract and retain employees. With their property and casualty division, M3 manages property, liability and workers' compensation risk, as well

as industry-specific risk management. M3's financial services division, M3 Financial, partners with organizations to manage employer-sponsored retirement plans, executive benefits, personal finances and life insurance planning. Just this year, M3 launched a new division called "M3 Elevate," which serves growing businesses and individuals.

M3 continues to grow, and Van Asten attributes this recent growth to a focus on remaining consistent in strategy. "Our growth is organic. We look for great talent and search out areas geographically that make sense for our services," she said.

M3's clients like to work with M3 because the agency helps them grow, too. "We keep our clients protected, and we walk with them through new challenges and opportunities," said Van Asten.

M3 has big plans for the future. "We are going to continue to grow," promised Van Asten. "We will continue to be a force in our communities by working to serve and educate."

For more information on M3 Insurance, visit [www.m3ins.com](http://www.m3ins.com).

## CHAMBER EVENTS AT A GLANCE

### Coffee Break with Wipfli – Software for Your Business #2

Tuesday, July 20, 9:30 – 10:15 a.m.

Join our part two session of "software for your business" with Wipfli as we discuss best practices and common mistakes when implementing a new software solution.

Free to all.

### Whiskey, Wine & Wedges

Wednesday, July 21, 5 – 6:45 p.m.

Join the Chamber at Northbrook Golf & Grill for another tips and tricks lesson with a golf pro. Registration available for both beginner and intermediate skill levels.

\$25 for members. \$40 for nonmembers.

### Current Young Professionals Dine n' Develop: Defining the "Serve" in Servant Leadership

Thursday, July 22, 7 – 9 a.m.

Join Current Young Professionals in a discussion on servant leadership and how you can inspire and empower others.

Free for CYP members. \$20 for guests.

### Power Networking Breakfast

Tuesday, Aug. 3, 7:30 – 9 a.m.

Join us at the National Railroad Museum for another in-person Power Networking Breakfast. Each attendee will have a couple minutes to introduce themselves.

Free to members. \$35 for nonmembers.

**Learn more about all events  
at [events.GreaterGBC.org](http://events.GreaterGBC.org)**