

December 2007

Harleysville, Insurance Partners Insure 'Extreme Makeover' House



# Minnesota Insurance



*The*

*Best* + *Worst* + **Biggest** + **Toughest** + *Smartest*

*things that happened in insurance in 2007*



Minnesota Insurance  
1107 Hazeltine Blvd MD16  
Chaska, MN 55318

Address Service Requested

PRESORTED  
STANDARD  
U.S. POSTAGE  
PAID Little Falls MN  
Permit No. 9

---

## Bulletin Board

---

Insurance Partners, Harleysville Cover Insurance on 'Extreme Makeover' House

# A Feel Good Story for the Industry



**Erik Swenson (left), holding his infant daughter, gave a tour of the house to Lynne Lahr, SB producing agent; Jim Holm, president of IP; Greta Elftmann, Harleysville's Minnesota personal lines territory manager; Clarence Holm, IP's underwriting and marketing manager; Rich Fasi, Harleysville's assistant vice president of personal lines marketing; and Mike Seaberg, SB agency manager.**

The Swenson family that now lives in the well-publicized "Extreme Makeover: Home Edition" house in Minnetonka will not have to pay for homeowners insurance for the next year.

Harleysville Insurance, based in Pennsylvania, is providing coverage through the SB Insurance Agency in Cokato, an independent insurance agency affiliate of Insurance Partners (IP), the Plymouth-based agency network. The company regularly does so for houses featured on the ABC-TV series.

The Swensons recently had their home rebuilt for the ABC-TV program "Extreme Makeover: Home Edition." The story was featured in a special two-hour edition that aired Nov. 25. Since 2005, the Swenson family has grown from three to 10.

After her sister was murdered by an ex-boyfriend last year, Vicki Swenson and her husband, Erik, both school teachers, adopted the widowed sister's four children and brought them

into their household, along with their own four biological children—a 10-year-old daughter, two-year-old twin daughters and another baby daughter born in November.

**'We feel good about the company we represent. We were honored to be chosen as the agency on this policy and to have the opportunity to meet the homeowner.'**

**—SB Insurance Manager Mike Seaberg**

## Bulletin Board

Last month, Jim Holm and Clarence Holm of Insurance Partners along with SB Insurance manager Mike Seaberg and agent Lynne Lahr joined Harleysville Personal Lines Assistant Vice President Rich Fasi and Minnesota Personal Lines Territory Manager Greta Elftmann in a visit to the house.

Erik Swenson said he is amazed by the support and gifts his family have received. “Out of all the lousy stuff that’s happened to our family, a lot of really good things came out of it, as well,” he observes. “The goodness of people reaffirms our faith in mankind. I’m also thankful to Harleysville for what they’ve done. It all helps—and it’s *all* a big deal.”

Seaberg said Harleysville’s involvement makes “us feel good about the company we represent. We were honored to be chosen as the agency on this policy and to have the opportunity to meet the homeowner.”

Fasi says Harleysville’s connection to “Extreme Makeover: Home Edition” helps agents introduce the company to prospective customers. “Nothing tells our story better than our association with this program and the free insurance we donate to these families in need. It gives us instant credibility,” he explains

“Every agent I’ve spoken with has heard of the show and they think Harleysville’s donation to ‘Extreme Makeover: Home Edition’ families is just great,” adds Elftmann. The Swenson family was the sixth Harleysville has helped since establishing a connection with the ABC series in 2006.



Rich Fasi (left), Harleysville’s assistant vice president of personal lines marketing, and Greta Elftmann (right), the company’s Minnesota personal lines territory manager, took part in the presentation of the complimentary homeowners insurance policy for Erik Swenson and his family.

The new house, which sits on the site of the demolished previous house, was built by TJB Homes of Blaine and an army of volunteer carpenters and subcontractors. It is 5,600 square feet with seven bedrooms and five baths twice as much space as before.

## Harleysville's 'Extreme Makeover: Home Edition' connection

In addition to the Swensons of Minnetonka, Minn., Harleysville Insurance has donated insurance to each of these other "Extreme Makeover: Home Edition" families:

### **Arena family, Purdys, N.Y.**

Jim and Gina Arena needed to rebuild their lives after losing their young son "Jimboy" to an inoperable brain tumor.

### **Llanes family, Bergenfield, N.J.**

All six members of this close-knit family have disabilities that might cause most people to despair. The Llaneses are definitely not "most people."

### **Oatman-Gaitan family, Colonie, N.Y.**

The story of single mom Debbie Oatman-Gaitan and her four sons is as much about raising AIDS awareness as it is about their fabulous, new home.

### **Py family, Philadelphia, Pa.**

When both their daughter and son-in-law passed away in a 14-month period, William and Carole Py stepped in to raise their three young grandchildren in a small northeast Philadelphia home.

### **Turner family, Irvington, N.J.**

As the mother of nine adopted children—many with disabilities—Beverly Turner could have used a new home even before a fire left them homeless.

### **Vitale family, Athens, Vt.**

Lou and Sara Vitale face a challenging future, but they now have a strong foundation on which to build—thanks to "Extreme Makeover: Home Edition" and an army of volunteers.

For more details on Harleysville Insurance's support of the families listed above, visit [www.harleysvillegroup.com](http://www.harleysvillegroup.com) and click on the yellow house icon at the bottom of the home page.