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FORE! MJ INSURANCE TEES OFF GOLF PROGRAM *New program to manage risks for companies in the golf industry*

PHOENIX – (January 23, 2012) – The golf industry has a rich heritage in Arizona providing significant economic benefit and recreational activities while painting an envious national portrait of the state’s sunny skies and breathtaking scenery. MJ Insurance, one of the largest privately-held insurance agencies in the nation, aims to protect the golf industry and its many businesses by establishing a new insurance product dubbed, the Golf Program.

MJ’s Golf Program makes its official industry debut at the PGA 2012 Merchandise Show, January 25-28 at the Orange County Convention Center in Orlando, Florida. While in Florida, MJ Producer and PGA member, Byron Shultz, will introduce the program to golf industry influencers and map out the vision MJ Insurance has for its Golf Program.

“In the golf industry, there is the huge potential for risk and property/casualty loss,” said Shultz, who holds the elite PGA Master Professional Designation and has more than 10 years of golf industry experience. “There is a great need for this kind of insurance program.”

Shultz said MJ’s program will help many industry-related businesses including golf course management companies, course architects, country clubs, food and beverage suppliers, manufacturers and special event companies manage their risk and liabilities in the industry.

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Initially, MJ's program will roll-out to the golf industry in Arizona. Eventually, the program will be offered in all of the markets MJ serves across the U.S. According to the Arizona Golf Industry Association, the golf industry contributes more than \$3.4 billion to Arizona's economy each year, provides nearly 20,000 jobs to local residents and brings thousands of visitors to the state. Besides many golf courses, country clubs and other golfing destinations, the industry includes a large cadre of manufacturers, apparel distributors and a host of special events – all with liability and risk danger. “There are also many environmental liabilities that golf courses must manage accordingly,” added Shultz.

Prior to joining MJ Insurance in 2011, Shultz was a professional golfer and served as a club instructor, tournament director and merchandise sales and event coordinator throughout Massachusetts, New York and Arizona. Most recently, he was Director of Instruction and of Tournament Operations at the Phoenix Country Club.

“The golf industry has a significant need for strategic risk management,” said Michael H. Bill, CEO of MJ Insurance. “We’re pleased to roll-out MJ’s Golf Program and confident in the abilities of our team members to serve existing and future clients well.”

Lisa Heppler, MJ’s Director of Arizona Client Services, will work to identify opportunities to build the Golf Program. “With the team we have in place, we feel we can immediately add value and solutions to our clients,” said Heppler, adding MJ Insurance also recently signed on as a sponsor of the Gateway Pro Tour, the premier developmental professional golf tour on the West Coast, to further entrench itself in the industry.

With offices in Arizona and Indiana, [MJ Insurance](#) is a property-casualty and employee benefit agency that, since 1964, has grown from a two person start-up to an agency with more than 125 employees. MJ Insurance specializes in a diverse selection of unique service lines including construction, energy, transportation, real estate, manufacturing, sororities and mining. MJ also offers complete employee benefit programs including major medical, group disability, group life and onsite employer clinics. MJ Insurance currently has clients in 16 countries and in every U.S. state.

ABOUT MJ INSURANCE

MJ Insurance is a leading property-casualty and employee benefit agency specializing in various commercial sectors: construction, manufacturing, sororities, coal mining, transportation, as well as comprehensive employee benefit programs. Since 1964, MJ Insurance has continued to expand through growth, service and leadership. Additional information may be found at www.mjinsurance.com.

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