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Contact: Dean Goodwin, Marketing Manager, ISG International

Phone: 410-901-0778 or 800-336-5659 X-0778

Email: dgoodwin@isgintl.com

Website: www.isgintl.com

ISG International Cools their Clients on a Hot Summer Day

Insurance and Ice Cream can go together!

On a sweltering July afternoon, the employee benefits and general business team along with company President Steven Robinson of ISG International in Cambridge, MD recently visited several of their customers to scoop and serve ice cream sundaes for all the employees and officers of several businesses in Wicomico County.

Employees at printing contractor, Oddi Atlantic at both their Princess Anne and Salisbury locations as well as Lifetime Masonry and General Construction Co., Inc. in Salisbury were the recipients of cool ice cream and all of the toppings courtesy of ISG International.

Sheila Hickman, Claims Manager for ISG International says the camaraderie and good will generated is better than any advertising or marketing. “Our ISG Service team loves to meet the employees and the owners of the companies we insure. What better way to meet them than to show up at their business with tubs of ice cream and lots of chocolate sauce! It really boosts employee morale for them and us!”

CEO Dale Dryden of Oddi Atlantic loves the idea: “We have had great feedback from the employees, who have expressed their appreciation for ISG’s gift. They really go above and beyond what you would expect from your insurance broker”.

About ISG International

ISG specializes in commercial insurance, employee benefits, HR consulting and personal insurance for businesses and individuals throughout the Delmarva Peninsula. Additionally, the firm operates a national wholesale and retail insurance niche targeting businesses that specialize in information technology (IT) services. ISG has enjoyed both regional and national recognition for its approach to the service, sales and marketing of insurance and employee benefits services. More information regarding complete insurance packages for your organization can be found at www.isgintl.com, or by calling 800-336-5659.

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