



Illinois State **BOWLING PROPRIETORS ASSOCIATION, INC.**

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WBPI BECOMES ENDORSED INSURANCE AGENCY FOR ILLINOIS STATE BPA

LINCOLNWOOD, ILL. – Aug. 11, 2015 – Western Bowling Proprietors Insurance (“WBPI”), a subsidiary of L.J. Linder & Associates Insurance Services, is the newly endorsed insurance brokerage agency for members of the Illinois State Bowling Proprietors Association.

“ISBPA needed a good insurance partner to fill a void in insurance providers here in Illinois,” ISBPA President Jeff Johnson said in announcing the agreement. “WBPI is able to provide us with unique products designed specifically for bowling centers in our state that offer competitive rates.”

This will be WBPI’s inaugural foray into servicing bowling centers in the Midwestern states. Prior to signing the agreement with ISBPA in Las Vegas during the 2015 International Bowl Expo, WBPI focused on brokering insurance coverage for centers in Western states, including California, Washington State and Colorado. The agency also recently added New York State to its portfolio.

“We work with a variety of carriers, including BPAA’s ‘Smart Buy’ partner HCC Specialty, to secure the most appropriate coverage for our clients,” WBPI Vice President Cameron Linder said. “The key to a stable insurance program is to decentralize it according to risk exposure.”

WBPI’s bowling-gearred products run the gamut from coverage for wind and hail damage, something Linder says is especially important for bowling center owners in the tornado-prone Midwest, to slip-and-fall incidents.

“We are famous for claim management in the slip-and-fall area,” Linder explained. “Too often an insurance carrier will just settle a slip-and-fall case in a bowling center to avoid attorney’s fees. We take the opposite tack: we re-educate people so they know they are assuming the risk of injury while bowling. We’ve found that a little TLC [in dealing with claimants] goes a long way to successfully keeping insurance rates down for proprietors.”

Linder pointed out that another Linder & Associates spin-off company, American Thermographics, helps proprietors evaluate a center’s electrical construction so they can upgrade their materials and wiring, thus qualifying for insurance discounts.

“We think outside the box,” Linder said. “We can also provide the traditional types of business insurance, such as ‘key man,’ property and life.”

“WBPI will have a very visible presence in Illinois, visiting our members and representing the companies in their portfolio,” Johnson said. “Furthermore, as one of our Supporting Members, they will contribute to our Marketing Fund initiatives to help us grow our sport and business.”

WBPI, founded in 1989 by L.J. Linder & Associates Insurance Services President Larry Linder, has been a leader in Western states in providing stability and low insurance premiums for bowling center owners. For more information, visit <http://www.wbpiprogram.com>.

ISBPA, founded in 1949, is one of the most active State bowling proprietor associations in the U.S., developing and providing services and activities to help members grow their businesses. For more information, visit <http://bowlillinois.com>.

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