



MEDIA RELEASE

For Release on Receipt

THE SOCIETY OF CIC HONORS THIRTY-YEAR MEMBER, LARRY THUM

The Society of Certified Insurance Counselors (CIC) recently recognized Larry Thum, CIC of Thum Insurance Agency, LLC, Grand Rapids with a certificate honoring his 30 years of faithful participation in advanced education. Larry Thum earned the designation through a series of rigorous examinations and has maintained his CIC designation by annual attendance at an approved CIC continuing education program.

“The professional dedication and commitment represented by Larry Thum sets the standard within our industry,” said William J. Hold, CRM, CISR, CEO and President of the Society of CIC. “This thirty-year accomplishment signifies a career of active leadership in advanced education. Larry Thum emphasis on professional development positively reflects on the insurance profession as a whole.”

The Society of CIC is a member of **The National Alliance for Insurance Education & Research**. This not-for-profit organization serves over 150,000 participants annually throughout all 50 states, the U.S. Virgin Island, and Puerto Rico. The National Alliance is comprised of the Society of Certified Insurance Counselors (CIC), Certified Risk Managers (CRM), Certified Personal Risk Managers (CPRM), the Society of Certified Insurance Service Representatives (CISR), and The National Alliance Research Academy. Together, these programs offer a wide variety of education, publications, and professional designation opportunities in the insurance and risk management industries.