Broker Words

By Sharon A. Chace, Editor

William J. (Bill) Barrett, W.J. Barrett Insurance Agency, San Clemente, CA, has been an active proponent of the disability insurance business. In fact, nearly all of the 41 years he has been in the insurance business he has specialized in DI.

Because of this dedication, Barrett was the 2010 recipient of the International DI Society's W. Harold Petersen Lifetime Achievement Award, which is given to an individual who has made a special contribution to the disability insurance industry. The photo shows W. Harold Petersen, Petersen International Underwriters, Valencia, CA, presenting the award to Barrett at the 6th Annual Conference of the International DI Society.

Barrett, who entered the insurance industry in 1969, established a disability agency in 1973 for a prominent carrier. In 1975 he began specializing in the physician market, working with the Los Angeles County Medical Association. He went on to found W.J. Barrett Insurance Agency, which was a multiple carrier brokerage operation.

Active in the industry, Barrett was a founding member of The Plus Group, a national disability insurance marketing organization. He served four terms as president of that organization and is a consultant to the board of directors. He was also a founding member of the International DI Society and served as president and on the executive board for IDIS as well.

Barrett's commitment to the DI industry continues far beyond his own business. He has consulted with many companies on product and distribution development, served on multiple advisory councils, taught classes, authored articles and spoken about the advantages of DI.

This editor has known Bill Barrett since the late 1970s, when he represented a carrier where I was employed. He was well-respected by the staff at every level—when he talked we listened! Not just because he was a good producer, but because he was personable, knowledgeable, and enthusiastic about the business. Congratulations, Bill—the recognition is well-deserved!