

For Release: Immediate  
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**New Agency Launched**  
***Taking Service to a New Level***

May 1, 2005 – Sheila Braciak recently opened Watermark Insurance Services at 6660 Old 28<sup>th</sup> Street SE in Grand Rapids. Agency president Braciak has adopted a concierge approach to the business, serving as personal insurance advisor and resource for each client. The new agency offers a comprehensive selection of personal property and casualty insurance services, including homes, autos, boats and umbrella; the focus is on competitive pricing supported by impeccable service.

Braciak has extensive insurance industry experience spanning over 25 years in management and leadership with profit and loss accountability within the property/casualty insurance industry, including sales, marketing, distribution, and underwriting disciplines.

Braciak, company President and resident Queen (yes, this is the title on one version of her business card), is enthusiastic about the new company. “I achieved what I wanted on the corporate side,” Braciak said about the launch of her agency. “This, heading out on my own, is an exciting new challenge and I really enjoy working so closely with my clients to help them save money and make informed choices about protecting their assets.”

Prior to launching her own company, Braciak served as Regional Insurance Services Practice Leader (Midwest Region) for Marsh USA, Inc and Regional Vice President, Western Michigan Branch for Citizens Insurance Company. She also held senior management positions with CNA Companies.

Braciak serves on the Board of Trustees for the Urban Institute of Contemporary Art. She earned her BA degree in Economics from Kent State University in Kent, Ohio.

For more information, contact Watermark Insurance Services at (616) 949-6920.

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