



Better Business Bureau®
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I am Pam King President & CEO of the Northern Colorado and Wyoming Better Business Bureau. Our Accredited Businesses total 4,200 with approximately 3,200 located in Colorado.

The mission of the Better Business Bureau is to be the leader in advancing marketplace trust and promoting ethical business practices. We are very cautious when considering a partnership with another organization to deliver a value added service to our members. In 1997 we approached Colorado Compensation Insurance Authority (CCIA) with the intention of offering a workers' compensation program to our membership. CCIA was receptive to the concept and with the assistance of several independent insurance agencies; launched a program in June of 1998. Early on in the program CCIA made the transformation to Pinnacol Assurance.

This program has experienced phenomenal success over the past 11 years. There is a remarkable synergy created by the program's 4 partners who are participating businesses, independent insurance agents, Pinnacol Assurance, and the BBB. Pinnacol has provided an exceptional level of service and has been flexible and cooperative when considering new ideas for program enhancement.

We currently have 350 businesses in the program with premium totaling more than \$7 million annually. I estimate that through the years over \$20,000,000 in claims have been paid by Pinnacol to the injured workers of our participating businesses without a single complaint made to the Bureau from an Accredited Business. Pinnacol has provided substantial loss control services that have enabled businesses to enhance their safety efforts resulting in a safer work environment for their employees. This has led to rate decreases almost every year and over \$7.1 million in dividends paid back to our plan's participants. The BBB receives a percentage of this dividend which we use to promote the program and provide seminars and educational resources to program participants. Every company in our program has enjoyed a lower cost of doing business enabling them to hire new employees without the fear of jeopardizing their business with escalating workers' compensation premiums.

As I stated earlier, the BBB is all about trust and ethical business practices. We could not ask for a better partner than Pinnacol Assurance. The caring attitude and high level of service Pinnacol has provided in the past and continues to provide today far exceeds our expectations. Pinnacol has driven workers' compensation rates down in Colorado by helping businesses create a safer work environment through extensive education and loss control services. Many of our Accredited Businesses have reinvested their part of the millions of dollars in dividends paid by Pinnacol directly into their workplace safety program. I can only guess how many injuries have been prevented as a result of this effort.

Pinnacol has found a way in our challenging economic times to help business keep the cost of workers' compensation insurance in check. Today's claim prevention results in tomorrow's premium savings. Business has learned how to reduce claims through strong safety programs and to enjoy the many educational opportunities Pinnacol provides. On behalf of the Board of Directors of the Northern Colorado and Wyoming Better Business Bureau and the 3,200 Accredited Businesses in Colorado I want to take this opportunity to thank Pinnacol Assurance and the management of Pinnacol Assurance for all that you have done as Colorado's leader in workers' compensation insurance and for setting such an excellent example of what the Better Business Bureau stands for: trust and ethical business practices.

**Better Business Bureau Serving Northern Colorado and Wyoming
Letters of support from BBB/Pinnacol Colorado Workers'
Compensation Group participants**

To Whom It May Concern;

In light of all the recent publicity surrounding Pinnacol Assurance I am compelled to provide my thoughts on my experience in using Pinnacol Assurance as our workers compensation provider over the years. I am currently the CFO of an Agricultural Supply and Distribution Company in Weld County and a member of the Northern Colorado Safety Advisory Board working with the BBB and Pinnacol to address safety, loss control and employee welfare issues at our quarterly meetings.

After having worked both under the old state run workers compensation system as well as dealing with other private carriers I can tell you that the level of service provided by Pinnacol Assurance to both injured employees and employers is second to none. The diversity and quality of safety and cost containment training is second to none. The data available for use in managing costs and identifying safety and injury trends is crucial to our in house analysis of our safety and cost containment programs. Additionally groups like the Northern Colorado Safety Committee can examine the data for the entire group and make rational decisions about areas of need.

The comparative costs of Pinnacol Assurance premiums to the general market is low and the dividend program provides great incentive for business to become proactively involved through promotion of employee safety and cost containment programs.

Finally and most importantly, Pinnacol Assurance has been outstanding in insuring the proper treatment and care of our injured employees. Their representatives have been actively engaged in every incident we have ever had, and my employees know that they have an advocate to insure they are properly cared for.

*Robert L. Brown
Dairy Specialists
3309 Empire Street
Evans, CO 80620*

13 August 2009

TO: Whom it May Concern
Subj: Pinnacol Assurance/BBB

I write this letter in hopes that it may explain the exceptional services which have been provided by Pinnacol Assurance and our local chapter of the Better Business Bureau (BBB). I own and operate a small company which provides workplace safety program development, implementation and training to small and medium sized companies that otherwise could not afford a full time safety employee. I also

provide insurance management for my clients and closely monitor their Workers' Compensation policies. Each and every client, after being given all of the facts concerning cost, services and aggressive safety compliance, have chosen Pinnacol over all others. After seven years, not one of them has been displeased with their choice.

Our local BBB, in concert with Pinnacol, have created a safety committee for policyholders which is undoubtedly the most valuable tool to my company and my clients. Together we have reduced claims, provided training and shared best practices which have provided some of the safest workplaces in Colorado. Due to the efforts of all of us to fully commit to the program, my clients have profited substantially over the years. Not only are they providing a safer workplace for their employees, but they see tangible rewards for their efforts. The best part of the rewards is that they have reinvested most of the funds back into their safety program by purchasing better equipment and training.

After speaking with my clients we agree and hope that there will be no changes to Pinnacol Assurance operations. Any change or loss to revenues will have a dramatic rippling effect across the state.

*Sincerely,
Bryan Maciel, EHS, IA
Clear Conscience Compliance, Inc.*

As a small business CEO, I would like to share my positive experiences as a Pinnacol subscriber

From the employee aspect, interventions are timely, caring, and encompass the needs of the employee as they progress through their injury. I have had employees call Pinnacol representatives to ask questions as to benefits, process, and outcome. They have acknowledged that the information was helpful, respectful, and guided them through the sometimes complex processes.

As an employer, I have always been able to call to update information, with case questions, procedure needs, etc. The staff has been timely in their responses, informative, knowledgeable and professional. I do think Pinnacol is a leader in being fair, consistent, and reasonable - traits that make the employee-employer situation a win-win.

My business is part of the dividend rewards program through which we are rewarded for positive safety implementation and minimal claims. We are pleased to have this incentivize us to be watchful of safety concerns and to focus on maintaining a positive, safe environment. This gives back to the small business and that, especially in this economic environment, is very important.

I strongly support Pinnacol as the provider for the Workers' Compensation program. Response, reasonable rates, rewards....all important and all part of the Pinnacol Assurance standard of practice.

Crystal G. Day, RN, MSN, President/ CEO

Rehabilitation and Visiting Nurse Association

I have been involved with the BBB and Pinnacol Safety Committee for about nine years. Our dealership has benefited greatly from being a participant in the program. Our dealership's Worker's Compensation premiums have been greatly reduced and we have received many checks back from the program proving our success. Our dealership has become more aware of and maintained an incredible safe work environment for the industry we are in. The employees at Pinnacol are extremely helpful, prompt and will go the extra mile to help in any situation. Without the help of the BBB and Pinnacol I would say that our dealership would not have progressed in the safety aspect the way that we have.

*Ann Edmondson
Markley Motors, Inc.
Human Resource Director*

To whom it May concern;

As a business owner and manager of a business in Fort Collins, and I also sit on the advisory safety committee of the BBB and Pinnacol, I feel it is necessary to make a statement concerning the State Audit regarding Pinnacol's performance.

We, as the committee, meet on a quarterly schedule. At these meetings we discuss the ongoing cases as to their evolvment of the injured, the financial liability of the pending cases and discussions on ways to cut or eliminate injury at the workplace. I feel that Pinnacol does a very good job in addressing these issues. In addition, Pinnacol sponsors a yearly seminar on a range of topics that all of the policy holders are encouraged to attend.

As for myself, the business I manage, is an Agriculture input and service provider. I handle products from Ag fertilizers to refined fuels, Ace Hardware store, animal feeds and a car care facility. We do have a high injury exposure due the nature of our business. I have had injuries to employees in the past and I feel that Pinnacol has done an excellent job in providing the medical and rehab benefits for the employees.

Lastly, the cost of Work Comp insurance is very important to me. As the economy struggles to rebound, watching expenses is a priority. Pinnacol rates are very competitive and as a member of the group that shares in the profits, the premiums are even more attractive. If I was forced to look elsewhere for Work Comp insurance, the additional cost of the premiums would be passed on to the consumer and everyone loses in that case. In the present economy we should be looking for ways to reduce costs, not increase them.

*Ed Race
Poudre Valley Coop Assn.
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August 13, 2009

To whom it may concern:

In the interest of the upcoming State Audit for Pinnacol Assurance and as a Fort Collins small business owner, I would like to pass on some very important information regarding my experience with Pinnacol Assurance and the BBB.

I am a long time customer of both Pinnacol and the BBB. Separately these are two very good companies to do business with and together they are great with the benefits they provide for small business owners like myself and others that I personally do business with. The dividends I receive because of the beneficial programs they have and I take part in has been very cost effective for my company. The annual seminars that they team up for is very valuable information and extremely beneficial to my employees.

I would not like to look for another Worker's Compensation Company. Pinnacol Assurance has always provided top notch service to my company. Because of the incentive programs they provide, my company saves money and is exposed to many excellent safety and training opportunities in which we take great advantage.

Respectfully,
Pat Hess,
President, Holsinger Drywall, Inc.

To whom it May concern,

I have been a business owner for well over 30 years along with my family. Our affiliation with Pinnacol Assurance goes back to the beginning of its existence. In all the years of business I have never found a more reasonable, cost effective and excellent provider than Pinnacol Assurance. I am in the construction industry so we are in the higher injury bracket. We utilize the tools provided by Pinnacol and have always worked well with the entire staff. They are very informative and have solved any issue that we have faced in a professional and timely matter. I feel very strong about this company for these reasons and this company is successful and has made our company successful. We have always had low claims and an excellent rating. We have also been extremely fortunate to be a part of the dividends we receive annually. The dividends have helped us during these tough economic times with cash flow. We are starting a new additional business and already know whom we need for a Work Comp provider: Pinnacol Assurance. We need to have more companies like them.

Monica Medina
T & T Concrete Inc., Greeley, Co 80633

To Whom It May Concern:

Being involved in the Safety Committee and with Pinnacol Assurance for the last 8 years here at Weld County Garage, I feel compelled to make a statement concerning the state audit regarding Pinnacol's performance.

Weld County Garage has a wide range of positions, everything from office help to service technicians, and drivers. Over the years we have had our share of injuries. Our injured workers have had very good care with the providers that are available. And Pinnacol stays in touch with me as well as the injured worker until they have completely recovered from their injury. Without Pinnacol's help, our rates would be extremely high, as they once were. Pinnacol has helped us with the Cost Containment Certification Program that the State of Colorado has to reduce premiums by following a 6-step program. The program involves having a Safety Policy, Safety Rules, and among other things, a general knowledge of Safety throughout our Company.

Lastly, the expense of Work Comp insurance is obviously a big concern to any business. Pinnacol's rates are reasonable, and each year they have someone come into our store and go over where our workers are placed to make sure we are getting the best possible coverage for our workers. And I am happy to say we will be getting a refund this year for almost \$3000.00. That doesn't happen with most Work Comp companies.

*Kathie Krautschun
Weld County Garage
2699 47th Ave.
Greeley, Co 80634*