



PROFESSIONAL INSURANCE AGENTS OF WISCONSIN, INC.

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**FOR IMMEDIATE RELEASE
OCTOBER 23, 2026**

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PIA of Wisconsin Honors Industry Leaders at Engage 2026 Convention

Madison, WI – The Professional Insurance Agents of Wisconsin held their annual convention, Engage 2026, on October 14th and 15th at The Osthoff Resort in Elkhart Lake, Wisconsin. The event brought together independent insurance agents and insurance industry partners from across Wisconsin and the Midwest for two days of education, networking and professional development.

During the Annual Awards Dinner, PIA recognized three outstanding insurance professionals with awards honoring their leadership, dedication and contributions to the insurance industry.

Ron Von Haden Agent of the Year: Alan “Al” Breitenfeldt of Community Insurance & Associates

Named in honor of the late Ron Von Haden, this prestigious award recognizes an agent who demonstrates outstanding dedication to the insurance industry, independent agents, and the PIA community.

Al Breitenfeldt, CIC, of Community Insurance & Associates in Iola, WI was named the 2026 Ron Von Haden Agent of the Year in recognition of his longstanding leadership, advocacy, and service to the organization.

Al has been an active and dedicated member of PIA for nearly two decades, serving on the Board of Directors from 2008 to 2011 before taking the helm as President of PIA in 2011-2012. His exceptional contributions to the association were previously recognized in 2013 when he received the Stony Steinbach Achievement Award from his director peers.

Throughout his service with PIA, he has worked on numerous committees, including the Clay Shoot, Executive, Legislative, and Nominations committees. He remains engaged with the organization regularly participating with the Past Presidents Club, sharing his experiences and insights with fellow industry leaders. He also has been a strong advocate for independent agents at the national level, participating in PIA’s annual advocacy trips to Washington D.C. for four consecutive years.

"Al's passion for PIA and the independent agency system runs deep," said Pete Hanson, PIAW Executive Director. "From his leadership on the Board to his advocacy efforts, Al has consistently gone above and beyond to support his fellow agents. He is a clear example of the best in our industry, and we are proud to honor him as Agent of the Year."

Stony Steinbach Achievement Award: Lacey Endres of M3 Insurance

The Stony Steinbach Achievement Award is presented annually to a PIAW member who exemplifies the energy, efficiency, and enthusiasm of the award's namesake, Stony Steinbach, who led the organization for 40 years.

Lacey Endres, CIC, of M3 Insurance in Madison was named the 2026 recipient in recognition of her outstanding leadership and commitment to PIA and insurance education.

While serving on the Education Committee since 2015 and for several years as Chair, Lacey has been a driving force behind educational initiatives for PIA. Her dedication and leadership earned her a seat on the Board of Directors in 2019. Only a year later, she was elected Secretary, which began her progression through the leadership ranks.

In 2023, Lacey became PIA President where she led with the highest level of enthusiasm, professionalism and collaboration. During her presidency, she set an example of the importance of giving back, organizing a volunteer opportunity for the Board of Directors at Second Harvest Foodbank.

“Lacey embodies everything that the Stony Steinbach Achievement Award represents,” said PIA Past President Jon Strom. “It is one of the most meaningful honors – because it’s voted on by peers. Serving with her was an honor and a delight.”

Company Representative of the Year: Craig Verhagen of Progressive Insurance

Company Representative of the Year, selected by the PIAW Board of Directors, recognizes a company representative who goes above and beyond to support independent agents and exemplifies outstanding service and dedication to the insurance community.

Craig Verhagen of Progressive Insurance was named the 2026 recipient in recognition of his exceptional commitment to independent agents, strong industry relationships and leadership within the insurance industry.

With more than 20 years of service at Progressive, Craig has built a reputation as a trusted partner, mentor, and advocate for the independent agency channel. He has a clear passion for helping agents grow their businesses, which has produced remarkable results. His work in developing programs has helped two Wisconsin agent networks become Progressive’s two largest producers nationwide.

Additionally, Craig is known for his approachable personality and willingness to help others. He has an outstanding ability to build meaningful relationships with agents and colleagues alike. Whether offering guidance or developing new opportunities for agency growth, Craig has earned the upmost respect of those he works with.

“Craig represents the very best of the company-agent relationship,” said Pete Hanson, PIA Executive Director. “His care for the business, dedication to helping agents succeed, and innovative approaches make him an outstanding partner and well-deserving of this honor.”

PIA congratulates Craig on this achievement and thanks him for his continued support of independent agents throughout Wisconsin.

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The Professional Insurance Agents of Wisconsin is a trade association representing thousands of independent agents from across the state. They provide professional education, advocacy, and other services to insurance agents.