

April 25, 2019

Re: Rick Rebel letter of recommendation for the Harold R. Gordon Award

Dear Members of the Selection Committee:

I would like to posthumously recommend Rick Rebel for the Harold R. Gordon Award. I believe Rick embodied the qualities expected of an individual worthy of such a high and prestigious honor.

Rick was a professional who loved and advocated for his profession. He was a leader and volunteer at the local and national levels. He represented his profession in a positive manner many times in the media, on panels and in the community.

Rick was a businessman. He ran his own highly successful insurance agency for decades. He developed strong and long lasting relationships with his customers. He helped them make good choices in regards to their employee or individual health benefits. He took care of them as if they were his family or close friends and regardless of whether they were an individual or large or small employer. He also developed strong and long lasting relationships with the various insurance carriers who served his customers such that it was a collaborative effort when it came to renewals or addressing and solving issues or problems or implementing new benefits or programs on behalf of his employer and individual customers.

Rick was a community leader and philanthropist. His community and giving back to his community was a high priority for him. He served on a variety of community boards, volunteered his time, was financially generous and helped raise money and volunteers for a number of community organizations and projects

Rick was a visionary. He was always looking for new ideas and challenging us as insurance carriers to come up with new approaches, pilot projects, etc. that would improve the quality and delivery of healthcare to his customers while at the same time controlling costs and helping his customers improve their health and wellbeing.

Rick was a family man who balanced his professional and community service demands with being a husband, father and grandfather. This is a tremendous challenge for which many of us struggle to find that balance. Rick was a role model for it.

Rick was a friend to all and a stranger to none. Whether you were a new acquaintance or a close friend, Rick's smile, pat on the back and warm handshake always made you feel welcome and as if he was your longtime friend that you hadn't seen for a while.

But most importantly, Rick was a man of integrity and a man of his word. You could always believe what he said and trust what he committed to.

Rick left us way too soon. I believe it would be fitting to bestow such a high and prestigious honor on Rick Rebel who exemplified all that is good in the agent/broker community. He was successful but humble. He was committed to serving his family, his customers, his business, his profession and his community while showing us how to balance all of that. And his generosity and giving was extraordinary. I ask for you to consider Rick Rebel as the 2019 recipient of the Harold R. Gordon Award.

Sincerely,

A handwritten signature in black ink, appearing to read "Robin J. Richardson". The signature is fluid and cursive, with the first name "Robin" being the most prominent.

Robin J. Richardson
Senior Vice President