

Ray Bosche Adds Central Region States to Regional Director Responsibility

Frankenmuth Insurance (FI) is pleased to announce that effective immediately, Ray Bosche, Commercial Lines Director for the Great Lakes Region, will assume the additional responsibility of our Central Region. In addition to Illinois and Wisconsin, which Ray has managed since 2013, his new territory will include Indiana, Kentucky and Ohio.

Last year, Scott Merrihew, former Central Region Commercial Lines Director, transferred to the Michigan Region, however Scott agreed to remain as temporary director for the region until the position was filled. After careful consideration, FI determined that combining the Great Lakes and Central regions would provide greater synergy in terms of strategy, growth and efficiency.

Ray's familiarity with the Central states – having lived and worked there in the past – coupled with his experience working with many of our existing agents in these states made him the perfect candidate for a combined Regional Director position.

“By bringing two smaller regions together, we can leverage the efficiencies of a larger team and reduce the volatility of the regional experience, which will position both regions for greater growth moving forward,” Ray said. “I am very excited to work with our Agency Partners in all five states and look forward to aligning the region and enhancing our partnership with these agencies.”

Please join us in congratulating Ray and feel free to reach out to Ray or your Field Manager with any questions.