

The Responsibility Leader™: Leading by Example

The responsibilities of leadership mean more than just helping clients or your employer. Leadership is about helping communities--personal and professional--and neighbors as well.

The Responsibility Leader™ designation honors those Power Broker™ winners who best exemplify the following attributes: Going above and beyond the call of duty in a way that benefits their clients, company and community; doing the right thing over the easy thing; encouraging young people to consider brokerage and insurance as a career.

Read about the [10 Responsibility Leader™ designees here.](#)

A panel of judges reviewed the applications for the Power Broker™ winners to identify those candidates who best represented the values of a Responsibility Leader™. In the end, just 10 were chosen.

For Dennis Doherty, an Oregon-based managing director with Beecher Carlson Insurance Agency and one of ten winners of the 2010 Responsibility Leader™ designation, the responsibilities of leadership came only after years of personal hardship.

For other brokers, becoming a leader came only after the loss of a long-time colleague who inspired them to get involved in a cause.

For still others, earning the Responsibility Leader™ designation came after months or years of simply pursuing a passion, whether it was volunteering with the National Park Service, helping charitable organizations or mentoring younger generations of brokers into the insurance profession.

What binds this year's winners of the Responsibility Leader™ designation is a dedication to a world that exists beyond their closely held client-broker relationships, an unblinking devotion to an employer or corporate brand, or the next renewal.

From the editors and the publisher of *Risk & Insurance*®, we congratulate this year's winners of the Responsibility Leader™ title, as these leaders prepare to pass on their passion and professionalism to the rest of those in the industry who intend to follow in their footsteps.

Congratulations, once again, to this year's Responsibility Leader™ Power Broker™ winners.

--The Editors

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Responsibility Leader

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Roosevelt Haywood III

President and CEO

Haywood and Fleming Associates, Gary, Ind.

Category: Public Sector

The Rock

Roosevelt Haywood III has never given up on Gary, Ind., and seems almost as fervent in his devotion to it as a young Ron Howard did when he sang about it in *The Music Man* nearly 50 years ago.

It certainly has not been easy, for the once vibrant steel mill town just outside Chicago fell on tough times decades ago.

As insurance broker to the city and school system, Haywood has taken on the de facto role of risk manager, as is the case with many public and private entities facing tough times.

But it is his work beyond his broker duties where Haywood stands out. As a board member of both the Boys and Girls Club of America and Leadership Northwest Indiana, Haywood puts his passion for his hometown on the line for all to see and experience.

"My community has been good to me and my family," he said. And all the fond memories "kind of growing up with the Jacksons" don't make up for the challenges facing Haywood and others who choose to stick around and make things better in Gary.

"Unemployment is high, and that can lead to crime," he said. "And one way of dealing with this is the Boys and Girls Club, for it gives them a place to go."

As for LNI, Haywood said that, "by fostering a greater understanding of the history and issues confronting Northwest Indiana, we hope that each graduate return to their community ready to meet these challenges armed with a network of new contacts, growth in personal leadership skills."

Risk & Insurance 2010 Power Broker



Roosevelt Haywood III

President and CEO
Haywood and Fleming Associates, Gary, Ind.

Gary's Unofficial Risk Manager

Many a corporation and government entity has had to eliminate the position of risk manager in tough times. And that is when the insurance broker has a chance to stand out and shine in assuming those duties on an ad hoc basis.

That happens to be the case in Gary, Ind., where Roosevelt Haywood III, president and CEO of Haywood and Fleming Associates, has taken on the role of not only providing insurance but helping the city prevent incidents and mitigate losses.

Haywood's team arranged a two-day comprehensive risk management and loss control seminar for the various departments overseeing the city's parks, airport, housing network and school system.

With Gary facing a financial crisis, like many core urban areas, Haywood has sought to reduce the city's premium burdens by raising deductibles and putting the city on a high retention program that will place the majority of the city's exposure under one blanket policy.

Alesia Pritchett, director of business services for the Gary Community School Corp., said that Haywood has been instrumental in controlling property and liability insurance costs for the school system. His accessibility along with the guidance he has provided to the corporation has helped the expeditious resolution of a number of major issues.

"Haywood's leadership and business intuitiveness have led him to be a leading entrepreneur in the risk management and risk insurance industry," she said.

--By Steve Tuckey

Nimble Brokerage Firms Crack the Inner Circle

A host of new firms, veterans of the commercial insurance broker trade, crack the Power Broker™ winners circle for the first time and buck this past recession's "hunker down" mentality.

For many brokers house calls are always a good recipe for growth. For other brokers house calls are not the only recipe for growth, however. Taking a broader, more strategic approach is just as valid, particularly during slow economic times when brokers can cultivate future business partners.

"In addition to growing our market share in Gary and Northwest Indiana, our emphasis will be on developing business in Chicago and the near suburbs," said Roosevelt Haywood III, president and CEO of Gary, Ind.-based [Haywood and Fleming Associates](#).

In Gary, a gritty industrial town in the northwest corner of the state, Haywood noted that during challenging financial times for a blue-collar enclave like Gary, there's plenty of opportunity to provide value by delivering timely, targeted and innovative risk management solutions. "Our commitment to this process makes us a valued partner that retains the city's confidence and business," he said.

Since opening its Chicago office five years ago, Haywood and Fleming has established relationships with organizations such as the Alliance of Business Leaders and Entrepreneurs (ABLE), Chicagoland Chamber of Commerce, Government Contractors and Business Forum, Chicago Urban League and the Union League Club, to name a few.

When the market hardens again, that's when Haywood's efforts will bear fruit as his firm is now poised "as never before" to benefit from the personal and business connections built over the past few years.

"We are truly focused on working with very closely with our clients," added Haywood. "As a result, when the economic upheaval came about, we were already positioned and proving our worth."

Haywood is a 2010 Power Broker™ **winner in the [public sector category](#)**, as well as a Responsibility Leader™. (Find out more about this year's [Responsibility Leader™ designees here.](#))