

Hobson Insurance Takes Center Stage in the Insurance Field

Ten years ago Dale Longfellow moved to the central Montana town of Hobson. He remodeled an old barbershop on Main Street and opened Hobson Insurance.

To a lot of folks it would seem odd for an insurance professional who has worked in Denver and Billings to establish an insurance agency in rural Montana, but Longfellow had a different take.



Dale Longfellow and the staff of Hobson Insurance at their yearly Holiday Party

"I am just lucky to be able to live in Hobson, run a solid business and do what I love to do."

What he does in this tiny agricultural town 20 miles west of Lewistown is provide insurance coverage for customers across Montana as well as seven national accounts. He is licensed in 43 states.

Longfellow's unique business operation also has the distinction of being an Independent Insurance Agents & Brokers of America Best Practices Agency.

This prestigious national award recognizes insurance companies that have made imaginative, outstanding and unique

contributions in advocating "Best Practices" philosophies in the independent agency system. Hobson Insurance is the only Montana agency at this time with this designation.

According to Longfellow, the Montana Independent Insurance Agent Association nominated his agency. In turn, he filled out piles of paperwork and documentation to be eligible for the award. He says it was worth all of the work. Out of 900 nominations, only 195 agencies from around the country were honored with this accomplishment.

Hobson Insurance is a family affair: Longfellow's wife and two daughters are

part of the team. He also employs five other staff members. Three of them are located in Hobson while the other two are based in Billings.

Longfellow says he really enjoys living in a small town like Hobson because it gives him the opportunity to really give back to his community. He is currently in his second term as Mayor.

However, Dale is not the only Longfellow who has been recognized for excellence in the insurance industry. His daughter Misty Longfellow Kriskovich was recently named National Customer Service Representative of the year by The National Alliance for Insurance Education & Research.

Montana State Fund salutes Dale Longfellow and the staff at Hobson Insurance for your innovative spirit in the insurance industry. We are proud to be your insurance partner.

