

# Member news & Notes

## BUSINESS SPOTLIGHT **A Third Generation Tradition of Putting Clients First** BY ELIZABETH CHEN

»» The multigenerational history of Weiner Benefits Group began with George J. Weiner, who became an insurance agent in September, 1938. He frequently fielded questions from clients about employee benefits, and, in fact, sold New York Life's first employee benefit plan in Delaware. Due to business growth, George J. Weiner Associates, Inc. was incorporated in 1972.

Terry Wolf, Xavier DeCaire, and Don Fulton joined Mr. Weiner as the next generation of partners. Specializing in life insurance, disability and retirement plans, the firm steadily increased their presence in the employee benefits market. The three purchased the business from Mr. Weiner in 1992, although he was a fixture in the office until his passing in 2010. The current partners, Louis Memmolo and Michael Reckner joined in 1997, and Debra Shears in 2003. They were brought on board to grow the employee benefits division. In January 2017, Louis, Michael and Debbie partnered to purchase the business, now known as Weiner Benefits Group, and are the third generation to own the firm.

Combined, Weiner Benefits Group has served Delaware and surrounding areas for almost eight decades and has grown into one of the most well-respected insurance agencies in the region. The

heritage of commitment and quality Mr. Weiner established in 1938 has transcended his own years of service, and earned Weiner Benefits Group a distinguished reputation.

Terry Wolf says, "The success we have enjoyed is a direct reflection on the dedi-



*Current partners Michael Reckner, Debra Shears and Louis Memmolo pose with a photo of the late George Weiner.*

cation and professionalism of our team." Xavier DeCaire adds, "Hard work, integrity and honesty are the foundation of Weiner Associates. George taught us the client must be treated fairly, and at times with much compassion and patience. Through all generations those principles have been upheld. I am excited for the future of Weiner Benefits Group."

An important aspect of the firm's longevity is their interacting with and helping the community whenever possible. Louis

Memmolo, a current partner, says, "We feel it is very important to support our clients' and community's charitable efforts." Weiner Benefits Group serves through various associations, scholarships, and volunteer opportunities.

Times have changed from when Mr. Weiner collected premiums weekly door-to-door, but even the smallest aspects of Mr. Weiner's tradition of dedication, like writing birthday cards for clients and personally answering incoming calls, continues today. Due in part to its personalized service, many of Weiner Benefits Group's clients are multi-generational. Descendants of Mr. Weiner's clients remain with Weiner Benefits Group today.

Don Fulton says, "We are delighted as the firm moves into our third generation of serving the greater Wilmington area. George Weiner would be proud that what he started almost 80 years ago continues his legacy of providing unparalleled support and service to five generations of client families."

Through serving clients' needs with commitment and quality, and giving back to the community, Weiner Benefits Group distinguishes itself as an innovative and customer oriented firm as it continues to carry on and build upon the legacy of George J. Weiner.