

## Featured Video



### Meet Edith Lasson

## "You have to know what is going on in the industry," says Ms. Lasson

FLAGSTAFF, AZ, September 27, 2013 /**24-7PressRelease**/ -- Edith E. Lasson, Director of Flagstaff Insurance, Inc., has been recognized by Worldwide Who's Who for showing dedication, leadership and excellence in insurance services.

"What helps make me as knowledgeable as I am is the fact that I learn all about the industry that I work for," says Edith E. Lasson, director of Flagstaff Insurance, Inc. This insurance agency was established in 1952 and has a long tradition of providing personal and commercial insurance to families and businesses in Northern Arizona. As this state's largest independent insurance agency, it writes insurance in 41 other states besides Arizona. Working primarily with the manufactured housing industry, Ms. Lasson assists her clients with their commercial insurance needs, working with clients both nationally and internationally.

After originally intending to pursue a career in accounting, Ms. Lasson was influenced by a friend who steered her toward the insurance industry. She has now accumulated more than 40 years of experience, and has gained knowledge by attending committee meetings and industry seminars. "I read [several] publications and I have a network of people set up who I can go to and ask questions." As partial owner of Flagstaff Insurance, she also renews contracts and deals with existing clients, and coordinates with new ones.

"You have to know what is going on in the industry," says Ms. Lasson. She has made it her business to learn the industry — every aspect, every detail, every legality. She listens intently to her client's needs and her knowledge allows her to give them the best service possible. A Certified Insurance Counselor, she strives to keep herself updated through continuing education and truly tries to understand her clients' problems as if they were her own. She was nominated as a member of the Utah Housing Alliance, and maintains membership with the National Manufacturing Housing Institute, the California Educational Trust Institute and the Arizona Manufacturing Housing Committee. Looking forward, Ms. Lasson plans to continue working in the insurance industry and growing professionally.

## **Edith E. Lasson, Recognized by Worldwide Who's Who for Excellence in Insurance Services**

Written by Australian Business

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For more information about Flagstaff Insurance, Inc., visit <http://www.flagstaffins.com> .

About Worldwide Who's Who With over 500,000 members representing every major industry, Worldwide Who's Who is a powerful networking resource that enables professionals to outshine their competition, in part through effective branding and marketing. Worldwide Who's Who employs similar public relations techniques to those utilized by Fortune 500 companies, making them cost-effective for members who seek to take advantage of its career enhancement and business advancement services.

Worldwide Who's Who membership provides individuals with a valuable third-party endorsement of their accomplishments, and gives them the tools needed to brand themselves and their businesses effectively. In addition to publishing biographies in print and electronic form, it offers an online networking platform where members can establish new professional relationships.

For more information, please visit <http://www.worldwidewhoswho.com> .

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