



## **A Family: The Basic Unit of Society**

Again we present to you a profile of a Partnership member; Rue Insurance. This family business has survived for more than 90 years. Tracing its service back to 1917 in the capital city of Trenton, Rue Insurance thrives today in Hamilton.

Ninety-two years of commitment to the people and the community. William M. Rue, great grand son of founder, Charles E. Rue, is the current President of Rue Insurance. On deck is Bill Rue, Jr. continuing the family tradition into its fourth generation. As the company moved through the 1990's, under the leadership of William M. Rue, Rue Insurance continued its rapid rate of expansion thorough joint ventures and acquisitions entering the new millennium in strong financial condition with new technology to enhance productivity.

In 2002 Rue Insurance added Financial Services to its product line. Two years later, the company introduced the concept of the "Four Seat Table," Property and Casualty insurance for business, Property and Casualty insurance for individuals and families, Employee Benefits and Financial Services.

Today, Rue Insurance continues to be a

vibrant firm despite the current recession. For the last two years, they have been selected by the NJ Biz Magazine as one of the Top 25 Employers in New Jersey with fewer than 250 employees. In 2007 they were number 13 and in 2008 they were number 4.

In 2008 they were a semifinalist in the NJ Family Business of the Year competition that is sponsored by the Rothman Institute of Fairleigh Dickenson University. Last year, 2008, through the Rue Foundation, more than \$50,000 was given back to the local community.

The Partnership is honored to have a member with such an outstanding history. We as a corporation believe business is the lifeblood of a community. A business is more than an entity that buys and sells; a business must have heart and that heart, along with dedication and a commitment to purpose are what demands respect and leads to true success.

Only with that heart can a business endure and become a classic; our thanks to the Rue Family and their loyal principals and employees.

*John K. Rafferty, Executive Director  
Hamilton Township Economic  
Development Corporation  
T/A The Hamilton Partnership*



*Michael Pratico, Jr. The Partnership Board Chairman, William Rue, Jr. and William M. Rue, Sr. President of Rue Insurance.*