

# HERBRUCK ALDER

COMMITTED • CREATIVE

July 21, 2008

For Immediate Release

Contact: Alison Muth, Herbruck Alder  
216.623.2600  
[amuth@herbruckalder.com](mailto:amuth@herbruckalder.com)

## **Herbruck Alder Announces Acquisition of Great Lakes HSA and the Launch of the HSA Specialty Practice**

**Cleveland, OH** -- Herbruck Alder, a Cleveland based employee benefits brokerage and consulting firm, recently completed its acquisition of Health Savings Account provider, Great Lakes HSA, a national provider of Health Savings Account (HSA) administration, education, and consulting services related to High Deductible Health Plans.

Great Lakes HSA relocated their office from Middleburg Heights to join Herbruck Alder in their downtown Cleveland office. Great Lakes HSA specializes in Consumer-Driven health plans and HSA administration. Serving clients throughout the country, Great Lakes HSA is known as one of the leading experts in HSA qualified health plans, IRS section 223 regulations and HSA Administration.

“Great Lakes HSA has built a solid reputation in the HSA marketplace that complements Herbruck Alder’s existing employee benefits brokerage and consulting practice,” said Mark Alder, president of Herbruck Alder. “Our companies share similar values; we both put our customers first and are committed to providing the most innovative benefit solutions.”

“By entering into this agreement with Herbruck Alder, our clients will have a broader offering of insurance and risk management services by a recognized leader and a company that will continue our high level of client service,” said Jim Snyder, president of Great Lakes HSA. “It was important that we found a company that would compliment our corporate philosophy while providing us with the resources for long-term growth, Herbruck Alder was clearly the best fit.”

Snyder will be practice leader of Herbruck Alder’s HSA Specialty Practice and continue to manage Great Lakes HSA. The HSA Specialty Practice will provide consulting services to companies exploring HSA health plans. Snyder also will manage the individual health insurance coverage department of Herbruck Alder.

Since 1962, Herbruck Alder has provided Ohio based companies with health insurance, retirement plans, life and disability insurance, long-term care insurance, and executive benefits. Herbruck Alder serves more than 600 employers supported by 44 full-time associates and is well positioned as one of the leading employee benefits only brokerage and consulting firms in Northern Ohio. For more information about Herbruck Alder or Great Lakes HSA, visit [www.herbruckalder.com](http://www.herbruckalder.com) or [www.greatlakeshsa.com](http://www.greatlakeshsa.com)

###

Securities Offered Through ValMark Securities, Inc. Member FINRA, SIPC. Investment Advisory Services Offered Through ValMark Advisers, Inc. a SEC Registered Investment Advisor. 130 Springside Drive, Suite 300, Akron, Ohio 44333-2431\* 1-800-765-5201. Herbruck Alder is a separate entity from ValMark Securities, Inc. and ValMark Advisers, Inc.