



Our history
OVER 50 YEARS OF SUCCESS

CONNER
STRONG &
BUCKLEW

1959

Morales, Potter & Buckelew, Inc. is founded after Joseph Buckelew purchases the agency, Morales and Potter. Fifty years, many mergers and acquisitions later, the firm name honors Joseph's involvement from the early days.

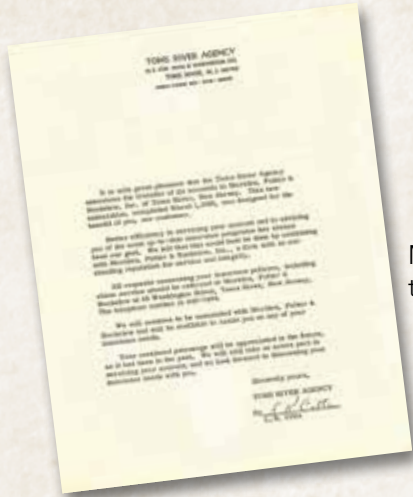


Morales, Potter & Buckelew's first office was at 56 Washington Street in Toms River, NJ.

The Three Stooges, Big George Norcross and George Norcross, age 3, smile for a photograph at the Latin Casino in Philadelphia.



1965



Morales, Potter & Buckelew, Inc. agrees to purchase the Toms River Agency on March 1, 1966.



An original accounts list from Morales, Potter & Buckelew, Inc.

1967-1971

Phyllis Knowles, Beachwood Agency

December 1, 1967

Griggs Agency

December 1, 1968

Katherine Bahlburg Agency

October 1, 1969

Harold J. Fuccile Agency

August 15, 1971

1970



Joseph Buckelew, President Morales, Potter & Buckelew

In five years, Morales, Potter & Buckelew, Inc. acquires four agencies.

1971

Joseph Buckelew (second from right) and team celebrate the new offices of Morales, Potter & Buckelew, Inc. with a ribbon-cutting ceremony at 256 Route 37 in Toms River.



Joseph Buckelew and bookkeeper Sara Heller uncork a bottle of champagne celebrating the move to 231 Main Street, Toms River.



Joseph Buckelew, then-president of Morales, Potter & Buckelew, is profiled to highlight his accomplishments as an athlete, a sergeant in the police force, a local politician and a successful businessman.

1975

In 1979, George Norcross joined Zinman Grossman Lichtenstein Co., a Philadelphia-based insurance brokerage founded in 1890, where he began a lifelong business partnership and friendship with Bob Tanke.



1980



George E. Norcross, III
 Chairman
 Keystone National
 Companies, Inc.



Robert Tanke
 President
 Keystone National
 Companies, Inc.

In the early 1980s, the Zinman Group was purchased by E. H. Crump Companies and several years later George Norcross established Keystone National.



Morales, Potter & Buckelew, Inc. agrees to merge with the Benjamin Novins Agency on November 2, 1981.

January 20, 1983 –The *Ocean County Times-Observer* announces the move of Morales, Potter & Buckelew, Inc. to downtown Toms River. The paper names the agency as the largest insurance and real estate firm in Ocean County with more than \$10 million in premiums and more than 17,000 accounts.



1983

Two of the largest Ocean County insurance agencies, Morales, Potter & Buckelew, Inc. and the Cardamone Agency, agree to merge operations on July 12, 1983.



Morales, Potter & Buckelew is renamed to become Buckelew & Associates.

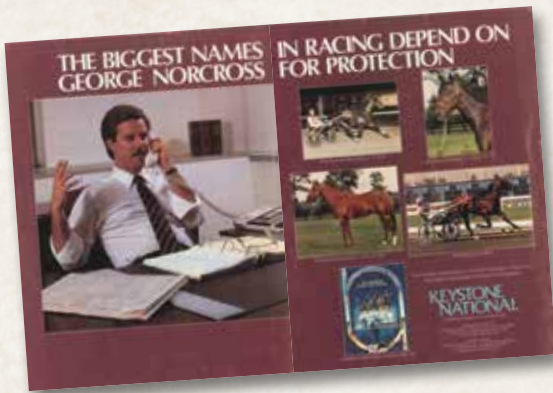


Buckelew & Associates' executives: Brian Buckelew, Vice President; Joseph Buckelew, President; and Carole Cocomello (Mack) pose for a photograph inside the company's Toms River office.



1985

Keystone National expanded its presence by opening an office in Florida. Keystone's President, Bob Tanke, oversaw the operations of the new office located in "Tanketown, Florida."



A Keystone National advertisement highlights George Norcross and his agency as the go-to firm for the horse racing industry. George is shown with two mainstays in his career – a phone and the *Wall Street Journal*.



1996

Buckelew & Associates, headed by Joseph Buckelew, and Keystone National, headed by George Norcross, both agree to sell their operations to Commerce Bank. The combined entity becomes Commerce National Insurance Services.



Commerce Bancorp creates full-service insurance brokerage group.
 Wednesday, July 31 1996



The Philadelphia Inquirer

Thursday, August 1, 1996 • Philadelphia Media Network # 81
 Bank to Buy 2 Insurance Agencies

Commerce Bancorp of Cherry Hill said yesterday it had entered into agreements to buy two South Jersey insurance brokerage firms, a deal valued at \$12.7 million that is believed to be one of the first sizable acquisitions of its kind in the region.
 "We hope to build a big insurance group with this as a base," said Vernon W. Hill III, chairman of Commerce Bancorp, which has 55 offices in South Jersey and Philadelphia.
 The U.S. Supreme Court has opened the door to the marriage of banking and insurance, most recently with the Barnett Bank decision in the spring, which struck down a Florida law that prevented banks from selling all forms of insurance.
 "The banks are moving into this area, given these decisions, pretty aggressively," said Leonard A. Brinton, a banking lawyer with Reed Smith Shaw & McCloy in Philadelphia.
 Commerce Bancorp will merge Buckelew & Associates of Toms River and Keystone National Cos. of Cherry Hill under the banner of Commerce National. The subsidiary will have two offices, 66 employees and combined annual premiums of \$75 million, Hill said. It will offer a full range of commercial and personal insurance.
 While Commerce Bancorp customers won't be able to walk up to a teller window and buy a homeowner's policy, they will be able to inquire about insurance at any branch and be referred to an agent in the company, Hill said it was possible there might be agents in some branches.
 Joseph Buckelew, who heads the Toms River agency, will be chairman of the subsidiary. George E. Norcross III, Keystone's chairman, will be president and CEO. Hill said he did not know of another such bank-insurance merger of this size in the area.
 Commerce Bancorp, with assets in excess of \$2.6 billion, will issue about 550,000 shares of common stock to complete the transactions. The agreements are subject to regulatory approval in Pennsylvania and New Jersey and are expected to be finalized in the fall.
 Commerce Bancorp closed at \$24.49 1/2 on the Nasdaq.

1996

1996-1999

After acquiring Buckelew & Associates and Keystone National, Commerce Bank acquires seven more agencies through 1999.

Chesley & Cline

December 6, 1996



The Morrissey Agency

January 1, 1997

THE · MORRISSEY · AGENCY

Associated Insurance Management, Inc.

December 1, 1997



Reinhart & Associates

December 1, 1997



J.A. Montgomery Insurance

August 15, 1998



Mullaney Insurance Associates

November 15, 1999



William Handlan Associates

December 1, 1999

HANDLAN ASSOCIATES, LLC
 EMPLOYEE BENEFITS CONSULTANTS

1996-2007

Commerce Bancorp's insurance division went through several name changes throughout the years.



1996 - 2003



2003 - 2006



2006 - 2007

2000-2007

In eight years, Commerce Insurance Services acquires nine agencies.

Traber & Vreeland, Inc.

January 1, 2000



Maywood Agency

October 1, 2000



Fitzsimmons Insurance & Financial Services, Inc.

January 1, 2001



Business Training Systems

February 1, 2001



Brettler Financial Group

October 1, 2001



Sanford & Purvis Insurance

August 1, 2002



Porch Insurance Agency, Inc.

February 1, 2003



PERMA Risk Management Consulting Services

October 1, 2005



Consultants for Corporate Benefits, Inc.

February 1, 2007



2001

April 6, 2001 – *American Banker* highlights George Norcross (a.k.a. The Maverick) and Commerce’s model for running a successful insurance operation.



Spring 2002 – *Bank Insurance Marketing* details the unique nature of Commerce Bancorp’s insurance division—headed by George Norcross.



November 2005 – Commerce Insurance Services announces the hiring of Michael Tiagwad as its new President.



2005

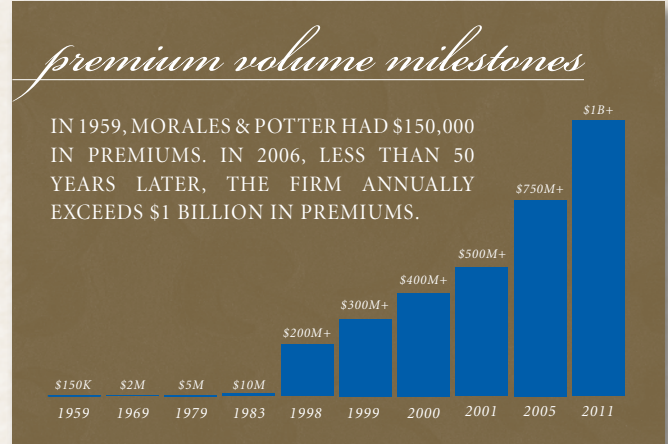
March 31, 2006 – The *Philadelphia Business Journal* profiles George Norcross and Michael Tiagwad about the increasing pressures in the insurance industry.



July 2006 – *NJ Biz* names Commerce Insurance Services the second largest property and casualty insurance brokerage in New Jersey with 407 producers.



Business Insurance names Commerce Insurance Services the 23rd largest property and casualty insurance brokerage in the country based on earning \$88 million in revenue, a 3 percent increase from the previous year.



2007

December 31, 2007 – George Norcross and Mike Tiagwad agree to purchase Commerce Banc Insurance Services (after Commerce sold to TD Bank). The new company was named Commerce Insurance Services (and no Red “C” in the logo).



2008



July 21, 2008 – Commerce Insurance Services is rebranded as Conner Strong.

**Commerce
Insurance
Services**



Alonzo Strong



Avery Conner



John Harvey Conner



Joseph Buckelew

July 21, 2008 – After six months as Commerce Insurance Services, the company is renamed Conner Strong Companies, Inc. The names Conner and Strong trace back to the ancestors of George and Sandy Norcross. Two years later, Joseph Buckelew’s name was added to honor his lasting commitment to the firm.

2009



June 1, 2009 – Conner Strong opens a new corporate headquarters in Marlton, New Jersey.

2010

PERMA | RISK MANAGEMENT SERVICES

J.A. Montgomery
 Risk Control
Since 1924 AN AFFILIATE OF CONNER STRONG & BUCKELEW

AIM

BENEFITS ADMINISTRATION & WELLNESS

In 2010 and 2011, Conner Strong formally launched three affiliate companies – PERMA, J.A. Montgomery and AIM – designed to broaden the scope of services available to clients. This new structure allowed Conner Strong & Buckelew and its affiliates to concentrate on their respective core competencies, while delivering best-in-class results for all clients.

2010

October 15, 2010 – For over 50 years, Conner Strong and predecessor companies have called Toms River home. To celebrate that lasting commitment, in 2010, the firm rebuilt its office space, creating a premiere work environment and top-notch client meeting facilities.



2011

CONNER
 STRONG &
 BUCKELEW

May 15, 2011 – The firm added the name “Buckelew” to the logo. The new name honors Mr. Joseph Buckelew, a man known for impeccable integrity, who has had a distinguished career and made significant contributions to the industry and firm.

2012

November 2012 – The firm moves into new offices in Two Liberty Place, a preeminent building in Philadelphia. The new office, which features 25,000 square-feet of world-class space, becomes the firm’s dual headquarters along with the office in Marlton, NJ.



CONNER STRONG
 captive
 STRATEGIES

Fall 2012 – Conner Strong Captive Strategies was launched as an independent affiliate of Conner Strong & Buckelew. The new affiliate was created to offer alternative risk solutions beyond the traditional insurance marketplace to clients with complex insurance needs.

2013



community DAY
 CARING SHARING BELIEVING

On June 7, 2013 Conner Strong & Buckelew held its inaugural Community Day. Employees participated in 11 events serving those in need throughout New Jersey and the Philadelphia region.

2014

April 2014 – Conner Strong & Buckelew expands its operations by opening an office in New York City. The new office, led by the former Risk Manager of the City of New York, focuses its efforts on the construction and real estate development sectors.

2015

On June 4, 2015, Conner Strong & Buckelew is named one of the Healthiest Employers of Greater Philadelphia by the *Philadelphia Business Journal*, a testament to its strong wellness culture.

