



Broker Words

By Sharon A. Chace, Editor

Eugene Cohen was the 2009 recipient of the Harold W. Petersen Award for Excellence, which was presented to him at the Fifth Annual International DI Society meeting in October. Cohen is the CEO of Eugene Cohen Insurance Agency in Skokie, IL.

After receiving a bachelor of science degree from Ohio State University in 1962, Cohen began his insurance career in Cleveland with a company that specialized in disability income protection. Achieving top sales status, he became a general agent in Columbus, OH, bringing that agency recognition for top production. This led to managing a general agency in Chicago, IL, along with the responsibility of being regional vice president.

When the company he represented for nearly 20 years exited the disability market, Cohen felt his sales and administrative expertise would be a perfect combination to

enter the brokerage market. He established The Eugene Cohen Insurance Agency, Inc., in 1981, and since then the agency has won top production honors from both disability and life insurance companies.

A strong proponent of the insurance industry, Cohen is a founding member of the International DI Society. He is a member of several national associations including NAILBA, and the agency is part of LifeMark Partners and The Plus Group.

Eugene's son, Michael Cohen, joined the agency in 1990.

Cohen's gratitude toward—and love of—the insurance brokerage business make him an excellent choice for the Harold Petersen Award. His sense of duty to the agent and consumer are reflected by his refreshing modesty regarding decades of service not only to disability income insurance but to the life brokerage business as a whole.



Harold Petersen and Eugene Cohen.