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SCHERFF INSURANCE AGENCY, INC., FORMERLY UPSTATE PRIORITY INSURANCE AGENCY CELEBRATES SEVENTH ANNIVERSARY WITH NAME CHANGE AND AWARDS CEREMONY

“Good Gossip Award” to be Presented to Northeast HR for Hire and Repeat Business Systems at Annual Appreciation Event

Clifton Park, N.Y. – Monday, June 14, 2010 – Avon Scherff, President/Owner Upstate Priority Insurance Agency announces name change to Scherff Insurance Agency, Inc. and winners of the 2010 “Good Gossip Award.” After seven successful years of meeting the insurance needs of individuals and the business community, UPIA changes their name to reflect the mission of the business. “Over the years, we have grown our business by providing quality service and listening to the needs of our clients. Relationships have been the focus of our practice”, said Avon Scherff, President. “The name change reflects our ongoing commitment to be a resource and trusted advocate for our clients and strategic partners.” A note from Avon (testimonials)

On June 17, Scherff Insurance Agency will award Jack McGaughnea, Northeast HR for Hire and Dawn Abbuhl, Repeat Business Systems, the “Good Gossip Award” for their inspiration and outstanding contributions to the success of Scherff Insurance Agency. This annual award will be presented during their anniversary celebration hosted by Avon Scherff and her team at Scherff Insurance Agency. For the third year in a row, the event is being held at The Mansion Inn, a short drive from Saratoga Springs. “It is important to me that we acknowledge and show our appreciation to those businesses and individuals who have been instrumental in our success.” “We are honored to celebrate with our clients, strategic partners, friends and business colleagues.”

Scherff Insurance Agency, Inc., located in Clifton Park, is a proud sponsor and panelist for the Southern Saratoga Chamber Start-Up Smart Program. This program provides business expertise to new business owners or those who may be considering a new business of their own. To further their commitment to fellow business owners, Scherff has launched a series of Business Excellence Seminars utilizing the talents of their strategic partners. Avon Scherff adds, “we hope that these workshops will be a valuable resource for business growth and development.”[Click here to view a complete schedule of workshops.](#)

Avon is in the process of developing her own foundation, I AM I CAN. The mission is “to encourage young women to discover their dreams, to believe their future holds endless possibilities and empower them to make it happen.” I AM I CAN will work with eighth and ninth grade girls as they enter high school. [Click here for more information](#)

In acknowledging the past seven years, Avon Scherff, President, lists some of the company’s greatest accomplishments to include, launching the business insurance division, achieving certification as a NYS Women-Owned Business Enterprise, moving to their new corporate location in Clifton Park and launching their new name, Scherff Insurance Agency, People to People, a business built on relationships.