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Tony DaRe Recognized as an LVB Power 100 for Fifth Consecutive Year

[LEHIGH VALLEY, PA] March 25, 2025 - Tony DaRe, the founder and Chief Executive Officer of BSI Corporate Benefits (BS), has once again been named to the *Lehigh Valley Business (LVB) Power 100* list for the fifth year in a row, solidifying his position as one of the region's most influential leaders. This prestigious recognition celebrates DaRe's exceptional contributions to both the employee benefits consulting industry and the local community.

Founded in 2003, BSI, under DaRe's leadership, has grown to be a well-regarded national employee benefits consulting firm. Drawing from his early career on the insurance carrier side of the industry, DaRe's true passion emerged as the desire to serve and advocate for the needs of both employers and their insured members. This vision led him to found BSI, where he continues to serve as a strategic negotiator and advocate for clients on both a financial and personal level.

Through his leadership, BSI has not only achieved remarkable success, boasting a 98% client retention rate, but has also garnered numerous accolades. These include titles such as "Best Employee Benefits Consulting Firm," "Fastest Growing," and "Business of the Year," as well as a recent recognition as a "MarshBerry Max Performer." BSI's demonstrated excellence in client service, operations, and employee engagement speaks to DaRe's unwavering commitment to his team and clients.

DaRe's focus on people is equally evident in his role as an employer. BSI has earned recognition as one of the nation's "Best Workplaces" for four consecutive years, a testament to the work environment DaRe and his colleagues have cultivated. With a team-centered motto of "what happens to one of us, matters to all of us," DaRe fosters a culture of collaboration, empowerment, and celebration of success.

"I am deeply honored to be recognized among such an incredible group of leaders who are shaping our community and region. This recognition is a testament to the unwavering dedication of my team and our commitment to serving our clients and community with excellence. I am inspired every day by the people around me, and this acknowledgment reinforces my drive to continue making a positive impact." - Tony DaRe, CEO, BSI

In addition to his professional accomplishments, DaRe is deeply involved in his community. He has been recognized as the Lehigh Valley "Community Service Person of the Year" and has served as a dedicated volunteer and leader for various local boards and committees. His commitment to giving back is evident in his personal contributions, including a \$1 million donation with his wife, Adrienne, to St. Luke's University Health Network for the construction of the Women & Babies Tower. Additionally, DaRe and his wife co-chaired the 2023-2024 United Way campaign, which raised a record \$25 million for the local community.

With continued agency expansion and a deep commitment to relationship management, both with clients and the broader community, DaRe's leadership drives BSI's sustained growth and influence. His recognition as a member of the LVB Power 100 for the fifth consecutive year reflects his enduring influence, both as a business leader and community advocate. DaRe's work continues to shape the Lehigh Valley and beyond, cementing his legacy as a powerful force for positive change.

About BSI Corporate Benefits

BSI Corporate Benefits is a leading provider of employee benefits and insurance services. Along with being dedicated to helping organizations optimize their benefits plans and enhance employee satisfaction, BSI is deeply committed to supporting the local community, and this scholarship initiative is just one example of their ongoing efforts to make a positive impact in the region.

About LVB 100

The Lehigh Valley Business Power 100 is an annual list that highlights the most influential leaders and decision-makers across various industries in the Lehigh Valley region of Pennsylvania. The list is curated by Lehigh Valley Business, a prominent regional business publication, and recognizes individuals who have demonstrated exceptional leadership, impact, and success in their fields. The Power 100 includes influential figures from business, government, non-profits, and other sectors, showcasing their contributions to the local economy and community development. This prestigious list serves as a benchmark for excellence and influence in the Lehigh Valley.