

For Immediate Release

McClone Celebrates 75th Anniversary

Menasha, WI — August 6, 2024 — [McClone Insurance](#), a leader in risk management and insurance, proudly celebrates its 75th anniversary. What began in 1949 with Ralph “Cyclone” McClone selling life insurance from his kitchen table has evolved into a thriving business embodying people, passion, and purpose.

From its modest beginnings, McClone has grown to over 130 team members, serving clients nationwide and maintaining multiple locations throughout Wisconsin. Ralph McClone’s leadership laid the groundwork for a company culture centered on caring, empathy, and respect.

“When in doubt, do the right thing. The rest will take care of itself.” This guiding principle from former CEO Mike McClone, who ran the business from 1989 to 2018, is proudly displayed in the conference room as a daily reminder.

“Our journey over the past 75 years has been remarkable, and we owe our success to our dedicated team, loyal clients, and supportive community,” said Dustin McClone, president and CEO of McClone. “As we celebrate this milestone, we are excited about the future and our continued commitment to providing exceptional service and leveraging our tools, talent, and technology to drive growth.”

Building strong, connected communities is a cornerstone of McClone’s identity. Through the [M.A.D.E. \(Make A Difference Every Day\) program](#), team members are encouraged to give back in meaningful ways, whether through donating their time, talents, or resources. Activities encompass a wide range of community support, from staffing a monthly shelter meal program and supporting an employee's cancer foundation to providing staffing and services for non-profits to help them reopen after COVID. Additionally, the company takes pride in leading developments that contribute to the revitalization of communities and has made significant contributions to new facilities for various non-profit organizations, demonstrating its commitment to enhancing community infrastructure.

“Community support is essential for a thriving society. We aim to be a net giver in the communities where our team members live, work, and play. By investing in our communities, we enhance the quality of life and build a stronger foundation for future generations.” said McClone.

In addition to McClone's passion for community support, the company has solidified its industry presence with its proprietary RiskMAP™ process. This proactive and systematic approach to risk management distinguishes McClone by prioritizing an understanding of each client's unique needs to develop tailored solutions. RiskMAP™ has been a key driver of the company's growth, safeguarding clients' interests by ensuring strategies are customized to protect what matters most.

As McClone celebrates this milestone, the focus remains on the future. "Our success has been built on protecting our clients' legacies," McClone said. "As we look ahead, our vision is to continue that mission with passion and purpose, innovating to meet the changing needs of our clients while staying true to our core values."

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About McClone Insurance

McClone Insurance is a leading provider of comprehensive risk management and insurance solutions. With headquarters in Menasha, Wisconsin, and regional offices in Madison, Milwaukee, Sheboygan, and Fond du Lac, McClone serves clients nationwide. The company offers a wide range of services including business insurance, employee benefits, HR outsourcing, 401(k) solutions, and personal insurance. Founded in 1949, McClone is driven by its commitment to people-oriented values, community involvement, and exceptional service. The company's proprietary RiskMAP™ process ensures tailored, proactive protection for its clients, and through its M.A.D.E. program, McClone empowers team members to contribute to their communities, reinforcing its belief in making a meaningful impact.