



Bridging Generations: Davevic's Route To A "Limitless" Future

Being part of an entrepreneurial small business has defined my legacy, and my family's. My father, Bill Gordon, founded Davevic Benefit Consultants, Inc. in 1988. I joined the business in 1994 and my son, Matt, did the same in 2020. Over the past 35 years, we have served as a premier Employee Benefit firm serving Western Pennsylvania.

Today, I am reflecting on these roots and why I am more excited for the next 35 years, and more.

Clients who know Davevic know we rely on technology to provide the best possible products, value, added services, and customer service model. We balance this with the human touch that our team of 15 professionals bring to each relationship. This mindset is part of what led us to be interested in and eventually join Acrisure over a year ago.

The decision to join a larger organization was not one we took lightly.

In our conversations before joining Acrisure, we discovered their culture was similar to what he had developed over the past 35 years. And, in terms of growth and upside for our people, as well as the opportunity to offer more products and services, I believe this decision was the right one.

We're especially fortunate because of our location to benefit from Acrisure's partnership with the Pittsburgh Steelers. As Steelers fans and Western PA residents ourselves, being able to turn on a game on Sunday and say, 'that's us,' speaks volumes and is a major point of pride.

Acrisure has also made an impact in the greater Pittsburgh community, including partnering with the [United Way of Southwestern PA](#), the [Mel Blount Youth Leadership Initiative](#), and making the largest ever corporate donation to the [UPMC Children's Hospital Foundation](#).

I share all of this as information and background to preface some important and exciting news. In 2024, we will be using the Acrisure name more prominently, in

addition to Davevic, in some instances. Like our decision to join the company over a year ago, ultimately we think this will help our clients know what our team can do for them going forward. We're joining other Acrisure businesses across the U.S. in a branding strategy that you can read more about, [here](#).

While there are changes occurring with our branding as we move forward, our people, our strategic approach, entrepreneurialism, and dedication to clients and emphasis on technology will continue. I look forward to all the advantages that our new name and partnership will bring.

David A. Gordon

President – Davevic Benefit Consultants