



## George Van Dusen

February 12, 2012

Van Dusen, George Cross III age 77, of Eden Prairie, formerly of Edina, MN. Preceded in death by parents, Marion & George C. Van Dusen Jr. and brother, Charles. Survived by wife, Diane; children, George 'Chip' C. Van Dusen IV (Renee), Victoria 'Tori' (Greg) Roos; grandchildren, Jacob, Parker, Tyler and Piper; brother, William (Jean). George grew up on Lake Minnetonka and attended Blake School, Millbrook Prep School in Millbrook, NY and went on to graduate from Dartmouth College in 1957. After spending time in the National Guard, Van Dusen joined the Charles Sexton property/casualty agency in Minneapolis. In 1969 he left to join Jim Trainor at Diversified Insurance Services a p/c agency in Richfield specializing in life and health brokerage for the agency. By 1971, he determined the brokerage business was large enough to stand alone, and Diversified Brokerage Services, Inc. was born. The privately owned agency distributes life, annuities, Long Term Care, and Disability Income products through financial services professionals. George was an industry icon. He was an innovator - always to be found at the cutting edge of the Life Brokerage industry. His early adventures in technology were ground breaking and laid the framework for many of the platforms and processes the industry uses today. He was a keen intellect with the courage to be a forerunning risk taker. George was a charter partner in LifeMark Partners, a national independent marketing organization. He was instrumental in setting the tone of professionalism and integrity that helped lead the organization to industry prominence. Van Dusen became chairman of the

National Association for Independent Life Brokerage Agencies (NAILBA) in 1994. In later years George became NAILBA's liaison to ACORD, the global Association for Cooperative Operations Research and Development. His ACORD involvement led him to be elected to the Board of Directors in 2001. He was re-elected in 2004 and appointed chair of ACORD's Finance and Audit Committee, an Executive Committee post. In 2008, George was the recipient of the Mooers Award which recognizes those individuals who have demonstrated a lifetime of services not only to the life insurance business and to the wholesale brokerage community, but also through their contributions and services to one's fellow man and to society in general. In 2011, he was the recipient of the coveted G. Bennett Serrill award for lifetime achievement presented annually by the Minnesota NAIFA (National Association of Insurance and Financial Advisors) chapter. This award is to honor the finest type of individual in all dimensions of his living, and a person who consistently has brought honor and respect to the insurance industry and their community. Over the years George has been active in many outside organizations both in his community and nationally. He continued his allegiance to his fraternity, Phi Gamma Delta, by serving as an Alumni Advisor, Section Chief and faculty member of the fraternity's leadership training school the Fiji Academy. He was an early and active member of the Minneapolis Junior Chamber of Commerce where he chaired two committees and was recognized for his efforts developing new members. George joined the Masonic Orders and became a 32nd Degree member of the Scottish Rite. He then joined the Zuhrah Shrine Temple. George also served for many years as a Board Member of a local settlement house now known as Pillsbury-Waite Neighborhood Services. Following his marriage to Diane Gadbois in 1963, they joined the congregation of Saint Albans Episcopal Church in Edina. George was an avid hunter and fisherman. He loved reading, golfing and spending time with his family. He has traveled to many parts of the world but loved it best at his home in Scottsdale Arizona. Memorials preferred to National Kidney Association or the American Diabetes Association. Memorial service Thursday, 2/16, 11 AM

at St. Mark's Episcopal Church, 519 Oak Grove St., Mpls 55403. Visitation Wed., 2/15, 4-7 PM at Washburn-McReavy Edina Chapel. Private interment at Lakewood Cemetery. [www.Washburn-McReavy.com](http://www.Washburn-McReavy.com) Edina Chapel 952-920-3996 West 50th St. & Hwy 100

# Tribute Wall

KL

“ My condolences to the Van Dusen family. I worked with George for more than 20 years in the insurance industry. He was a great mentor. I am very saddened by his passing. My sympathies go out to his firends and family. - Kenny

~

*Ken Leibow,*

*Omaha, Nebraska*

*Contact Me*

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**Ken Leibow** - March 08, 2012 at 12:00 AM

RT

“ As you know, lots of hugs and kisses from your Arizona relatives. Thinking of you lots. As you know, I'm willing to make a memory quilt. Much love, Randi and Dave

~

*Randi Van Dusen Thekan,*

*Tucson, Arizona*

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**Randi Van Dusen Thekan** - February 25, 2012 at 12:00 AM



“ Dear Diane ,I was saddened to hear of your husbands death and offer my sincere condolences. . It's been many years since we have seen each other, but I have very fond memories of our time together at the Pi Phi house . You and your children are in my prayers. Kaye Kelly Leo, Hilton Head Island, South Carolina

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February 18, 2012 at 12:00 AM

Jl

“ *Dear Diane, Our thoughts and prayers are with you and your family during this difficult time as we know George will be terribly missed.*  
*Jane Ivey(Aunt Jerry's daughter)*

~

*Jane Ivey,*

*Lexington, South Carolina*

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**Jane Ivey** - February 16, 2012 at 12:00 AM

GJ

“ *Diane, Tori, and Chip: Simply knowing and working with George was always a pleasure and wonderful experience for me. Relying on his tremendous industry knowledge and abilities to recommend the best product to fit the client and situation was always a given. I will miss George as a business leader and most of all, a fantastic friend. The three of you can celebrate his life and having had a wonderful partner and father.*

~

*Gordy Johnson,*

*Longboat Key, Florida*

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**Gordy Johnson** - February 15, 2012 at 12:00 AM

JM

“ Chip, Tori, Diane and the entire Van Dusen/DBS family; My deepest sympathy on the loss of your beloved family and company patriarch! George will be missed by all who knew him in the insurance, financial planning and charitable giving communities. He was truly a kind and caring person, as well as an industry force to be reckoned with. I especially share in your grief at this time, as I inexplicably lost my own father on the same day George passed. Please hold each other close and celebrate George's life as you mourn his passing.  
Julie Myers

~

Julie Myers,

Edina, Minnesota

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Julie Myers - February 14, 2012 at 12:00 AM



“ *Condolences from the Brethren of the Minneapolis Valley of the Scottish Rite of Freemasonry.*

~

*Virtus junxit mors non separabit.*

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February 14, 2012 at 12:00 AM

JD

“ *Diane and Chip: George was a game changer in my budding career in life insurance in 1971. He helped me to obtain life insurance on older or not perfectly healthy people who were rejected by my primary company. George was patient, creative, compassionate, and a first class problem solver. For me his was the No.1 Insurance Brokerage operation and I will always remember the relief he brought to my clients when he delivered insurance on them.*

~

*Jagadish (Jack) Desai,*

*Little Canada, Minnesota*

*Contact Me*

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**Jagadish (Jack) Desai** - February 14, 2012 at 12:00 AM

DS

“ *Dear Diane, Chip and Tori, Carin and I were deeply saddened to learn of George's passing. George was one of the most interesting, intelligent and companionable men that it has ever been my privilege to call "friend"! I know he fought the good fight and his strength, humor, advice and friendship will be missed. Please know that you are all in our thoughts and prayers. Donald and Carin Sprague*

~

*Donald Sprague,*

*Newport Beach, California*

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**Donald Sprague** - February 14, 2012 at 12:00 AM

RR

“ *Van Dusen family. I am very sorry for the loss of George. Being a high school friend of Tori and Chip I got to know George very well. When I moved here from the East Coast I remember feeling very upset about being in Minnesota. Other than Chip, I didn't really have any friends but George and Diane always made me feel like part of the family and welcomed me into his home. I remember taking many trips to their house in Arizona and feeling very at home with all of you. George was a good man and lived a good life. He will not be forgotten.*

~

*Robbie Robertson,*

*Eden Prairie, Minnesota*

*Contact Me*

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**Robbie Robertson** - February 13, 2012 at 12:00 AM

RG

“*Greg and Tori, Our deep sympathy for your loss. George was blessed with loving and attentive family when he needed it most. We pray that your memories bring you peace.*

~

*Rich & Pat Gardner,*

*Chanhassen, Minnesota*

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**Rich & Pat Gardner** - February 13, 2012 at 12:00 AM

DL

“*Diane, Chip and Tori My deepest condolences on the loss of your father. George was an extraordinary businessman but was an even better husband, father, grandfather and brother. I have been blessed to have been able to call him my friend, may he rest in peace.*

~

*Dave Love,*

*Golden Valley, Minnesota*

*Contact Me*

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**Dave Love** - February 12, 2012 at 12:00 AM



“ *Diane, Chip & Tori, We're all so sad to learn of George's death. In addition to his professional accomplishments and the deep love he showed for all of you, George was a fine role model for other children. So many fun memories! Our thoughts are with you as you deal with this great loss. Judy Martin, Laura Buford, Paul Martin & Lindsay McGill*

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February 12, 2012 at 12:00 AM



“ *To the Van Dusen family, My sympathy to all in your loss. While George and I knew each other from 1956, our paths went in different directions years ago. A misfortune. He and I were good friends back then. We hunted together and spent many happy times together at the University Club in Minneapolis, often in the company of his parents. I still have a note he sent me some years ago inviting me to join him and look over his the layout for his insurance business. Sad to say, I never got around to calling him about this. Last saw him in 1987, at a Jefferson H.S. graduation ceremony-our daughter and his niece. While I hold many good memories of our time together, I trust you have many more. They will help you through this difficult time and beyond. Peace, Donovan Johnson*

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February 12, 2012 at 12:00 AM