

Integrity, commitment and drive. These three words best sum up James Hoffmann. Jim found success during his time at New Ulm High School, in the classroom and beyond. He participated in athletics and was a three year starter in baseball and a two year starter in basketball. After graduation in 1951, Jim served in the U.S. Army for three years, and was stationed in Germany.

It was upon his return from serving overseas that Jim embarked on a long and successful career in the insurance business. He founded his own insurance agency in 1959 and continues to build his business, one client at a time.

It hasn't been all work and no play for Jim; in fact he played two years of American Legion baseball as well as 10 years of amateur baseball, which led to Jim's induction to the New Ulm Amateur Baseball Hall of Fame. Jim's love of basketball provided an opportunity to coach at St. Mary's grade school in New Ulm; he also created the school's baseball program there.

It has been his career in the insurance industry that has given Jim the chance to assist countless clients over the years as they navigate their insurance options. His passion for what he does and the people he serves has allowed Jim to do what he loves for 59 years and counting. The dedication to his clients along with his hard work and reliability has led to numerous well-deserved industry awards and accolades.

Jim has continued to give of his time throughout the years by giving back to the community that he loves. He's a long standing member of the Knights of Columbus; for almost 50 years he has held various positions in the organization including grand knight. He's served as president of Community and Seniors Together and has been on the Chamber of Commerce board of directors along with many other volunteer positions.

Not many people continue to work in their mid-80s but Jim isn't like many people. He's passionate about insurance, and more importantly he's passionate about helping people whether it's in insurance or in simply giving of his time to better our community. Jim has been an integral part of New Ulm's fabric for many decades. While Jim plans on retiring in 2019, marking 60 years in the insurance industry, his legacy of integrity, commitment and drive will forever be part of what has made him so successful in business and beyond.