

TOM MAYER - FOUNDER - RAINMAKER

Tom Mayer is an energetic and resourceful professional with more than 25 years' business experience, predominantly with entrepreneurial growth firms.

He has founded five companies including a "Kid for Rent" lawn service he started at age 11. His second endeavor was "White Wolf Maintenance," a cleaning restoration company. In 1991, after graduating from Hamline University, Tom sold the business to his brother, Pat, who still owns White Wolf even today.

Tom then co-founded and grew "Five Star Gourmet Meat Company" into a \$4 million home delivery business with 90 employees. Five Star was featured in publications including Forbes, Success, and Twin Cities Business Monthly.



In 1995, Tom sold his interest in Five Star so that he could attend the University of Minnesota Carlson School of Management and earn his MBA in Marketing and Strategy in 1997. During graduate school, Tom started Superior Foods, Inc. and happily sold frozen foods door to door out of his 1995 Nissan Pathfinder until he entered the employee benefits field in 1999.

Tom founded Direct Benefits, Inc. in June of 2001. Direct Benefits is a managing general agency that specializes in distributing dental, disability, life and vision benefits to over 3500 agents, brokers, consultants and general agents nationwide. Tom and his staff have helped our agents write over 6000 employer groups and thousands of individual clients.

Tom served as the Retention Chair for Region 4 of the National Association of Health Underwriters from 2006-2009. In fact, he won the NAHU's National Recruiter of the Year Award in 2007, 2008 and 2009. His hobbies include backpacking, cooking, dog-sledding, kayaking, mountaineering, rabbit hunting, reading, scuba-diving, traveling, trout-fishing, and tubing with his gas-powered blender. His favorite foods are Nueske's applewood-smoked bacon and oatmeal-raisin cookies.

Tom in the News

[See Tom quoted in Naifa Advisor Today - Sept 09](#)

[HIU Magazine - Sept 05 - Tom with Toothbrush](#)

[Check out HIU-Tom running with the Bulls Article](#)

[MN Insurance Magazine August 08 - Tom Wins NAHU Recruiters of the year...AGAIN!](#)

[Delta Dental of Minnesota - Newsletter Note on Direct Benefits](#)

[MN Insurance Magazine August 07 - Tom Wins NAHU Top Recruiter!](#)

[Check Out Direct Benefits in MN Insurance Magazine](#)

[HIU Magazine - Tom's Membership Article](#)

[MN Insurance Magazine - Direct Benefits Celebrates 10 years](#)