



The Wisconsin Association of Fairs Associate of the Year award is to recognize an outstanding individual WAF associate member. From the beginning, the mission of Spectrum Weather and Specialty Insurance has been to be laser-focused on customer service and to create innovative solutions to the issues that plague those with financial exposure to weather. Robert Holmes has led the way regarding the implementation or design of non-standard weather policies, such as stepped rain coverage, cancellation insurance with rain, and most recently, the development of a heat-index insurance policy. Robert has been a very active associate member of WAF, serving on committees, attending events, and serving as a sponsor.

The Wisconsin Association of Fairs proudly honors Robert Holmes, Spectrum Weather and Specialty Insurance, Inc., with the 2024 Associate of the Year award. Congratulations Robert!

Robert began his career as a meteorologist at the space science and engineering center at UW-Madison where he studied the weather of Antarctica. During that time he made 9 trips there for research and earned awards from the National Science Foundation and the US Navy. He has published several research papers and in 1999 he was honored by the US Geological Survey with the naming of the Antarctic geological feature Holmes Ridge. After 10 years at the University Robert left

Academia and after toying as an agent for a single carrier Robert decided he could provide a better customer experience through his own brokerage. In 2011, he formed Spectrum Weather and Specialty Insurance. Robert is a graduate of the IAFE Institute of Fair Management and has won several awards in the Fair and Insurance industries.