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CRAWFORD & CO
Form 8-K
August 31, 2004

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, DC 20549

FORM 8-K

CURRENT REPORT PURSUANT
TO SECTION 13 OR 15(D) OF THE
SECURITIES EXCHANGE ACT OF 1934

Date of report (Date of earliest event reported) AUGUST 26, 2004

CRAWFORD & COMPANY

(Exact Name of Registrant as Specified in Its Charter)

GEORGIA

(State or Other Jurisdiction of Incorporation)

1-10356

58-0506554

(Commission File Number)

(IRS Employer Identification No.)

5620 GLENRIDGE DRIVE, N.E., ATLANTA, GEORGIA

30342

(Address of Principal Executive Offices)

(Zip Code)

(404) 256-0830

(Registrant's Telephone Number, Including Area Code)

N/A

(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

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Item 5.02 Departure of Directors or Principal Officers; Election of Directors; Appointment of Principal Officers

On August 26, 2004, Crawford & Company (the "Company") issued a press release announcing the appointment of Thomas W. Crawford as Chief Executive Officer effective as of September 1, 2004. Mr. Crawford will also serve as President of the Company. Prior to joining the Company, Mr. Crawford, age 61, served from October 1998 until January 1, 2003, as President of the Retail Distribution division and Senior Vice President of Prudential Insurance Company of America. Following his retirement from Prudential, Mr. Crawford was a private investor. In May 2004 he founded and serves as Chairman of The Bodi Group, a business consulting firm.

Marshall G. Long, who has served as Interim Chief Executive Officer since April 2004, will leave this position effective September 1, 2004.

A copy of the press release is attached hereto as Exhibit 99.1

Item 9.01 Financial Statements and Exhibits

(c) Exhibits

Exhibit No.	Description
99.1	Press Release dated August 26, 2004

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

CRAWFORD & COMPANY

By: /s/ Peter J. Rescigno

Peter J. Rescigno
Vice President - General Counsel &
Corporate Secretary

Dated: August 31, 2004

EXHIBIT INDEX

Number	Description
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99.1	Press Release dated August 26, 2004

