



# March Newsletter

## Celebrations at Ing & McKee

**Let's celebrate these outstanding work anniversaries!**

Cathy Handford - March 2, 2004 - Red Deer - 19 YEARS!

Clayton Dexter - March 1, 2016 - Red Deer - 7 YEARS!

**Birthday shout outs to the following staff!**

Tamara Stuart - March 5- Red Deer

Kristine Manansala - March 5 - Red Deer

Jackie Leighton-Duda - March 6 - Red Deer

Brett Bingham - March 10 - Red Deer

Kim Scriven - March 11 - Red Deer

Maureen Jacobs - March 18 - Red Deer

Ruth Newton - March 18 - Red Deer

Kevin Hallet - March 19 - Blackfalds

Lisa Waskul - March 22 - Red Deer

Sandra Scheyen - March 23 - Red Deer

Amanda Campbell - March 26 - Red Deer

Betty Lou Hanes - March 28 - Red Deer

Clayton Dexter - March 30 - Red Deer

Kaitlyn Ball - March 30 - Blackfalds

**\*\* We love celebrating our staff, and would be remiss if we missed anyone. Please reach out to Rachel [rsnethun@](mailto:rsnethun@ingandmckee)**

**[ingandmckee](mailto:ingandmckee) if you or anyone you know has been missed**

## March updates

- February 28, 2022 was our Go-Live Date on our new Broker Management System EPIC
- March 8, 2023 International Women's Day - It is one of the most frequently celebrated days in which women are acknowledged for who they are. The day celebrates their liberation and progress towards equal rights.
- March 12, 2023 Daylight Saving Time begins.
- March 17, 2023 St Patrick's Day

# Navacord Academy

NAVACORD Academy is inviting you to log in and learn—on our state of the art Learning Management System!

We are asking that everyone joins NAVACORD Academy to find courses, participate in discussion forums, and look for content meaningful to your professional and personal development. Search topics including sales, service, DEI, business skills, and more to find what you're looking for.

[Click here to sign up for the NAVACORD Academy!](#)

## Test your St. Patrick's Day knowledge with this quiz!

Answers are on the next page.

1. What is the connection between the snake and St. Patrick?
2. "Erin Go Bragh" is a phrase heard often on St. Patrick's Day. What does it mean?
3. Why is corned beef associated with St. Patrick's Day?
4. What are leprechauns, and what do they have to do with St. Patrick's Day?
5. Irish lore says that anyone who kisses the blarney stone, located near this town, will be blessed with the "gift of gab." What is the town?

## Google Reviews

### **Amy Sylvester**

I dealt with Eric Moltzhan and it was by far the best customer service I have ever received. I was out of province and needing help with a few things insurance wise. Eric was fast to reply to me and got me exactly what I was looking for (and for a cheaper price)! I was super happy with everything. Hands down recommend!!

### **Dianne Selk**

I've come back to Alberta and back to Terry with ING & McKee. Terry is always great at looking after my insurance needs. I'm glad to be home.

### **Michal**

We had a really great experience with Ayaz. He went above and beyond to help us in a very timely manner. He got us a great offer, answered all our questions and finalized our application within a day. Highly recommend Ayaz.

# March is Customer Service Focus

Customer service is important because it's the direct connection between your customers and your business. It retains customers and extracts more value from them. By providing top-notch customer service, businesses can recoup customer acquisition costs. This helps to cultivate a loyal following that refers new customers, serves as case studies, and provides testimonials and reviews.



Investing in customer service helps activate loyal customers and will help you acquire new customers free of charge by convincing prospects to interact with your brand. Their positive testimonials will be more effective than your current marketing efforts—and cheaper, too.

[Review our customer service article and you will receive a Starbucks gift card valued at \\$5.00.](#)

After you read through the article click the link at the bottom of the article. Once you submit your feedback you will receive a \$5.00 gift card for Starbucks!



*Click the back button in your browser to get back to the newsletter.*

## St. Patrick's Day Quiz Answers

1. Legend has it that St. Patrick stood atop a hillside in Ireland and banished all the snakes from the country. Ireland actually never had any snakes; the story is a metaphor for the eradication of pagan ideology and the triumph of Christianity.
2. "Erin Go Bragh" means "Ireland Forever."
3. Irish immigrants living on the lower East Side of New York substituted cheaper corned beef, which they learned about from their Jewish neighbours, for their traditional meal of Irish bacon.
4. Leprechauns, meaning "small-bodied fellows" have their origins in the Celtic belief in fairies. They were known for their trickery used to protect their treasure, the fabled pot of gold. Walt Disney released a film entitled "Darby O'Gill & the Little People," and leprechauns became both a symbol of Ireland and St. Patrick's Day.
5. The town is Cork.

# Applied University

As many of you know we are currently in the process of changing out our previous Ing & McKee app to a new app (CSR 24 IMI Client Connect) that will be more streamlined with Epic. Applied University has some great video content that can help explain CSR 24 with clarity.

If you do not have access to Applied University contact [rsnethun@ingandmckee.com](mailto:rsnethun@ingandmckee.com) to help you set one up.

[Click for instructions on setting up your clients portal account.](#)

## Insurance News Updates

Below are some valuable resources on insurance news and updates.



[Alberta freezes auto insurance rates for the rest of 2023.](#)

[Homeowner's furnace vent freezes, shutting off heat; issue deemed not a defect.](#)

[Avid snowbird Louis Lamothe was on vacation with his wife in Arizona when he had a serious stroke. Travel insurance and what you need to consider.](#)

[Travellers Insurance Cyber Liability.](#)

[New rules for Alberta drivers.](#)

[Indigo refused to pay ransomware gang](#)

### EMPLOYEE SPOTLIGHT

Employee spotlights are a great way to share employees' stories. Someone who has gone above and beyond for the company and deserves a shout out. If you know someone who deserves to be in the spotlight please email Rachel Snethun at [rsnethun@ingandmckee.com](mailto:rsnethun@ingandmckee.com).

Ideally I would like the nominations in by the middle of the month. Thank you!



# March Spotlight - Levi

**Meet Levi Empringham, broker at Ing & McKee Red Deer.**

We wanted to get to know Levi a little better; how did he become interested in insurance and how did he get his start in the insurance business. One of Levi's favourite things about working at Ing & McKee is the company culture and the beautiful building he and his co-workers are lucky to call home. Levi acquired his level two licence back in January!

## **What do you enjoy most about working at Ing & McKee?**

"I love seeing different risks and operations, I love marketing coverage for a prospect, and I love the relationships I have developed with many of my clients. I also appreciate the variety of the job. You never know what will happen daily; I find that exciting and refreshing."

## **What are you most proud of in your career so far?**

"One aspect of my career that I am very proud of is how much I have grown as an individual over the past seven years. Ing & McKee has given me the tools and resources to be confident in my daily operations."

## **What's one thing people don't know about you that they would be surprised to discover?**

"Something that people seem surprised to hear about me is that I am obsessed with motorcycles, dirt bikes and mountain bikes. I have been building a 1981 Harley Davidson from the frame up for the past few years, and I am hopeful it will be done this spring!"

## **What is the most exciting project you've worked on here?**

"I have been involved in a few projects, one of the most recent being the Chamber of Commerce program with Economical"

## **How has your role evolved over time since you've been here?**

"I was still in college finishing my BBA when I

started with Ing and McKee. While in school, I focused primarily on personal lines, but as soon as I graduated and became full-time here, I started to write commercial business.

## **How did you get started in the industry?**

"I got started in this industry because Jonathan took a chance on me. I would have only been 21 when I started here, and again was on a part-time basis while I finished school. I would have never expected to fall in love with this industry as I did. Now, I can't imagine myself doing anything else. I am forever grateful to Jonathan and the ownership team for the opportunity I was extended."

## **What piece of advice would you give to your younger self?**

"Live like you're going to die tomorrow and continue to learn as if you're going to live forever."

## **How long have you been with the company?**

"This will be my seventh year with Ing & McKee. My start date was October 3, 2016."

## **If you could have any superpower, what would it be?**

"If I could have any superpower, it would be the ability to control time: freeze time, fast forward time, rewind time, all of it."