



January 2021

INSIDE THE ISSUE

Message from the President

What a year! 2020 has been filled with more challenge, stress, perseverance and success than I could have ever imagined. The crisis of Coronavirus impacted our daily lives in so many ways. I hope this letter finds you and your families healthy and safe.

Thank you all for your patience and understanding as we've adjusted to this new reality and worked to continue providing the insurance service you need. Our team did a tremendous job adapting with a rapid shift to remote work and rotating through our offices to keep essential work going. I am extremely proud of their resilience through these challenges.

In August we were able to make a very exciting addition and acquire Taylor-Thomason Insurance Brokers. This transition has been very successful because both our organizations share strong values of service and commitment to our communities. I want to extend a special welcome and thank you to all our new clients.

There has been a lot of change and uncertainty this year but we are still here. If you have any questions, please give us a call. Please stay safe out there and be kind to one another. We are very much looking forward to 2021 and celebrating a new milestone – 125 years of service to our community!

Thank you,
Reid Ekberg
President



Reid Ekberg (above)
And family (below)



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Office Update

Through these challenging times, Pilkey-Hopping & Ekberg is still open to help with all your insurance needs. We will continue to operate with most of our staff working remotely. Team members' office phones forward to them wherever they are working, so the best way to contact us is by using the direct dial number for the team member you are trying to reach. . Direct phone numbers can be found on our website. Go to the *Who We Are* section and select any individual profile from *Our Team* to see their contact info.



NON-PROFIT OF THE QUARTER

Pilkey-Hopping & Ekberg's Non-Profit of the Quarter: Harbor History Museum



HARBOR HISTORY MUSEUM

Pilkey-Hopping & Ekberg is pleased to support Harbor History Museum, the Non-Profit of the Quarter. For every referral we receive this quarter, we'll donate \$5 to this organization.

Membership: A Gift that Gives All Year Long

Looking for something for the person with everything? Here's your answer: An Explorer Membership with the Harbor History Museum!

Membership includes 15% off all Mercantile purchases, special member experiences and events plus NARM privileges that give you reciprocal admittance to thousands of museums in North America and Canada. It's the best deal around!

www.harborhistorymuseum.org/membership



Want to Take it a Step Further? Get a Memorial Brick!

Here's your chance to literally etch your name in stone and add it to the Museum's Memorial Brick Walkways. You can acknowledge a veteran, a friend's accomplishment, or even your favorite skipper or boat. Bricks are \$275 for a 4" x 8" and \$500 for an 8" x 8". Interested? Email

operations@harborhistorymuseum.org for the order form.

Check out the virtual Harbor Mystery Museum site. The stories are interactive, educational and fun! Solve mysteries, see "then and now" photos, learn some cool things, read interesting stories, and meet Hootie the Owl!

www.HarborMysteryMuseum.org



Rate and Review Us!

Thank you to all who have taken the time to complete our customer surveys. It really helps us to know how we are doing. We have a Rate and Review system on our website, www.pheinsurance.com. You can leave your comments there or please feel free to email us at insurance@pheinsurance.com any time with any concerns you have or if you just want to give kudos to one of us.

On behalf of our team, we sincerely thank you for your business and look forward to your feedback.

"I very much appreciate the information and guidance I got from Pam as my spouse and I figure out health care coverage options to plan for spouse's upcoming retirement." Joy L.

"We were recommended to you by a friend. We have passed on the recommendations as we have always received the best of advice and care." Jan L.

CUSTOMER FEEDBACK



Pilkey-Hopping & Ekberg Inc. Acquires Taylor-Thomason Insurance Brokers

Two long time family owned brokerages come together

(from the July 9, 2020 press release)

Tacoma, WA – Pilkey Hopping & Ekberg Insurance Brokers announced today it will acquire Taylor Thomason Insurance Brokers in a deal set to close August 1st. Both firms have been providing insurance services to Tacoma and the South Sound for multiple generations.

Tom Taylor, Sr. founded Taylor-Thomason Insurance Brokers out of his Proctor area home in 1937. His son, Tom Taylor, Jr. built the firm to the respected group it is today through over five decades of service.

Frank Ekberg started what would become Pilkey Hopping & Ekberg out of a Pacific Avenue storefront in 1896. Today, with 124 years in business, the firm is still family run with Franks great-grandson at the helm. “We are extremely honored to welcome all the Taylor-Thomason staff and clients into the PHE family and proud to continue their great legacy in the community,” said Reid Ekberg, President of Pilkey Hopping & Ekberg.

Both firms share a commitment to providing service with integrity and supporting the communities they serve. The acquisition will bring strength, continuity and continued dedication to their clients. Their insurance services include all lines of personal insurance, business insurance, life, health and employee benefits.



A Little History of Pilkey-Hopping & Ekberg

Frank Ekberg (pictured right) left Sweden in the late 1800's with less than \$10 in his pocket. He crossed the Atlantic, landed in New York Harbor and eventually made his way to Tacoma, WA where, in 1896, he founded what is now known as Pilkey-Hopping & Ekberg Insurance. He endured his fair share of hardship and tragedy but ultimately persevered.

Frank passed the business on to his son, David. David's son Steve began working with his father in the early '70s and took over in the 80's. He continued to build on strong community partnerships, serving the Pacific Northwest with integrity just as his father and grandfather had done.

In 2008, Steve's son Reid decided to join his dad at the agency and officially took over as President in 2016, becoming the 4th generation Ekberg to do so.

We are looking forward to celebrating Frank, his legacy, and the rest of the PHE family for our 125th anniversary in 2021!!



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**We'd love to hear about
your community
involvement!**

If you'd like to be featured as
one of our clients of the month,
please contact our newsletter
editor, Dayle Conrad at
dayle@pheinsurance.com



Your referrals mean the world to us.

We work hard to earn each referral with great service every day. Our "Spread the Word" program is our way to say thank you for all the referrals you've trusted us with for years.

Refer someone to Pilkey-Hopping & Ekberg Insurance and get something back!

What qualifies as a referral? A referral is when we get a call for a quote from someone saying you referred them to us.

For every referral, you get:

- A \$5 Starbucks gift card!
- We also match this with a gift to a non-profit of the quarter. This quarter, the recipient is Harbor History Museum..

That's it! The person you refer is under no obligation to purchase a policy from us. Give it a try! We appreciate your trust in us.

REFERRAL PROGRAM