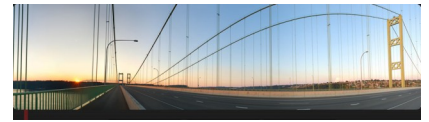


Pilkey Hopping & Ekberg, Inc.

Insurance Brokers Since 1896

2102 N. Pearl Street, Ste. 102
Tacoma, WA 98406
253-756-2000



www.pheinsurance.com

December 2011

Calendar of Local Events

Now—January 1

Zoolights

Point Defiance Zoo
www.pdza.org

December 31

First Night Tacoma

Downtown Tacoma
Theater District
6:30pm until Midnight
www.firstnighttacoma.org

Now—January 22

The Holmaas Collection at the Harbor History Museum

www.harborhistorymuseum.org
253-858-6722

December 26—January 1

Model Train Festival

Washington State History Museum
10am—5pm
1911 Pacific Avenue
253-272-3500

January 7

Fox Island Market

Nichols Community Center
www.foxislandmarket.com

Getting to Know...

John Shouse joined Pilkey-Hopping & Ekberg in 2003 when his own agency, Jack Shouse Insurance, merged with the firm. He brought 24 years of personal lines sales and service experience with him and became the manager of our personal lines department. In addition to managing the department, he is active in selling new business for the agency. Before his insurance career, John worked as an architectural draftsman. In 1979, the market took a turn for the worse and John went to work for his dad, Jack, at his agency.

Though John was born in Missouri, his family moved to Washington State in 1958 and he attended public schools in the Lakewood area. John has been active over the years in outdoor activities including golfing,

hunting, bicycling, hiking, backpacking and mountain climbing. He and his buddies still do an annual hike on the Pinnacle Peak Trail to reflect on friends who have passed away. These days his main passion out of the office is riding around the country on his motorcycle.

John resides in Lakewood and keeps his motorcycle ready to hit the road at a moment's notice.



John Shouse

Inside:

Getting to Know...
Stay in Touch

TRCVB
Where in the World
Life & Health Dept
Magic Season

Winter Storms Ahead
Personal Lines Dept

Referral Program
Commercial Lines Dept

Stay in Touch!

As your insurance partner, we want to make sure we can contact you and your family in the event of an emergency. In addition to your home address and landline, we'd like to have your e-mail addresses and cell phone numbers on file. You can update your records by calling

253-756-2000 or emailing
insurance@pheinsurance.com

DON'T MISS OUT!



Visit us on
Facebook

Tacoma Regional Convention + Visitor Bureau

December 2011

The Tacoma Regional Convention + Visitor Bureau [TRCVB] is the official destination marketing organization for Pierce County.

The TRCVB's purpose is to execute initiatives that deliver tourism to Pierce County. The tourism industry is a significant driver of Pierce County's economic development. It generates more than 11,000 jobs, delivers nearly \$1 billion in direct spending to the region and enhances the quality of life for local residents through tax revenues paid by visitors as well as shared amenities. This non-profit organization is funded by hotel/motel lodging taxes and assessments and membership dues.

As Washington's fourth largest export industry, tourism generates revenues from outside our region, bringing new money to the area. The community depends on tourism to build a stronger economy. The TRCVB increases visitor expenditures and overnight stays through strategic sales, marketing and services to customers, members and communities. The TRCVB promotes and packages the destination to attract and meet the needs of meetings and conventions, group tours, special interest groups and the leisure traveler.

Tourism Matters.
Visit TravelTacoma.com and WhyTourismMatters.com.

Be a Tourist in Your Own Back Yard

- Check out local travel packages
- Explore more than 100 things to do in your own back yard
- Take advantage of special travel deals and coupons

Where in the World?

Why is Steve Ekberg so happy? And what is he doing with the Brooklyn Bridge? Steve and his wife, Marion, took a trip to New Jersey for the wedding of their son, Reid, to Carrienne and then took a side trip to New York. The newlywed Ekberg's reside in Gig Harbor. Congratulations to the Ekberg family!



Steve Ekberg and the Brooklyn Bridge

One of our beloved founders, Frank Ekberg (known to us as Grandpa Ekberg), is following us on our get-aways. Can you spot him in Steve's picture?

Your Life, Health, & Employee Benefits Department

Life & Health Manager: Gayle Holcom, CLU, ChFC
253-284-9353

Administration Manager: Pam Starkey 253-284-9352

Sales & Marketing: Laci Moyer, RHU 253-284-9342

Marketing Analyst: Sean Gregory 253-284-9349

Laci and Sean hit the ice

The Bellevue Magic Season Ice Arena came alive when Laci Moyer and Sean Gregory arrived! They attended a special producer appreciation event sponsored by Group Health Cooperative earlier this month. Rumors say they managed to stay on their feet, but one of them hugged the walls! Just saying....

For more information on the ice arena visit www.magicseason.com



Sean and Laci

Winter Storms Ahead: Are You Ready?

We admit it: As insurance pros, our picture of winter isn't exactly cozy. Winter storms mean traffic snarls, hillsides turning to sheets of ice, and cars sliding around like hockey pucks. Cold temperatures can cause pipes to burst, frost swells and other damage. Heating your home with fireplaces and holiday lighting can increase the risk of fire.

A picture-perfect winter requires a few precautions

Here are a few of our top tips to help reduce weather-related hassles this winter.

- Winter-proof your car with good snow tires or chains, new wiper blades, antifreeze, and emergency road supplies.
- Keep your gutters and downspouts clean to prevent water damage.
- Do not overload circuits with holiday decorations.

When winter storms hit, be smart

If you do not have to drive, stay put. If you must drive, make sure you've winterized your car and have a full tank of gas.

When the air is cold, keep bath and kitchen cabinet doors open so warm air can circulate around pipes. If pipes do freeze, let them thaw normally—they'll be less likely to burst.

And if the power is out, make sure you avoid leaving candles or fires burning unattended. If you use a portable generator, follow the instructions and do not use it indoors.

Know what your insurance covers

We want to help you rest easy. You will be more relaxed when you know you have prepared your property to lessen the chance of winter storm damage. Your insurance policy covers repair or rebuilding costs. However, your deductible does apply. Check your policy to see what is covered and to confirm the deductible you have chosen.

If you have any questions at all about your coverage, call your customer service agent below and we will help you review your options.

Your Personal Lines Department

- Personal Auto Homeowners Renters Recreational Vehicles Personal Umbrella

Customer Last names starting with A– K call: Beverly Williams 253-284-9348

Customer Last names starting with L–Z call: Sabrina Warmack 253-284-9347

Personal Lines Manager and New Business call: John Shouse 253-284-9346

New Business call: Jamie Williams 253-284-9351



REMINDER:

*let us know about any updates you have done to your home
to make sure it is insured to value and
to make sure you are receiving all the eligible credits*

The Pilkey-Hopping & Ekberg Referral Program



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! For every referral, you get:

- A \$5 Starbucks Gift Card! What qualifies as a referral? A referral is when we get a call for a quote from someone saying you referred them to us.

- We also match this with a gift to our charity of the quarter. This quarter the recipient is the YMCA organization.

There’s more! You will also be entered into our quarterly and annual drawings for prizes.

- Each quarter we draw for a \$50 restaurant card from everyone who referred someone to us that quarter. We’ll announce who won in our monthly newsletter, which we send by alternating email and paper copies.

- For our annual drawing, each referral you’ve given through the year equals one entry for our drawing in December for a chance to win a \$250 Visa gift card. That’s it. The person you refer doesn’t have to purchase a policy from us if we’re not competitive for your referral to count. Give it a try!

Your Commercial Lines Department

- Commercial Building Contractors Professional Business Business Auto

Commercial Lines Manager: Donna Haynes, CPCU 253-284-9354

Customer Service Agents:

Shawn McClain 253-284-9356

Reid Ekberg 253-284-9343

Staci Swain 253-284-9358

