

**Pilkey
Hopping &
Ekberg, Inc.**

Insurance Brokers Since 1896

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



www.pheinsurance.com

November 2011

**Calendar of
Local Events**

November 24
Gig Harbor annual *Turkey Trot*
www.drtholmes.com

December 3
Tree Lighting event at Skansie Brothers Park
www.gigharborguide.com

December 3-4
Mary Bridge Children's Hospital *Festival of Trees* at the Tacoma Convention & Trade Center
253-403-3095

December 10
Gig Harbor Lighted Boat Parade
www.gigharboryc.com

Toys for Tots
Various locations
www.toysfortots.org

If you know of an upcoming event that you would like listed, please let us know!

Meet a Vice-President

For the past 27 years Gayle Holcom has been the manager of the Life & Health Department at Pilkey-Hopping & Ekberg. She has seen many changes over the years! Since there will be so many changes coming up, Gayle and her department (Pam, Laci, and Sean) have held seminars here at the office on Healthcare Reform and Senior Planning Issues. They have a great way of taking all those fuzzy details and making them crystal clear. Stay tuned for more informational meetings.

Life outside of the office has seen Gayle involved professionally with several organizations locally. She is currently serving on a national committee for the Society of Financial Service Professionals. Also, the Junior Achievement Class at a local middle school reaps the benefits of her teaching for the past 15 years.

Where does one busy lady go to relax and

unwind — the Hood Canal just outside of Tahuya with her husband Chuck of 38 years, of course. For a getaway vacation spot, Gayle loves Maui! One of her most memorable trips was renting a villa in Tuscany with extended family. Gayle also loves spending time with her three grandchildren ages 2, 5, and 8.

Cooking, glass art, and vegetable gardening are the hobbies Gayle enjoys.



**Gayle Holcom
with her husband, Chuck**

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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

- Do we have your email address? Next month's newsletter will be sent *via email only.*
- Did you receive the October newsletter via email?

DON'T MISS OUT!



Uninsured Motorist Levels Are on the Rise

There's another unfortunate side of the economic downturn that impacts every driver on the road: The number of underinsured motorists is expected to rise.

According to a recent study from Insurance Research Council, about one in six drivers across the United States may be driving uninsured by 2012. This means responsible drivers who purchase insurance may end up paying for injuries caused by uninsured drivers.

If you haven't reviewed your liability coverage in the last two years, now is a good time to revisit your auto coverage to ensure you avoid extra costs after an accident. We're happy to help – and we can often increase your coverages without a significant increase in premium. Just call our office 253-756-2000 and we will be happy to help you or e-mail insurance@pheinsurance.com.



Did you know --
Operating a vehicle without the required coverage is a traffic infraction punishable by a fine of at least \$450.



Dayle Conrad with her husband, Shane

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 Dayle's picture?

Where in the World?

Oregon has some of the most beautiful beaches in the world! At least that's what office manager Dayle Conrad says. She came to that conclusion after spending a week at Seaside, OR this summer. "We toured the coast from Seaside down to Tillamook, stopping along the way to check out a lot of the beaches. Did you know the Tillamook cheese factory has "squeaky cheese"? Cape Meares was very interesting with the rock formations out in the surf. Unfortunately

the fog rolled in that day so we couldn't experience all the beauty. I need to go back to see what it looks like on a nice sunny day!" It was fun climbing through the hole-in-the-wall to get to the agate beach.

Seaside is a really fun tourist town with a nice white sandy beach and plenty of warm sun! They even have swing sets on the beach. "Our daughter and 2-year old granddaughter came down for a few days. Our granddaughter loved the

bumper cars, so we rode on them every day!"

There is a lot of Lewis & Clark history in Seaside, where the famous adventurous trail ends. Running a mile and a half along the beach is the historic Promenade providing tourists and local residents a place to walk, jog, or bicycle while viewing the beach.

Seaside is a great place to play and relax.

Sean hits the street with Teamocil

Sean Gregory, an employee in our Life & Health Department, participated in the 25th anniversary Seattle AIDS Walk in late September. His team, "Teamocil", consisted of 22 people and with the help of their friends, families, and colleagues, the members of Teamocil were able to raise more than \$4,800 for the Lifelong AIDS Alliance .

An estimated 3,000 people ran or walked in the annual fundraiser for Seattle-based Lifelong AIDS Alliance, raising more than \$300,000 to help provide continuing support for those living with HIV/AIDS. In King County, about 6,700 people are infected with the disease and more than 300 new cases are added each year.



Sean Gregory (center) with two of his teammates

PILKEY-HOPPING & EKBERG, INC.

PRIVACY POLICY NOTICE

NOVEMBER 2011

We take very seriously our obligation to protect the personal information you share with us regarding your insurance needs. The following Privacy Policy outlines just how we do this.

- Information we collect about you to conduct our business:

We collect nonpublic personal information about you to serve your insurance needs. "Nonpublic personal information" is nonpublic information about you that is personally identifiable and that we obtain in connection with providing you insurance products and services. We collect this information about you from the following sources:

--Information we receive from you on applications or other forms

--Information about your transactions with us, or others

--Information we receive from consumer reporting agencies

--Information from other sources

- Information we may disclose about you:

Aside from sharing your nonpublic personal information on a confidential basis only with authorized employees and third parties whose services are required to provide you with your requested insurance products, we do not disclose any nonpublic personal information about our customers or former customers to anyone, except as permitted by law. We do not sell your nonpublic personal information to anyone.

- Information Confidentiality and Security:

We restrict access to nonpublic personal information about you to those employees who need to know that information in order to provide products or services to you. We maintain physical, electronic and procedural safeguards that comply with federal regulation to guard your nonpublic personal information.

- Additional Information:

We reserve the right to change our Privacy Policy as permitted by law. We, of course, will inform you in advance of any change. If you cease to be our customer, our Privacy Policy, as amended from time to time, will continue to apply to the extent that we retain information about you that we collected while you were our customer.

We will gather nonpublic personal information about you only in the interest of conducting our business operations. We're committed to the careful handling of your personal information. If you have any questions about our Privacy Policy, please write us at the address below.

Pilkey-Hopping & Ekberg, Inc.
Attn: Privacy Policy
2102 North Pearl St., Suite #102
Tacoma, WA 98406

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!

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