



PROFILE

At one time she thought about becoming a doctor. That was when she was an X-ray technician. But times changed and today Lori King is a successful Winnipeg broker about to become an owner in the agency founded by her father.

King is currently GM of Turnbull Whitaker Insurance, a medium-sized brokerage founded almost 50 years ago by her dad, Ray Turnbull. He set up the agency as Ray Turnbull Ltd. in 1962 after working for St. Paul Fire and Marine Insurance in Winnipeg. Some readers might know Turnbull from his other career in front of the cameras. He served as a curling analyst for TSN for 25 years, a role he performed for the network almost from the day it started. He retired from that job just recently.

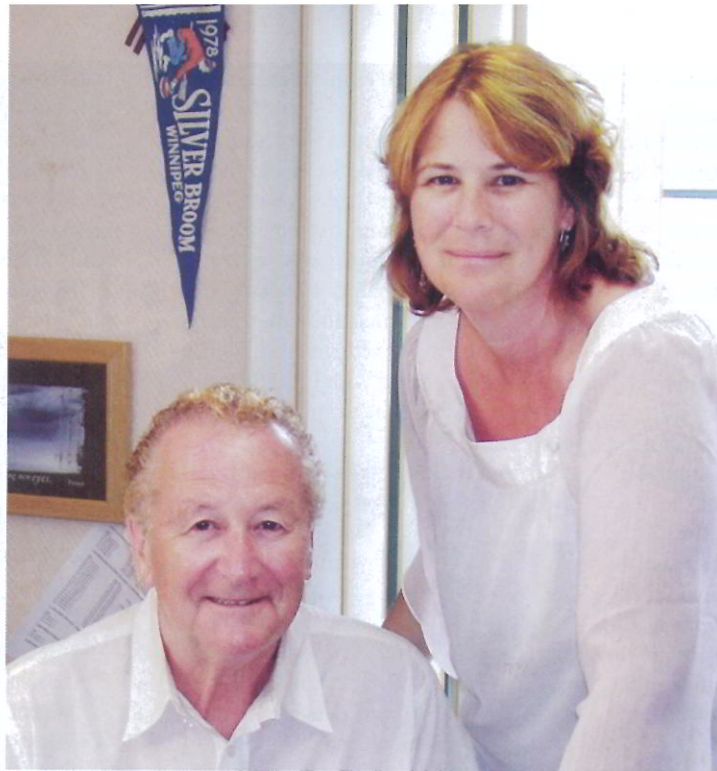
At the end of the year King will have the opportunity to purchase the shares of Bob Whitaker, Turnbull's partner in the brokerage, who's retiring after 25 years. At 70, Turnbull plans to stay on for a few more years.

"I grew up working here, pretty much from the time I was 14," King says. "I moved up slowly through the ranks, working when everybody used to renew their Autopac at the same time. I used to get time off from school. That was probably my motivation back then."



Enoch

After graduating from Winnipeg's Kelvin High School, King attended the University of Manitoba for two and a half years. She then switched to Red River Community College in Winnipeg for another two years, training to be an X-ray tech. She subsequently worked at the city's St. Boniface General Hospital for eight years.



THINGS HAPPEN

Winnipeg's Lori King grew up working at the family brokerage. Like a lot of young people, though, she wanted to do something on her own. She did, too – became an X-ray tech, even considered med school. But, as King puts it, things happen. Fate led her back to the family brokerage, which she has managed since 1997, and where she is about to assume an ownership role. **By Ron Shorvoyce**

"I needed to do something on my own, not just work in the family business," King, 45, says. "I was interested in the medical area and thought I might go to med school. But things happen, and in 1992 I got married. I had my first son in 1993."

King didn't want to work full time any more, so in 1995 she quit her permanent job to take a casual position with the hospital and a part-time job with the brokerage. In 1997 she began managing the agency.

King couldn't be happier with the way things turned out.

"Over the last 10 years I've had incredible input and flexibility. The brokerage has been very good to me. I live a block and a half away from work, so I go home for lunch with my children."

Close friend Carol Enoch is a supervisor of commercial lines with Aviva in Winnipeg. Their friendship goes back

Soon-to-be new brokerage partners Lori King and father Ray Turnbull, who founded the business in 1962.

14 years. King and Enoch regularly meet for lunch and have similar interests.

"We're friends outside of work," says Enoch. "Lori is probably the most honest person I know. She'll tell you what you need to know and gets you the information you need as an underwriter. I'm sure she takes the same approach with insureds. She's just a decent person to deal with."

Another friend, Tracy Riley, manager of property products for Wawanesa in Winnipeg, used to work at Turnbull Whitaker.

"Lori is level-headed and never gets flustered even though she's extremely busy with her work and family," said Riley. "She has three boys and the family is very involved in sports. She's very competent and really seems to know what she wants out of life."

In addition to her management duties, King handles commercial lines for Turnbull Whitaker, which has two offices and annual premium volume on the general insurance side of about \$3 million. It also

does well with Autopac, the provincial auto insurance. The brokerage employs 16 people, including the two owners.

"We've got quite a mature staff; some of them have been here more than a dozen years. It's really consistent. We don't have a turnover. We've been super



Riley

lucky with our staff and we count our blessings every day. We pride ourselves in taking care of their needs and paying them appropriately."

King says she loves working with the public but that she's not a "born salesman." She leaves that role to her father. Instead she works with people to explain the products and help them.

"Insurance is a product people need; I



The Corydon Avenue headquarters of Turnbull Whitaker Insurance.

don't push it. But I try to give clients the best advice as to their requirements and sell them the best thing that they need. That's how I look at it. I don't want to give them something they don't need."

King says brokers are advocates for people. If they run into problems, "we encourage them to come down and talk to us and in turn we talk to the adjusters if there's a problem with a claim."

A director with the Insurance Brokers Association of Manitoba, King says she got involved to stay in touch with other brokers and because she thought her people skills and ability to solve problems might be helpful. This is her third year on the IBAM board. iw

VITAL STATS

- King and her husband Allan, a computer systems architect with Great West Life, have three children – Lucas, 17; Myles, 14; and Noah, 11.
- She loves all genres of music but is partial to old rock 'n' roll and the blues. She's been to live concerts by the Rolling Stones, one of her favourite groups. "I'm a huge fan." She's also been to performances by Bruce Springsteen and David Bowie.
- She enjoys downhill and cross-country skiing, curling, hiking, mountain biking and running.
- This year the Kings, together with two other couples, went sailing around the British Virgin Islands. "We had a boat and a captain. We were the crew. We



Spotlight on The People **MARC BOYD**

SENIOR BUSINESS DEVELOPMENT ANALYST, VANCOUVER

B.C. born and raised, Marc grew up in West Vancouver and attended Sentinel Secondary School. With his father a prominent insurance brokerage owner (Turner Meakin & Boyd Insurance) and older brother Alex now a Calgary insurance professional, one would have thought insurance was a natural when his educational pursuits were behind him. That was not to be the case, however.

After graduating with a philosophy degree from the University of Victoria, Marc headed east, and we don't mean Toronto. Two years of travelling in South East Asia, the Middle East and India not only found him a wife (Eui Jeong) but also honed his linguistic skills and landed him a job teaching English in Korea.

He returned to Canada and in 1999 signed on with AXA's IT department which was ramping up for Y2K. In 2001, after successfully completing his Microsoft Certification (MCSE), he became a Network Administrator, and the individual primarily responsible for evolving AXA's highly successful Personal Lines Portal initiative. In this position, Marc travelled extensively around B.C. and Alberta, which allowed him to forge many longstanding broker relationships. Today, as Senior Business Development Analyst, Marc is responsible for coordinating AXA's Portal training and support activities along with the development of new Portal enhancements.

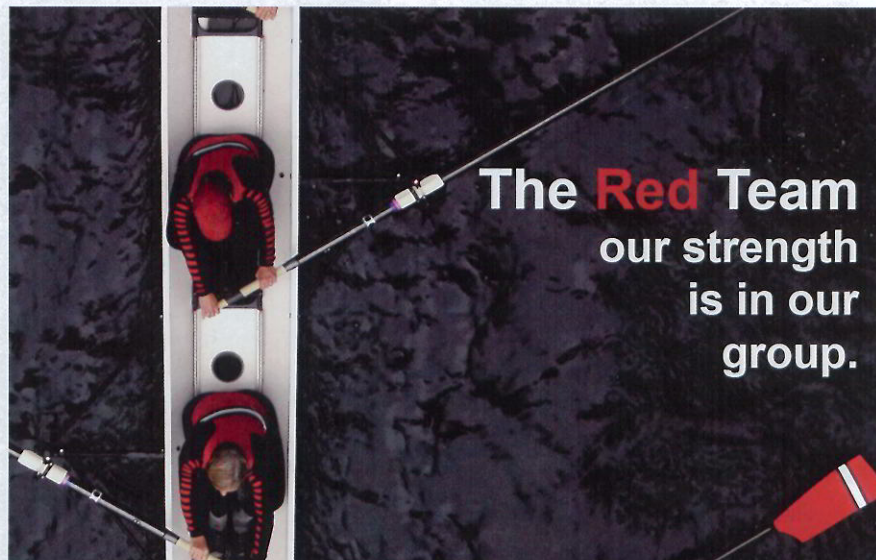
Two childhood interests that still very much play a big part in his life are woodworking and guitar playing. He performed in many bands through his high school and university years, and today plays guitar for AXAnation, which performs at industry fundraisers. And in the ultimate blending of one's interests, Marc produces a line of handmade guitars under the "Smoking Crow Guitars" label, which specializes in guitars crafted from environmentally sustainable woods.

An avid traveler and sports trivia fan, he proudly speaks of the time he won Canucks season's tickets by correctly matching all 30 of the Canucks' greatest players as identified by local sports writers.

Marc brings a unique blend of skills to AXA brokers and is committed to keeping them ahead of the curve when it comes to their technology needs.



redefining / standards



The **Red Team**
our strength
is in our
group.