

THE EXCALIBUR CLUB

FEBRUARY 2017 EDITION • BI-MONTHLY NEWSLETTER

1 (800) 361-1072 • WWW.EIGROUP.CA

INSPIRATION FOR 2017

“DIG DEEPER. TRY HARDER.”

We believe any goal that pushes you to do something different is likely to encounter roadblocks along the way. The same holds true for businesses driven to improve their customer experience – or a group of people committed to making a difference in their community.

Our motto when things get a bit tough and uncomfortable?

“Dig Deeper. Try Harder.”

In our experience, you’ll be astonishingly glad you did.

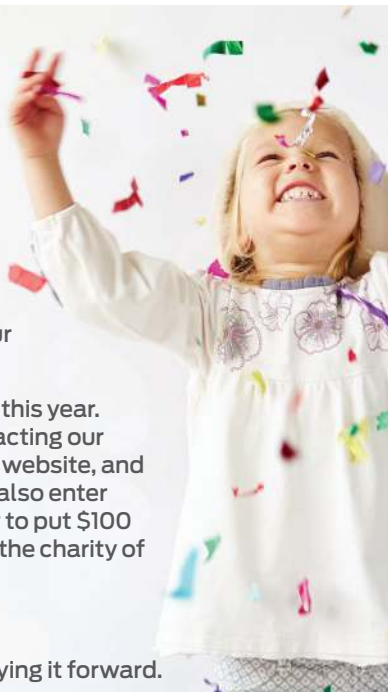
2017 Referral Program GIVES BACK TO Community

This year we changed things up and made our monthly referral contest even better!

We have added an additional \$1200 in prizes this year. Refer a friend to Excalibur Insurance by contacting our office or by filling out the referral form on our website, and in addition to a free pizza or gift card, we will also enter you in a monthly draw that allows the winner to put \$100 in their pocket – while also donating \$100 to the charity of their choice!

Win \$100. Give \$100.

This way, together, we help 12 charities by paying it forward.



Did you know?

The Apollo Astronauts, unable to qualify for life insurance and not insured by NASA, resorted to ‘insurance autographs’, signing just before launch in the expectation that the value would skyrocket in the event of their deaths.

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Volunteers Make a Difference

Excalibur Launches **Defender Difference** Program

In 2017 we launched our **Defenders Difference Program** to help our team do even more when it comes to giving back.

“We’ve always believed going above and beyond to help others is the pinnacle of any great business. Our Defender Difference Program is a living example of that belief in action”, explains Paul Wettlaufer.

The new program allows Excalibur Employees to apply for time off and funding for a volunteer initiative that they feel passionate about.

An excited Una Roy also echoes Paul’s thoughts with these words; “volunteering is a natural extension of our commitment to think differently and make someone’s day. Doing the right thing, having each other’s back and helping people lies at the heart of our culture – it serves as the foundation for every client and community relationship we have.”

NON NEGOTIABLES Excalibur WOWS CROWD in Orlando

On January 28, 2017 our very own Jeff Roy was invited to speak at the IAOPA (**Insurance Agency Owners Alliance**) Conference in Orlando, Florida. From the real-time feedback on twitter and facebook, he hit a homerun.

What does an Insurance Broker from Huron County have to share with top agents throughout the United States you may ask?

Apparently a treasure chest of ideas when it comes to creating a WOW experience for customers.

As a part of Jeff’s team, we were as proud to see him onstage - as he was honoured to be there. Just goes to show you, rural Ontario and Huron County can compete with anyone on the planet when it comes to being on top of their game!



Did you know?

The iconic
Kiss rocker
Gene Simmons is
known for his hard
rock tunes and his
super long tongue
which is reportedly
insured for \$1 Million.



AIDEN Welcomed with **Open Arms**

I'm a big proponent of Crawl, Walk, Run. – Jeff Roy

If someone visits Excalibur's website over lunch, AIDEN's there.

If someone visits Excalibur's website on a Saturday, AIDEN's there.

If someone visits Excalibur's website at 2am, AIDEN's there.

Sure, AIDEN isn't perfect - there are things she can't do, but everyday she's learning.

Artificial intelligence is not meant to replace people; it's meant to serve in ways that people can't. AIDEN is one of the first online digital navigators in the world of insurance, and Excalibur took the leap of faith to figure it out.

Why? Because customers shouldn't have to wait when they need help.

You can meet AIDEN and ask her a question on our website's homepage - at eigroup.ca

Cathi Cullen **Champions Hope** in El Salvador

We want to give a **STANDING OVATION** to Cathi Cullen, our very first Excalibur team member to help others through our **Defender Difference Program**. Excalibur supported Cathi's volunteer efforts in El Salvador by providing time off and funds to help with a project that is extremely close to her heart.

In February Cathi traveled to El Salvador to help build homes through an organization called Shelter Canada. She learned first-hand, during a previous trip to the country with a team from Huron Chapel in Auburn in 2009 - that being part of a team focused on helping others reminds you what's really important in life.



"Helping people isn't about material things, says Cathi, "it's about making meaningful connections and experiencing the intangible rewards of making someone's day."

In many ways – it's no different from the way she helps her teammates and insurance clients on a daily basis.

We look forward to sharing more about Cathi's Defender Difference experience in the upcoming weeks!



Community Spotlight

Huron County Animal Centre

In every edition of our newsletter we'll be shining the light on various non-profits in Huron County as a way to create greater awareness for the important work being done to champion people, and organizations who help others (including animals).

This month we touched base with Amber Ogle, the Coordinator of the Huron County Animal Centre (SPCA).

We learned that the SPCA covers a lot of ground, both geographically and in terms of services offered, and relies primarily on the generosity of its supporters to do so. Some funding is received from the provincial government for cruelty investigations, but all other programs and services, including animal care and education, are primarily funded by donations. We also learned the obvious - that the

love of animals fuels the passion to do whatever it takes.

If interested, there are a number of ways you can get involved. You can volunteer your time, you can give a virtual gift through Paws & Give, the Ontario SPCA's virtual gift giving catalogue; where you can donate items from their wish list - which is found on every animal centre's website.

Speaking on behalf of her team, Amber shared her appreciation for everyone who takes the time to help animals.

"I want people to know how grateful we are for the community's support, which allows us to continue the work we do. We hope they appreciate that changing the lives of animals is a big job, but we accomplish so much when we work together".

Amber Ogle – Centre Coordinator



Apartment hunting?

Cover your **A\$\$ets**.

RENTERS INSURANCE



Did you know?

Starbucks pays more for employee health insurance than it pays for coffee.





Victor Pearson
**\$100 Referral
 Program Winner**



Taking a Vacation?

Set yourself up to enjoy some real peace of mind. From health and travel insurance, to rental car collision and liability coverage, our Excalibur experts know how to protect you from the unexpected.

To enjoy a worry-free vacation call us today 1-800-361-1072

Home Reno Value **Boosters**

Whether you're thinking about selling or just want to update your home – the following renovations are proven to add bottom line value.

1

Kitchen Updates

It's the one room in your home that brings everyone together.

2

Increase Living space

Finishing a basement or building an addition will add practical square footage to your home.

3

Bathroom Updates

Simply giving the room a coat of paint or changing fixtures and cabinet handles can instantly breathe new life into a tired bathroom.

4

Flooring Updates

Hardwood and ceramic flooring can make your home even more appealing to prospective buyers.

5

Outdoor Projects

Landscaping touches and patio updates are all great ways to add curb appeal.

Last but not least, remember to let your insurance broker know about any renovations you're planning to do (no matter how minor or major) to ensure your investment is properly covered.

Refer a Friend

Tell a friend about Excalibur Insurance Protection and receive a special **THANK-YOU GIFT** from us...and be entered for a **CHANCE TO WIN AWESOME PRIZES.**



For each referral you receive a Tim's Card or a New Orleans Pizza.



Your name is entered in our **MONTHLY DRAW** for a chance to:

WIN \$100 (in your pocket), and **GIVE \$100** (to your favourite charity).



Your name will be entered to win our quarterly prize - a **Big Screen TV.**