



# Donnell Insurance Brokers: We Care

# Donnell



By: Heather Nahatchewitz, OIMP Marketing and Communications Director

Since inception in 1983, Donnell Insurance has built a solid foundation of clients who believe in the undeniable merits of dedicated service, and who appreciate the distinct benefits associated with the kind of trusted, one-on-one relationships that have become the company's signature trademark.

What started as a small family company, Donnell has grown into a privately-owned corporation, serving mainly the Ontario market, but also licensed in five other provinces.

They are known in the industry as leaders in manufacturing and wholesale markets with

*"Supporting the OIMP is important as the small to mid-sized food companies need a strong voice and a competitive advantage. It is in all of our best interests that this industry thrives."*

- Peter Donnell

new programs have included nursing homes, day cares, private schools and golf courses.

When asked about Donnell's focus for 2016, Peter Donnell, commercial lines executive, responded, "Continual awareness of options and technology that are changing the insurance landscape. There are many opportunities to look at insurance from different angles like risk sharing within a group of similar individuals or companies."

Peter went on to say, "We see many opportunities to grow and diversify our business. Investment in technology will allow us to capitalize on the changing consumer landscape, entice younger talent to enter the business and implement new ideas for the future."

And what does the future look like? "I think it will for sure be paperless, and all done via

apps and emails. This will allow the consumer to have 24 hour access to policies, premiums, claims, endorsements, etc."

Seventeen employees strong, Peter is proud to have a fun upbeat office staff. The social committee keeps it light with golf days, pizza lunches, Blue Jay games and other group activities. Perhaps a by-product of Peter's personal philosophy to "have fun at what you are doing and then it will never seem like work".

This is not to suggest Donnell's doesn't keep their eye on the ball. "We need to keep changing and stay ahead of the curve. This is an industry that rewards innovative, progressive thinking," says Peter.

How does Donnell maintain client trust and foster long-term relationships? Peter responds, "By always acknowledging the company isn't paying the employee's salaries. The customer is."

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