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**New Manitoba brokers association
president follows in footsteps of
father and grandfather**

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He grew up with insurance talk around the kitchen table.

Now Wade Garriock, 32, is the third generation of his family to be president of the Insurance Brokers Association of Manitoba.

And, with brother Ryan, the third generation to run 58-year-old three-branch Garriock Insurance in Winnipeg.

A former chairman and founder of the province's Young Brokers Network, he is making recruitment a priority.

He and his brother started working on the succession plan at about the same time they helped launch the network, recognizing even then the importance of getting their peers thinking about a career in insurance.

"Insurance isn't always top of the mind when you're looking at choosing a career. It's important that we really strongly encourage university and college students to at least give it a try.

"There's a lot of people out there, potential insurance brokers, that we perhaps lose to other industries, maybe (through a lack of) education and showing them what they can actually do in the business.

"It's a good business, it's good people and you create some relationships that you can have for a very long time."

Practising what it preaches, the association has named two current YBN members to its board, including vice-president Pamela Gilroy-Rajotte.

