



MIG workplace fosters family values

'Being in rural offices reminds us what's important in life'

By Peter Carlyle-Gordge

Julie Notley-Guevarra, Chief Financial Officer of MIG Insurance Group Ltd., is over the moon about her company's placement on the list of Manitoba's Top 25 Employers.

For one thing, MIG Insurance Group Ltd. was only set up 14 years ago. For another, it has its head office in Portage la Prairie, so it's one of only two non-Winnipeg-based companies on the 2010 Top 25 list. MIG has branches in Winnipeg but is headquartered in Portage.

"This is great news and I'm excited, pumped, delighted," Ms. Notley-Guevarra says. "We have four rural locations as well as five in Winnipeg, so this proves a company can operate successfully outside big city limits.

"We have found the perfect balance geographically and in terms of business and family values."

With 50 employees, the company has a simple mission statement: "To serve our customers with quality insurance products and services through a network of brokerages providing professional, independent advice."

As independent insurance brokers, looking after client interests is the firm's most important function. By representing most major insurance companies, it finds the products that best fit individual requirements. Strong working relationships with company partners work well in being able to secure the best possible coverage at competitive rates.

The Top Employer award means MIG was selected from applicants to a national Top 100 Employers competition. To develop this year's list, its compiler, MediCorp, examined the recruitment histories of more than 75,000 employers across Canada. It then invited 16,000 of the fastest-growing employers to apply, as well as another 8,000 that they wanted to examine more closely.

Richard Yerema of MediCorp says he's especially pleased to see an employer from a smaller community like Portage la Prairie get on the list. He is familiar with prairie roots and the Portage listing delighted him.

MIG won a place as a Top Employer because it offers many workplace advantages. For example, it rewards employees with a financial bonus (up to \$1,000) when they refer someone who is successfully hired by the company. It also helps employees save for retirement with a matching RRSP plan and supports a variety of alternative work options, including flexible hours, telecommuting, reduced hours during the summer and a 37.5-hour work week.

MIG also subsidizes the full cost of tuition for employees enrolled in courses at outside institutions, with no annual maximum.

The company is an employee-owned business and Ms. Notley-Guevarra says it provides important jobs in a rural economy as well as allowing employees to transfer to other branches, including those in Winnipeg.

"Equally someone who is tired of big city living can find a quieter environment more conducive to family values through a transfer to a rural location," she says. "Being in rural offices reminds us what's important in life and family values are a big part of that."

MIG Insurance was formed in 1995 to meet the growing need for a Made in Manitoba solution to the increasing concerns of independent brokers. Today's MIG offers brokers many options to maximize their potential, including exit strategy options for retirement either now or in the near future.

Becoming part of the MIG network also allows brokers throughout the province to tap into valuable resources that may otherwise be difficult to attain, such as:

- Flexible buy-out options.
- Opportunities to access equity while still actively involved in their brokerage.
- Access to a viable solution as an alternative to publicly traded consolidators.
- Representation of all major insurance companies and specialty markets, offering a vast array of insurance products to the customer base.
- Centralized back office management, which allows them more time to do what they do best - look after customers and potential customers.

The strong working relationship between MIG, the broker network and the companies they represent means insurance products and

services are available to customers at competitive rates. They can also tap into expertise, a full range of products and services and competitive pricing.

Find out more about the company at www.miginsurance.ca



The team at MIG Insurance Group in Portage la Prairie were especially pleased to be one of only two companies outside of Winnipeg to break into the Top 25 Employers ranks for 2010. Left to right are Susan Gilbert, Rob Suderman, Brian Gilbert, Doug Fast and Julie Notley-Guevarra.

At MIG, our mission is simple-

"To serve our customers with quality insurance products and services through a network of brokerages providing professional, independent advice."

That's our guarantee of excellence to you!