

The Soucy Advisor

THE OFFICIAL NEWSLETTER OF THE
Soucy Insurance Agency

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Dear Valued Customer,
Welcome to the new edition
of The Soucy Insurance Agency
newsletter, *The Soucy Advisor*.

We want you to know who we are as an agency and understand the people who have helped build our company. Therefore, we have included the story of our company's history and an article about one of our valued employees. We hope you will find our newsletter not only informative, but also a resource for you to reduce your insurance costs (*please see the article about combining your home and auto policy*).

In addition, we want to profile the great work many of you are doing. Each edition we will recognize one of our clients who is making an impact in the community (*please see the article about the Woonsocket Neighborhood Development Corp.*).

Most importantly, this newsletter is for you, our customers. So, if there is something you would like to see included, or an individual you would like us to write about, please let us know. You can contact me directly at 762-2218 or feel free to drop me an email at dsoucy@soucyagency.com.

For over ninety years, The Soucy Insurance Agency has strived to maintain the highest level of service to our customers. We are committed to adhering to our motto: "Our Service Sets Us Apart."

Sincerely,

Dave

David Soucy
President



True to our ROOTS

Like the Blackstone Valley and its strong sense of history, The Soucy Insurance Agency is also steeped in tradition. The company was started in 1914 by Adelard L. Soucy, a first-generation French Canadian born in Manville, Rhode Island. Adelard Soucy was a leader in the community, and went on to represent Woonsocket in the Rhode Island House of Representatives. In 1918, he was elected mayor of Woonsocket by the largest plurality of any candidate in the history of the office up until that time. Mr. Soucy served four terms as mayor and was honored as a keynote speaker at the Mayor's Conference in Washington, DC, in 1919.



From 1945 through 1994, Rodrigue Soucy turned the business his father had started out of a room in his house into a thriving insurance and real estate agency. His brother, Adelard Soucy, Jr., who worked for the company for over thirty years, assisted in the growth of the family business through his spearheading of the burgeoning real estate division.

Over the next four decades, the company witnessed tremendous growth.

In 1994, David M. Soucy became the third member of the Soucy family to take the helm as president. David was no stranger to the business, working as a teenager emptying trash baskets, clerking in the office during school and serving as a customer service representative after college. Under David's leadership the agency has continued to expand and, today, is one of Northern Rhode Island's largest independent insurance agencies.

David is not the only family member working in the agency. His sisters Michelle (Gauvin) and Diane (Colerick) both are long-time employees of the company. Michelle works as a customer service agent, and Diane helps with the company's computer interface.

The loyalty to the family business extends beyond the Soucy's immediate family. Among The Soucy Insurance Agency's four (*cont'd on page 2*)

Ensuring Customer Service

Debbie Beaulieu Is At The Helm

It takes a person with extensive insurance experience along with a commitment to education and technology to oversee the office and operations at The Soucy Insurance Agency. But, it is also about dedication, and only a person like Debbie Beaulieu, who has worked at the agency for 19 years, can effectively manage an office that services thousands of insurance customers each year.

Debbie, an Accredited Advisor in Insurance (AAI), began her insurance career in 1979 and joined the Soucy Insurance Agency in 1986. She has served as the right hand for both Rodrigue Soucy and his son, David, who became president in 1994. As the office manager, she supervises all customer service reps and manages the work flow and distribution.

A leader in her field, Debbie is on the Education Committee for the Independent Insurance Agents of Rhode Island. She also attends numerous conferences and seminars to ensure that the office utilizes the newest technology to ensure efficiency and quality service.

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She notes that the Soucy Insurance Agency was one of the first independent insurance agencies to become fully automated over fifteen years ago. While other agencies are coming up to speed, she explains that her office is working with the second generation of a computerized agency system software, enabling immediate access to policy information.



A strong advocate of immediate service, Debbie believes The Soucy Insurance Agency Customer Service System, which requires that all customer service reps handle all policies, distinguishes her agency from others. Other independent agencies either have customer service reps exclusively handle either personal or commercial lines or assigned cus-

tomers based on where they fall in the alphabet.

"We believe it's better that our customers receive an immediate response, and that can only be accomplished if all our reps understand all our policies," Debbie says. ■

(cont'd from cover)

teen employees are men and women of all ages, some of whom have been with the agency for decades. Raymond Caron, vice-president and head of the commercial division, along with Joanne Paul, systems manager and bookkeeper, are thirty-year veterans of the company. Office manager Debbie Beaulieu has worked for 19-years with the agency.

The Soucy Insurance Agency continues to this day to be a dedicated corporate citizen in the Blackstone Valley, sponsoring little league teams, theater events, festivals and a number of social service agencies. David Soucy has been active in the community and currently serves as president of the Woonsocket Rotary Club. One thing that holds true to The Soucy Insurance Agency today as it did 90 years ago is this: while times may change, their service and commitment remains true. ■

Combining Your Home & Auto Saves You Money

Sometimes the best things in life come in pairs: Bogart & Bergman; Agassi & Graff; and Ronnie and Nancy.

Like apple pie and ice cream, nothing goes better together than money saved and exemplary service.

When you combine your home and auto policy together, you can save up to 15% per year.

Just think: depending on the size of your policies, you could save over \$500 in a single year.

With the money saved you could actually afford to watch Schilling and

Varitek at Fenway or buy a weekend for two for you and your sweetheart.

"It only makes sense to combine your policies and take the money you save and put it to work for you," says Dave Soucy, president of the agency,

who adds, "At the same time, you still receive the same great service."

Saving money while still receiving the same level of service; almost sounds too good to be true. However, it makes perfect sense.

"You only have to make one phone call for

whatever your insurance needs. It's important that at The Soucy Insurance Agency there is a person you know you can depend on." ■



Building Our Heritage:

Woonsocket Neighborhood Development Corp.

You do not have to look very far to see the remarkable success created by the Woonsocket Neighborhood Development Corp., a private non-profit community development corporation with the mission of building more affordable housing in Northern Rhode Island. Just take a stroll through Constitution Hill in Woonsocket, which 10 years ago was one of the most downtrodden neighborhoods in the state. That was before the WNDC stepped in and rehabbed 40 abandoned houses. Today, the \$10 million rehabilitation of Constitution Hill has been heralded as a community success story and was one of five projects in the country honored by the Washington-based Affordable Tax Credit Coalition.

Since its inception in 1988, WNDC has built quality new homes for working people who earn anywhere from the minimum wage to up to \$20 per hour, the very same people who find it difficult to find affordable rents and mortgages. To meet this need, WNDC has built 150 energy efficient, lead-free housing units from new construction initiatives and by rehabbing dozens of old buildings.

Evaluators rate WNDC among the best CDC's, not only in Rhode Island, but in the entire country. In 1995, The Wall Street Journal featured an article about the WNDC on how federal tax credits were transformed directly into affordable housing.

The person who has spearheaded the WNDC's efforts for the past 10 years has been Joe Garlick, former Woonsocket Community Development Director for Mayor Baldelli. Under Garlick's stewardship, 110 rental homes have been built, 30 homes for first time buyers have been constructed and over 10,000 square feet of community space and offices has been created. There are over 250 plus units in the planning stages and an additional 24,000 square feet of neighborhood commercial, office and childcare space

Joe Garlick, Executive Director, Woonsocket Neighborhood Development Corp., stands in front of a model of a new construction project of 43 new apartments.



planned.

Joe attributes much of the success of the WNDC to the cooperative efforts of the community, government, and businesses. "Here in Northern Rhode Island we are blessed with many valuable resources for community revitalization," he says, adding: "But, making the most of these resources requires a respectful and creative use of assets by those who went before us."

He also cites the help of The Soucy Insurance Agency as an integral part of the WNDC's growth. "Ten years ago we called every insurance agent in the area and the only one who would insure us was The Soucy Insurance Agency. Their commitment to the community,

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