

# VÉZINA FLASH

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## EVOLUTION, INNOVATION & SERVICE!

In July 2008, we celebrated our 30th Anniversary with a name change to Vezina assurances inc. But Vezina is not about cosmetic changes and we do not wait to effect change.

From the moment that Vezina Dufault was founded over 31 years ago, our name has been synonymous with providing a valuable insurance experience to our clients. In this vein, we have continued on an evolutionary trend, preferring organic, gradual and planned growth with a team of seasoned professionals.

While the marketplace has been up and down during the time we have served you, we have constantly strived to provide you with the best and most experienced team to answer each of your particular insurance needs. To that end, we have continued our growth with stability by adding new team members, combining both experience and youth to the formula.

Over the last 2 years, we have implemented an in-house training program. This was done to create a new generation of young licensed professionals who would be exposed to all areas of the Vezina brand of broker experience. In doing this, we are molding the future team of professionals who will be there to service your insurance needs in the decades to come.

But youth needs experience for mentoring and professional growth. We have revised our internal structure to ensure that this happens, as well as to create an environment for business growth and production and, most importantly, to enhance your insurance experience. Some of you will already be aware of this when we advised you of some account service changes. These have permitted us to remold the

individual service teams and to create more cohesive units. Combined with our regional, national and enhanced international capacity to market your needs to the « insurer » network, we are your one stop insurance solution.

You are also aware that we made many changes on the claims front. During the course of 2008, we created the *emergency claim service* and added one new staff member. Moving into 2009, we added another licensed adjuster to better serve your needs. This year, we have created a new tool to assist you in communicating with Vezina and your claims team in the event of a loss. Our new *Emergency Claim Card* is a simple way of ensuring that you can always reach us, no matter what the emergency and no matter when it strikes, business hours or after hours! The card will be personalized with the name and cell number of your Account Executive on the front, with instructions for reaching us on the reverse side. The personalized cards will be distributed with specific types of mailings starting February 1, 2010. We can provide them in both French and English in the quantities you require. Depending upon your specific needs, they can be given to your senior staff, plant managers, etc. They are « business card sized » specifically in order to be portable and to fit easily into a wallet, purse or business card holder. If you wish to receive the cards immediately, please contact your Account Executive who will process your request.

We are committed to offering unsurpassed professional guidance for the choice of coverage that best meets your company's situation thereby protecting what counts most to you – the future of your company!

To consult “Back issues”, please go to our web site [www.vezinainc.com](http://www.vezinainc.com)



VÉZINA

INTEGRITY

PROFESSIONALISM

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