

Classification Presentation: Darren Fisk & The Fisk Family



How do you define what you do and who you are?

Career?

Education?

Profession?

Hobbies?

How do I 'classify' myself?

Who is Darren Fisk?

- **Professional**
- **Father**
- **Husband**

Is that It?????

Personal

- ◎ **Born in Vancouver, British Columbia (1975)**
- ◎ **Grew up in Stoney Creek, Ontario**

Education

- ◉ **B.A. (Honours) – Political Science & History**
 - **University of Western Ontario**
- ◉ **H. B. A. (Business Administration)**
 - **Ivey School of Business, University of Western Ontario**
- ◉ **Various Professional classes & programs**

Professional Experience

- **Worked as a Development & Sales Consultant with CB-Richard Ellis in Tucson, Arizona for 8 years**
 - **Worked with large land owners (mining companies, ranchers, farmers, family trusts) to develop disposition strategies, including development and marketing plans**
- **Tucson Chamber of Commerce**
 - **Member of Land & Environment Sub-Committee**
- **Southern Arizona Homebuilders Association**
 - **Political Action Committee**

Current Profession

- **Sales Associate at Jones & Associate**
 - **Locally owned Insurance Brokerage**
 - **In business over 25 years**
 - **Community focused**
 - **Value proposition: “Great Rates, Great Service”**
 - **Focused on growing the business**
 - **Continuing to be a PART OF THE COMMUNITY, NOT a business that operates in the community**

Challenges in The Insurance Industry

- **Call Centers/1-800-Insurance**
 - **Local Representation vs. cookie cutter solutions**
 - **Knowledge of the phone operator**
 - **Level of Service & relationships**
- **Consolidation**
 - **Fewer choices for the consumer, what will it mean?**
- **Other unknowns?**
 - **Disasters? Increased Fraud?**

Why Thunder Bay?

- **Wanted to raise our family in Canada**
- **Timing was right (I heard that the U.S.A. is having some financial difficulties)**
- **We did not want to live in a BIG city, or Southern Ontario**
- **My wife has a lot of close family here**
- **We enjoy the outdoors**

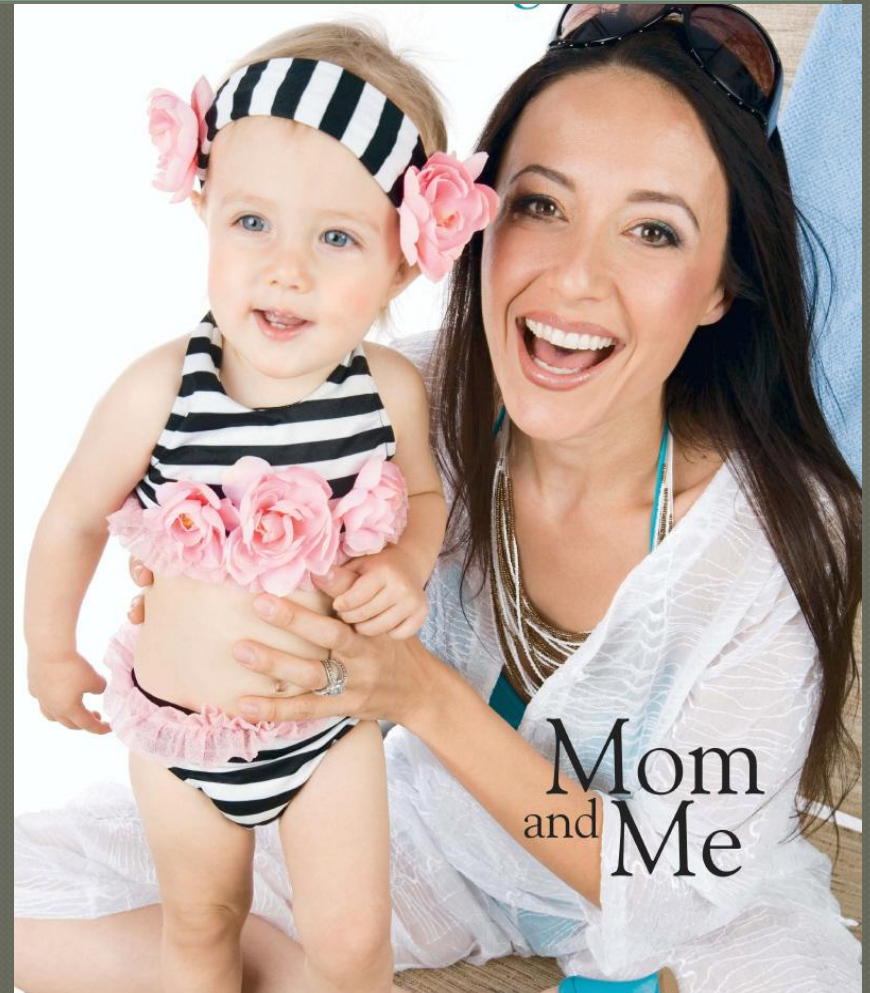
WE



THUNDER BAY!!!

My Awesome Wife!!

- **Celine Fisk**
 - **Known to some of you as “Shooter”**
 - **We have been married 12 years**
 - **Has a BA in Anthropology from U.W.O.**
 - **Interior Designer (as well as many other design projects)**



The KIDS Are Alright!!!



Quincy Fisk

- **5 years old**
- **Artist**
- **'Hippy'**

Dylan Fisk

- ◎ 8 years old
- ◎ Avid outdoorsman
- ◎ Basketball Player
(not hockey!!!)



PROUD DAD!!



Passions.....

- **Avid Reader**
- **Travelling**
- **Trying new things, foods, experiences**
- **Spending time on or near water**
- **Exploring this big & crazy world!!!!**

Concluding Reflections

“You know Death will get you in the end, but if you are smart and have a sense of humor, you can thumb your nose at it for awhile”

Jimmy Buffett

QUESTIONS?

??

