South Shore Business Profile — A.P. Reid Insurance Limited

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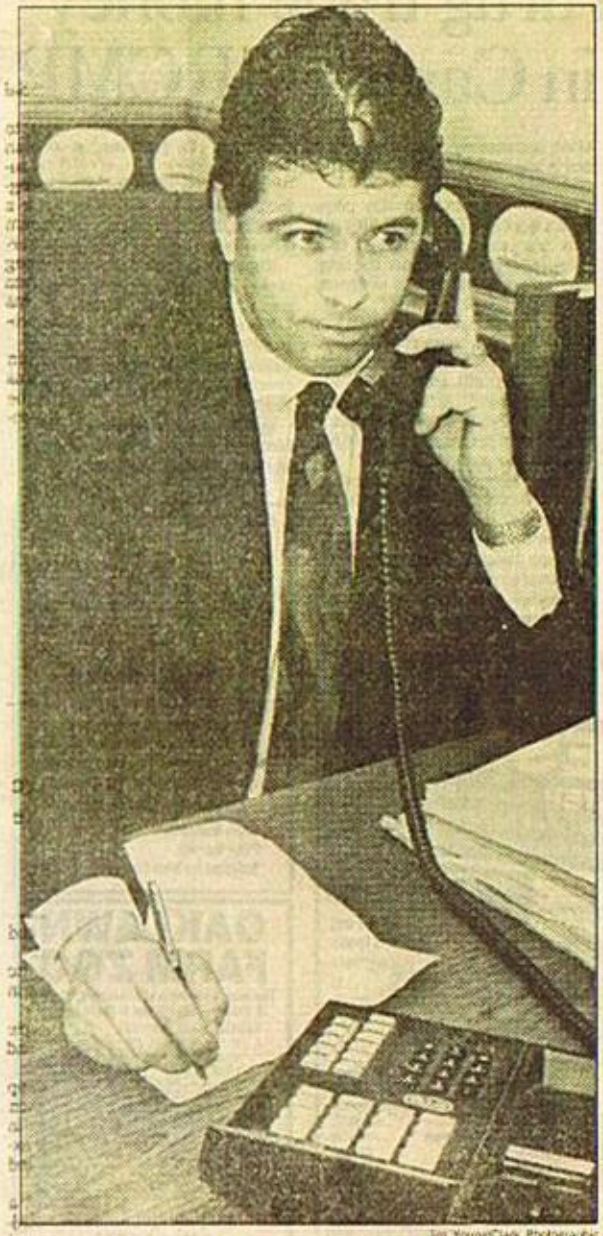

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Loren Reid Adams is A.P. Reid's new Bridgewater manager. Mr. Adams, who joined the company four years ago, has been instrumental in the development of group insurance portfolios, which have special

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The staff at A.P. Reid Insurance Limited's new head offices in Dartmouth congratulates the staff at the firm's Bridgewater office. A.P. Reid's South Shore office celebrates its 10th anniversary this year.

A.P. Reid committed to South Shore

By Patrick McManus

AT A.P. Reid Insurance Ltd., business is a family affair. A.P. Reid's new Bridgewater manager Loren Reid Adams has a close working relationship with his boss, who is also his sister.

On the 10th anniversary of A.P. Reid's Bridgewater office, company president Aileen Reid hopes the new appointment demonstrates her firm's intentions to be in the community another 10 years.

"He's coming here to Bridgewater to take us into our second decade," says Ms. Reid.

A personable man who likes working with people, Mr. Adams says he hopes to become part of the Bridgewater community. His work at A.P. Reid in the last few years has already made him

Joining the company four years ago, Mr. Adams has been instrumental in the development of group insurance portfolios, which have special significance for the Lunenburg County area.

The new portfolio provides group home and car insurance for employee associations at two of the province's largest companies — Sobeys and Michelin. The food giant and tire plant are major employers in and around Bridgewater.

After eight years of working for a major insurance firm, Ms. Reid struck out on her own, in 1980. She opened the Bridgewater office four years later.

Early on, A.P. Reid established a reputation for specialized insurance placement. With policyholders across the province, the company's only home and automobile but policies in the marine, energy and energy-related fields.

Ms. Reid's expertise in the Nova Scotia offshore energy sector was confirmed when she was appointed as a director to the Offshore Trade Association of Nova Scotia.

She was also nominated twice by Canadian Business magazine as a "successor" in their annual Entrepreneur of the Year issue, and last year was featured on ATV's Live at Five public affairs show as a Nova Scotia success story.

In Bridgewater, however, the last 10 years haven't been all smooth sailing. In 1990, a financial crisis rocked the office. Despite the blow to her firm's reputation, Ms. Reid never once considered abandoning the community.

incident, she personally pulled yeoman duty, going to Bridgewater and meeting with customers and policyholders individually, ensuring everyone was looked after.

Slowly, says Ms. Reid, trust and confidence are being re-built. "It wasn't easy. But I am confident our customers in Bridgewater and throughout the Lunenburg and Queens counties know we stayed and are committed to them."

None of this was possible, without the ongoing loyalty and assistance of Barb Smith at the Bridgewater office.

Mr. Adams realizes the changes of the last few years weren't easy for Bridgewater customers. "When it came to managers, we had a bit of a revolving door," he says. "I'm going to change that. I'm going to be a face they'll know for a long