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PICTURED, STANDING FROM LEFT: CO-OWNERS CHERYL BUTLER, TODD BROSKY AND SCOTT BROSKY. SEATED: FOUNDER RON BROSKY

BROSKY INSURANCE AGENCY

ATTENTION TO SERVICE POWERS HALF CENTURY OF GROWTH

AT NIGHT, RON BROSKY WOULD HEAD TO THE BETHLEHEM STEEL MILL. By day, he worked from a table on the enclosed porch of his Catasauqua row home, selling insurance policies to family, friends and neighbors.

Brosky began the split shift in 1965, and thought he'd be working it for 10 years. But he turned out to be an effective salesman. The young father of three was able to make insurance sales a full-time job in 1968 with the help of his wife, Joanne.

"I was very fortunate," said Brosky, a Navy veteran who worked as an insurance adjuster before starting out on his own. "I had friends and relatives and local people who often referred other people to me. The business grew very quickly."

And the growth has continued. Today, Brosky Insurance Agency employs 29 people in two offices, in Allentown and Tannersville. Brosky is now joined by his children and grandchildren. They are continuing the legacy of service he began.

"I've always followed the philosophy that if you treat people the way you want to be treated, and you take care of people, the business will take care of itself," Brosky said.

Indeed, the agency has enjoyed an upward trajectory for half a century. Brosky continued working out of his home until 1978, when he bought a building in downtown Catasauqua. It was home for 15 years until 1993, when the agency

moved into new quarters on Race Street, near Lehigh Valley International Airport.

The agency's address isn't the only thing that has changed. In the early days, Brosky sold auto and home insurance to individuals and families. But his customers started wanting more. So, he started a commercial division in 1982, the same year his daughter, Cheryl Butler, joined the business. His son, Todd, started in 1986 and helped boost commercial sales. Another son, Scott, started a claims department in 1988 and continues to oversee it.

The agency now is a full-service broker, offering both personal and commercial lines, as well as life insurance and employee benefits. Clients include small and large businesses, as well as numerous municipalities, among others.

The agency's second location came on board in 2008 after Brosky was approached by a Tannersville agent who was retiring. Brosky ended up buying the agency.

While future acquisitions are possible, Brosky Insurance is focused on growing the same way it has for 50 years: by delivering service that gets clients talking to their friends. That includes making sure clients always have a person to talk to, even when emergencies strike outside regular business hours.

"We never tell you to call a 1-800 number," Butler said. "If we sold you the insurance policy, we expect to be the ones helping you."

	EMPLOYEES	PRESIDENT/CEO	OFFICES	PRODUCTS	GEOGRAPHY COVERED
1965	2	Ron Brosky and Joanne Brosky	1	Personal, auto and home insurance	Lehigh Valley
&					
2015	29	Todd Brosky and Ron Brosky	2	Full-service broker, auto, home, commercial and life	Eastern Pennsylvania and northern Maryland