



## Sponsor Spotlight: Plastridge Insurance

**Boca Raton, FL. (Jan. 3, 2020)** – Plastridge Insurance was founded on Feb. 19, 1919, with the first office on Atlantic Avenue in downtown Delray Beach, Fla.

From the beginning, through the 1940s, their phone number was simply 1. People would dial 0 to reach the operator, and 1 to reach the neighborhood insurance agency. The owners have held on to the belief that they are still the first number people should call with their insurance needs.

Today, they are grateful to be the definition of a thriving, sustainable family-owned business with Connor Lynch as CEO, Brendan Lynch as president, and Tom Lynch as chairman emeritus. After 100 years of growing their team, and weathering storms, economic changes, and insurance regulations, they now have 90 employees and four locations in Delray Beach, Boca Raton, Palm Beach Gardens and Stuart, Fla. They take pride in what they do and have a solid culture of doing the right thing by putting customers first.

Plastridge Insurance considers their partnership with FAU Tech Runway entrepreneurship program an investment in the community, as well as in the future of business leaders. They said they believe having a strong economic environment for business helps the entire community to thrive and enjoy supporting others in this effort. They enjoy giving back to the community in this way and find it amazing watching the growing number of many companies and jobs created through Tech Runway.

“Being involved in the community has always been a huge part of the foundation of the company,” said Connor, who also serves as an advisory board member. “My general philosophy and my company’s philosophy is that a rising tide lifts all boats. So, we have a philosophy of making sure the community is thriving, and in a thriving community, it’s better for everybody.”

With the celebration of their 100<sup>th</sup> year, Plastridge became the 17<sup>th</sup> oldest business in South Florida. They offer a wide range of business and personal insurance products, by providing superior customer service, quality protection and more. They take pride



in what they do and represent various national insurance carriers, allowing their expert agents to effectively compare rates and coverage to ensure their clients receive the quality protection they deserve. The year-long centennial celebration of the company has included many activities including a St. Patrick's Day Parade float, an open house and donating \$100,000 to 10 not-for-profit organizations selected employees. They even had one final celebration at the Delray Beach Holiday Parade with a 15-foot snowman float.

The most critical advice they pass on to new start-up companies is to ask questions. Identify businesses who have been successful many years and ask what has contributed to their success and what land mines they can help you avoid. Plastridge Insurance believes their success is their team, and investing in talent and retaining that talent is key.