

# Heacock Pledges \$100,000 to Polk County Builders Association



## Heacock

Heacock Insurance Group has pledged \$100,000 to the Polk County Builders Association (PCBA) becoming the Premier Sponsor for the not-for-profit association. Recognition and a formal announcement will be made at the PCBA monthly meeting April 20th. "We believe in the PCBA and its mission and we want to support this association which has been so vital to our business growth over the past 34 years," said Ford Heacock of Heacock Insurance. The premier sponsorship includes recognition at all PCBA events, publications and meetings and continues to build on a relationship that began three decades ago. "We see this as a great strategic partnership and a 'win-win' for both our organizations," said Bill Branham, President of PCBA and owner of Branham Construction.

Heacock Insurance has enjoyed a long-standing relationship spanning more than three decades with the PCBA. Heacock Insurance, based in Sebring, was appointed by the Florida Home Builders Association in 1976 to market its insurance programs in Polk County. As a result of that opportunity, Ford Heacock took an active role with the PCBA, moved to Lakeland and opened a one-man branch office in the Dixieland Mini-mall near downtown Lakeland. During his first 10 years in Lakeland Heacock enjoyed an exclusive relationship with PCBA which helped establish and grow his business. Heacock now employs 37 people in its downtown Lakeland office located in the Old City Hall building at the corner of Florida Ave. and Main Street. Heacock has also expanded its operations beyond traditional business insurance for contractors and now offers employee benefits, home/auto, financial planning and payroll processing services.

PCBA is an industry association comprised of construction industry trades and associate members. The associa-

tion promotes quality, affordable housing for the citizens of Polk County while creating a favorable and prosperous business climate for its members. PCBA's mission is to serve its members and community through proactive involvement in: governmental activities affecting the building industry; ethical business practices and standards; promotion of members' products and services; and continuing education.

Heacock Group was founded in 1922 and has locations in Sebring, Florida, Lakeland, Florida and Burns, Tennessee. The Heacock Group of companies provides a full range of insurance and financial products for both individuals and businesses. Heacock has four subsidiaries that include Heacock Insurance, Heacock Financial, Heacock Payroll and Heacock Classic. For additional information on services and company information log onto the web at [Heacock.com](http://Heacock.com).

