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Ken Korotkin recently celebrated the 100th anniversary of the Southfield-based Korotkin Insurance Group.

SOUTHFIELD

Local insurance company celebrates 100 years

Ken Korotkin recently celebrated the 100th anniversary of his company, Korotkin Insurance Group, with a barbecue party at a JARC home for people with disabilities in Bloomfield Hills.

Since October 2012, his company, which is based in Southfield, embarked on a year-long program of volunteer work with the nonprofit, including a $50,000 donation in support of JARC, and additional pledges from corporate sponsorship for fundraising activities.

Numerous fun events were held too, bringing together employees and the people JARC serves. These included a Bonus Bingo Night, a Fall Fix-Up, a February Heart to Heart event, a baking night with JARC's young adults in their Club Scene program, a major fundraiser at the Detroit Zoo called Springelation and a Flower-a-thon.

FYI

Korotkin Insurance Group, located at 26877 Northwestern Highway, #400 in Southfield, was created to serve the community by offering commercial, personal, life and health insurance products. William Korotkin founded the Korotkin Agency in 1921, following a family tradition dating back to 1913.

JARC serves 400 families in metro Detroit with nearly 200 in its residential services — homes and apartments in the community for adults with developmental disabilities — and 200 in the children and family division which provides services that include social, advocacy and inclusion programs for children and adults who live with their families.

To support JARC with a donation to the Korotkin Insurance Group Centennial Anniversary Fund, call 248-538 6611.

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The Korotkin Agency continued to grow throughout the years at the direction of William's sons, Milton and Donald, who built a strong client base and a respected reputation for the agency. Today the agency is under the leadership of Milton's son, Ken.

New types of insurance have been added in response to social and technological changes. Standard policies have been updated to fit the needs of clients, as well.