

Member Profile Interview: Wade & Kelly Lumbard of Brockie Donovan Ltd.

▪ **What exactly do you do at your company?**

Brockie Donovan provides funeral and cremation services for Brandon and surrounding area. It was founded in 1915 and has been part of the Lumbard family since 1975.

Wade: My role as President means I am in charge of all the operations at Brockie Donovan. I'm also a licensed funeral director.

Kelly: As Community Events Coordinator I oversee the marketing side such as social media, the website and so on. My role is also really focused on what we do for the community. I feel that is a very important aspect and we have several events that we offer.

▪ **How long have you been at this job?**

Wade: Brockie Donovan was purchased by my dad in 1975, from Jack Donovan. My brother, Todd joined the firm in 1986, and I left my position as a Chartered Accountant in 1995 when my father retired. Brockie Donovan was purchased by Todd that year. In 2003, I became a partner with Todd. My brother and I eventually expanded with our partnership and now also own *Speers Funeral Chapel in Regina and Cropo Funeral Chapel in Winnipeg*. I purchased Brockie Donovan from my Brother Todd. So for myself; 12 years as president. We recently celebrated 100 years (photos can be seen [here](#)).

▪ **What are the goals for your business?**

Kelly: Our goal is to have every family that we serve feel like they are our number one priority. We treat them like we would want to be treated because we have been on the other side of the table. We are in a position that we can really help them when they need it most. There are so many emotional challenges that one is faced with so abruptly when death occurs and we have the privilege to guide them through what can be the most difficult moment in their lives and ease the journey as best as we can.

Wade: When we've gone that extra mile, we feel good about it. We are very much service focused. Our team is always looking for better ways to provide superior service to the families we serve. We try to go above and beyond and do things that are thoughtful and kind. We aim to raise our level of service as high as we can and make our business feel as welcoming as a home. We strive to have that right combination of professionalism and genuine kindness at the same time.

▪ **What is your favorite part of your job?**

Kelly: I feel we have a privileged position to have the ability to help a family when they need it most. We feel good about what we've done for the families that come to Brockie Donovan. It is a profession people have a lot of questions about and they wonder how we do it. It can be a very difficult job, but we do get a lot of satisfaction from helping people during their time of grief. In a sense, it's rewarding for us.

Wade: We also get a lot of positive feedback from people when we've helped them through their difficult time. It is a difficult position to be in at times. We work with grieving people every day, which can get you down but a lot of the families do express their gratitude and it's nice to hear that, it reminds us that this is why we do what we do - and keeps us going.

▪ **What is the most challenging part of your job?**

People handle grief differently. It's our job to be professional and try to understand what the families are going through. There is a high level of empathy that you need to have when you serve in this profession and it can be hard on us, but that ties into providing the best service possible. When you feel for the families and what they're going through, you want to make the experience as good as it can possibly be under the circumstances. You can't take away their pain but you can help them get through it.

- **What is a service your company provides that people might not know about?**

Kelly: We just launched our Senior's Care Legacy Fund in the spirit of community and to celebrate the 100 years that the community has trusted us to serve them. We also have the Care Giver Award of the Year to recognize care givers in our community (details [here](#)), and the Tree of Memories Candle Light Memorial Service (details [here](#)). And of course, Gossip in the Graveyard. Where we hire Seven Ages Productions to portray characters of interesting people that are buried at the Brandon Cemetery. We sell out every year and the 100% of ticket sales are donated to Westman Hospice. We try to do as many community things that we can to give back.

- **Why is your company a member of the Chamber?**

Wade: The Chamber's objective is to promote business and stand up for us. We need a voice and the Chamber is an important advocate for the business community. The ability to connect with other business people in our community and provide networking opportunities is a big benefit of being a member of the Chamber.

- **What is your favorite event or benefit about the Chamber?**

Kelly: The Gala! We are sponsors every year; we have fun at it and always attend and enjoy it.

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