

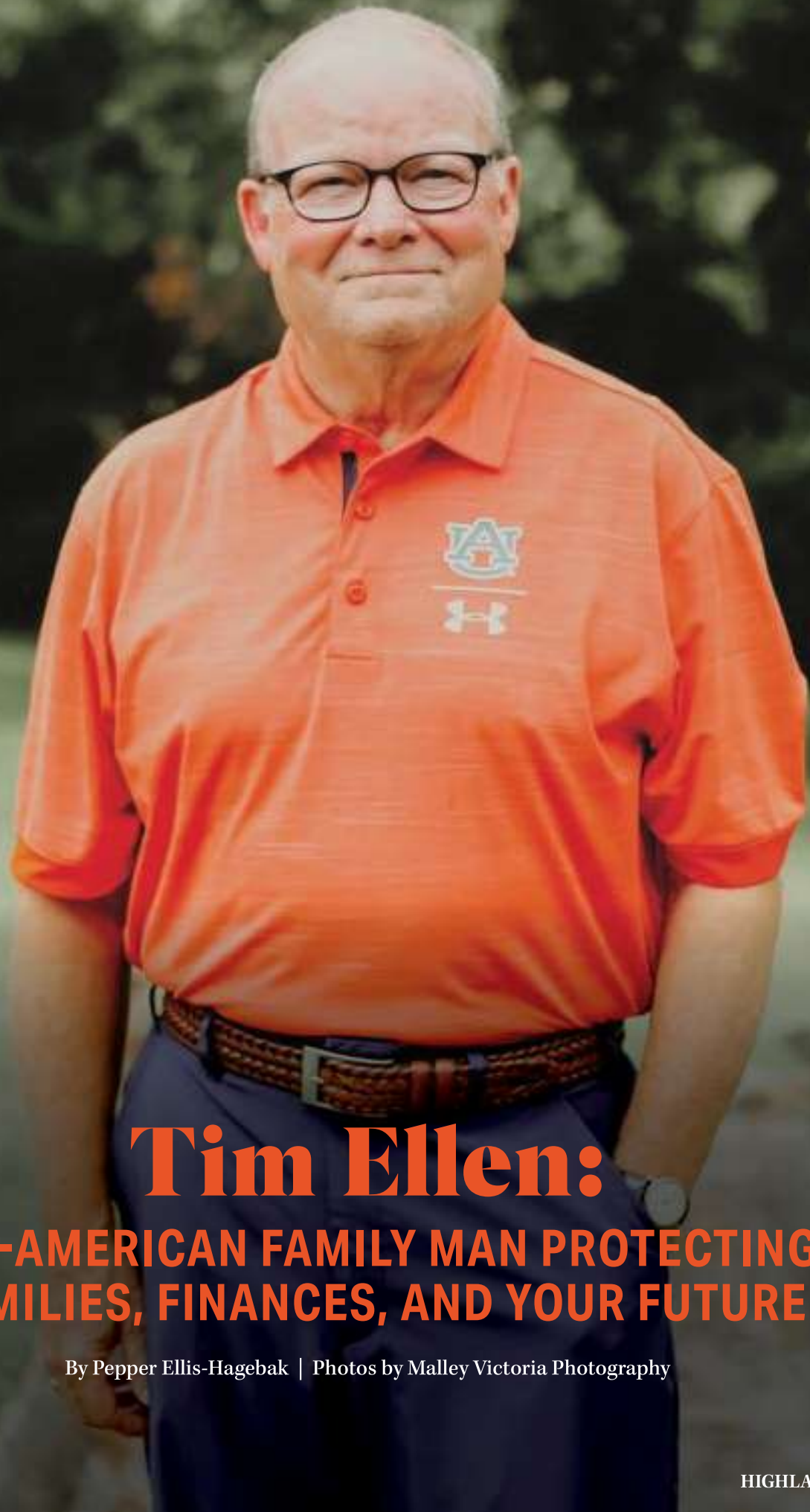
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Tim Ellen: PROTECTING FAMILIES, FINANCES, AND YOUR FUTURE

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Cover Photo by
Malley Victoria Photography



Tim Ellen:

ALL-AMERICAN FAMILY MAN PROTECTING FAMILIES, FINANCES, AND YOUR FUTURE

By Pepper Ellis-Hagebak | Photos by Malley Victoria Photography



Tim and Lisa Ellen still live in the LaGrange home where they raised their family. These days their three kids are grown and living on their own. Ragan Ellen Hardener is Assistant Director and dance instructor at LSPA's Lafayette Center For Dance. She is married to Dr. Chris Herdener, a teacher at Callaway High School. They are parents to Tim and Lisa's wonderful grandchildren, Mary Larson, and Margaret. Taylor Ellen Felker was married to Andy in December. They are currently living in Colorado Springs, where she is an instructor at Turning Pointe School of Dance. Son Spencer, living in Fort Meyers, Florida is a Sous Chef at Sail, a restaurant in Naples. Tim and Lisa share the house with Moon Pie, a four-year-old Staffordshire Terrier Mix they adopted a while ago.

Beyond a charming and comfortable family home though, the Ellen residence lately has a second purpose. It serves as Tim's base of operations for his business, Tim Ellen - New York Life. Tim maintained a commercial office for many years, but during Covid he, like many others, was forced to work from home. Most of his work was done by phone or zoom, but as time passed and the world began to get back to normal, he was faced with a choice. Did he reopen his office in a traditional space, or make a few adjustments and move his office permanently to his home?

One thing about Tim- he loves his family and his home, and so the decision wasn't too hard.

A career in insurance came as a surprise to Tim. He attended

Auburn University, where he studied Public Relations, majoring in Speech with a minor in Journalism. His ambition had been to make his living in the Sports Information Office of a college or university. The Sports Information Office is responsible for informing external audiences, through the media in most instances, about college athletics. This includes announcements about scholar athletes, coaching and player milestones, home, and away game information, as well as responses to media inquiries.

Ellen started toward his goal by working in the athletic department as well as a local radio station in Auburn, but soon realized that he was trying to break into a very closed field with quite a low turnover, and so opportunities are not common. As a young recently married man, he realized quickly that he needed to find a way to make money.

It was after working for his father's company and being promoted to a management position requiring a move to LaGrange that Tim was approached about working for New York Life. New York Life Insurance Company is a Fortune 100 company. Founded in 1845, it is the largest mutual life insurance company in the United States¹ and one of the largest in the world.

He first worked with another agent in a partnership, but that quickly evolved into an "opportunity" to hang up his own shingle, becoming the sole proprietorship, Tim Ellen - New York Life!



Tim is a helper and loves people, so the life insurance business proved to be a wonderful fit for him. He has spent 34 years (as of October 9th) of a 40+ year career with New York Life, guiding customers; helping them to determine their particular needs and future financial goals, and how to achieve them. His areas of expertise include Life Insurance, Investments, and Long-Term Care plans. Ellen's focus is on Retirement Preparedness and how to shift from growth strategy to one of protection as a customer looks to shift from growing wealth to using that wealth to live comfortably in their post-career years.

"My customers are my friends, and many of my friends are my customers," says Ellen, and that statement sums up both his personality and his personal philosophy. Harkening back to his sports-minded early years, Tim sees himself as a coach, guiding his customers to a successful future!

The years have brought many accolades to Tim, professionally and within the community. He has qualified for New York Life's Executive or President's Council, a yearly award based on an agent's performance during the fiscal (July 1st-June 30th) for 34 consecutive years. This year he qualified for the President's Council. He is a Lifetime Council Member, a Qualifying and Life member of the Million Dollar Round Table, and has been selected by Forbes Magazine as one of the best Financial Security Professionals in the state two years in a row.

Tim and Lisa are long-time members of First Baptist Church on the Square, and he feels blessed that his career has allowed him to be involved with and give back to the community. He and Lisa serve as greeters at the church's contemporary worship service. He is a board member of The First Tee of Troup County, a nonprofit organization designed to help youth develop strong character and the skills to make positive decisions through the game of golf. He is also a board member of the LaGrange Gridiron Club, a group of men who are enthusiastic about football and actively support local teams on the high school and college levels.

Ellen is a member and past board member of the Auburn Alumni Association and is proud to have recruited and led a small group of local alums in 2007, including





founders Ken and Marty Young, to resurrect the West Georgia Auburn Club (www.westgeorgiaauburnclub.com), a group that promotes Auburn University. Ellen also served as the first chair of the Charles D. Hudson Memorial Scholarship endowment. The scholarship is designed to help deserving Troup, Harris and Meriwether County students attend Auburn University. Under his leadership, the West Georgia Auburn Club became the first in the country to raise one million dollars for its scholarship endowment!

His love of Auburn football led to one of Tim's proudest accomplishments. He co-hosted the syndicated weekly radio show, "The Coach Pat Dye Show" alongside the great coach. Together they interviewed famous coaches and players from across the country and talked about the game that meant so much to both. The show began in 2013 and ran until COVID forced it into hiatus in March of 2020. Coach Dye's death in June of that year meant that the show was indeed over, but for those years, with the retired Hall of Fame coach, Tim got to live out his college dream of promoting college athletics to the public, and he has many memories of the friendship with Coach Dye that grew over the years.

Tim's community involvement is not limited to sports organizations though! He is a former board member of First Choice Women's Center, a Distinguished Past President of the LaGrange Kiwanis Club, and served on the Planned Giving Committee of the WellStar West Georgia Health foundation. He

remains involved and actively supports these organizations.

Tim feels that he has had a dream career in a job that he never expected to have. A dream career because it has been successful, of course, in allowing him to work with people, develop relationships and serve his clients in critical areas of financial planning, but just as importantly, because it has allowed him the freedom to enjoy his most driving passion- his family. His face lights up and his broad smile beams when he shares that he was able to be at every dance recital, sports game and activity while his children were growing up. His frequent trips to New York allowed him to introduce his wife to the city, and all three of his children to other great destinations in his company travels. He was able to treat them to trips that were fun and educational, while still carving out time for his work.

During COVID, when the world slowed to a crawl, Ellen says that he was able to take stock and look back at all the things that bring joy into his life: his faith; his marriage; his children; his grandchildren; golf; his dog. Not one of those things, he realized, had anything at all to do with money.

As he prepares to begin his 35th year with New York Life next month, Tim would like you to know that while he works from his home office these days, he is far from retired! He intends to work as long as he enjoys it, and he still really enjoys it! For more information about Tim and his business, visit his website at www.timellen.com.