

Selectpath heads for top

By **HANK DANISZEWSKI, SUN MEDIA**

The folks at Selectpath Benefits and Financial are hoping the third time is a charm.

The London firm has twice been a finalist for the London Chamber of Commerce Business Achievement Award and is in the running again for this year's award, which will be presented at the annual banquet on March 21.

"We should get an award for perseverance," jokes John Harkins, one of the five partners in the firm.

Since it was founded in 1994 Selectpath has been an industry leader in using new technology to deliver employee benefits packages and financial planning.

Last year, the company was named to Profit magazine's Fastest Growing Companies list for the fifth year in a row, the first firm in southwestern Ontario to achieve that distinction.

Selectpath manages the benefits of more than 40,000 employees at companies across Southwestern Ontario.

Harkins said the firm recently started offering a benefits package that gives small companies a break on administration costs.

"We're bulk purchasing insurance and passing the savings on to the smaller guys," he said.

Selectpath has also found a high-profile way to expand its charitable work by sponsoring the colourful warmup jerseys worn by the London Knights. The jerseys will be raffled off at the end of the season to raise money for Investing in Children.

Selectpath has 21 employees, but it will soon grow again because it is on the verge of acquiring another small firm in the region.

This is the third in a series of profiles on the London Chamber of Commerce small and large business award finalists. The awards will be presented March 21.

SELECTPATH BENEFITS AND FINANCIAL

Category: Small business

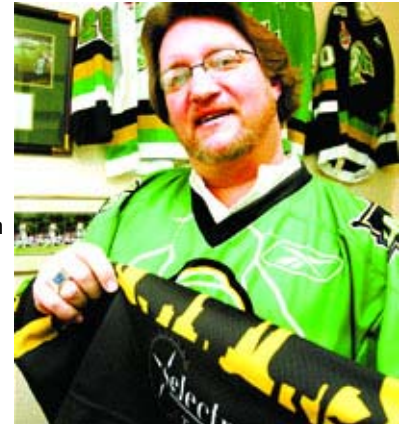
Established: 1994

Product/Service: Independent firm of employee benefits specialists and certified financial planners

Owners: Five-member partnership

Number of employees: 21

Distinction: For five years in a row (2002-2006), Selectpath was recognized in Profit magazine as one of Canada's fastest-growing companies.



John Harkins, a partner with Selectpath Benefits and Financial, shows off the London Knights warmup jersey his company sponsors. (Susan Bradnam, Sun Media)