

The Hudson Independent

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Keeping It All in the Family

From funeral homes to taverns to bakeries – what do these area businesses have in common? Multigenerational families own them all. Some go back for more than a century while others are “only” on their second generation. However, they all share a commitment to passing down from parent to child the family recipes, traditions and practices. In the first of a series, The Hudson Independent talks to the owners, past and present, of several of the area’s multigenerational businesses.



From left, Laura Rey Iannarelli, Frank and Linda Rey.

Father and daughters at Rey Insurance

Frank Rey, founder of Rey Insurance in Sleepy Hollow and former mayor of Sleepy Hollow, is planning to spend more and more time away from his insurance office. Now 66, he looks forward to taking to the road on his Harley-Davidson motorcycle and basking in the sun at the ranch-style home he and his wife purchased in Florida last year.

He isn't worried. "My daughters know how to run the business," he said.

Many residents, Rey said, remember his 1990-1992 mayoral term as the time when General Motors announced it was going to shut down its automobile assembly plant. "It overshadowed everything," he said.

The plant was the reason Rey returned to Sleepy Hollow in 1965, after serving in the Navy, to write life and health insurance policies for Prudential. Because most of his clients lived in Sleepy Hollow or nearby, Prudential agreed to Rey's suggestion to open a sales office in the village. In 1978, Rey started out on his own and formed the Rey Insurance Agency that now has its office on North Broadway near Beekman Avenue.

Two of Rey's four children would later join the firm. Laura Rey Iannarelli, a Buffalo State graduate, arrived in 1996, two years after being married. Linda Rey, a graduate of Pace University, worked in the reinsurance field as an ocean/marine underwriter for nine years and joined Rey Insurance in 1999.

The sisters, like their father, speak Spanish and Portuguese but they play different roles at the agency. Laura concentrates on automotive and homeowner insurance policies while Linda is responsible for life, health and retirement planning. In addition, Linda is serving as president of the Sleepy Hollow Chamber of Commerce.