

# HERE WE GO AGAIN, ON OUR OWN



Melissa Manus, CIC, CISR  
YOUNG AGENTS  
COMMITTEE CHAIRMAN

**T**he Young Agents of Oklahoma made a calculated decision last year to go out on our own for our annual conference, which in the recent past was normally held in conjunction with the Independent Insurance Agents of Oklahoma's annual conference and trade show. In taking this important step, we hoped to create a unique experience for our members, on both the agency and company sides, while maintaining program quality and attendance numbers.

The 2015 conference turned out to be a great success, and the committee agreed that we should do the same in 2016 and build on that success and increase our attendance. With a lineup that includes national keynote speaker and sales coach Roger Sitkins (who is returning to Oklahoma for an encore performance to one of his very first presentations over 30 years ago); Alton Carter, whose moving story of triumph over adversity made him a favorite last year; and a Q&A session with past Young Agents who have gone on to become agency principles and executives, we are confident that we will meet our goals as we host this exciting event Sept. 22-23.

As the conference falls shortly before the presidential election and we continue to emphasize the importance of contributing to both OkPAC and InsurPac, we will have a patriotic theme. Following the sessions, we will conclude the day with a social event at Top Golf with dinner and drinks served in-between golf swings and comradery. Our annual golf tournament, the Presidents Classic, will be the

next day at the Coffee Creek Golf Course in Edmond. Profits from the tournament will again be donated to InVEST.

Our committee has worked very hard to create a new legacy for the Young Agents of this state, and as the new chairman, I must first tip my hat to past chair Ryan Teubner, whose energy and enthusiasm has helped propel us toward the end goal: getting as many young Oklahoma professionals in the insurance industry involved in and supporting this association

**Exciting times are ahead, and I'm  
incredibly proud to represent our state as  
we continue to move forward!**



at the local, state and national levels. Ryan is involved at the national level by serving on the InVEST board and works to find new ways to get this outstanding program integrated into high schools and colleges in an effort to draw young talent into our industry. Committee member Rene Hernandez continues to serve on the Diversity Taskforce. The Taskforce's objective is to attract members of all ethnicities, religions and orientations and to explore the litany of opportunities available within the insurance field and to support those who have already done so.

continued on page 16

Jake Bramlett represents the committee on the board that oversees the Trusted Choice Big “I” Jr. Golf Championship. We sent a good-sized delegation to the National Legislative Conference in Washington, D.C., this past spring, and we will continue to make it a priority to send as many as possible to the Young Agents Leadership Institute this fall – at least 10 committee member will head to Chicago this September to meet with YAs from around the country

for educational sessions, networking and collaboration. Attending the leadership conference has proven to provide both an opportunity for critical team-building and a time to refocus as we discuss our efforts, victories and challenges with others representing varying states.

We’ve geared our efforts within the state toward spreading the word about the benefits of involvement. We are contacting agencies in Tulsa, Oklahoma City and many suburban areas in-between to encourage

them to send their producers and service staff to our monthly lunch bunches. These informal luncheons focus on networking and creating awareness of the association.

We hosted well-attended events in Enid, Claremore and Ardmore this past year and have plans for future lunches in Ponca City, Lawton and McAlester. Contacting agency owners and staff prior to these events has proven an effective method of spreading the word, and our committee remains dedicated to coming up with innovative ideas to keep new folks coming in the door!

Exciting times are ahead, and I’m incredibly proud to represent our state as we continue to move forward! As our participation level rises at national events and we continue to build our Young Agent membership here in Oklahoma, we hope to put our state on the map as a leader in the insurance industry and attract and successfully recruit new people from all walks of life to lend us their talent and serve alongside of us in this ever-changing, always exciting arena of insurance. I am so grateful to be a part of this industry! ■



## WE MAKE INSURANCE EASY SO YOU CAN FOCUS ON WHAT MATTERS

Got a risk? Find out why we're one of the fastest growing wholesale brokers and a favorite among Oklahoma Agents, write now: [midlandsmgt.com/products](http://midlandsmgt.com/products)



800.800.4007 | [marketing@midman.com](mailto:marketing@midman.com) | [midlandsmgt.com](http://midlandsmgt.com)