

THE ED NOTE

Susan Bauman, CIC



Happy Holidays!

I hope you realize the invaluable role each of you plays as independent insurance agents. Your work not only ensures that clients receive tailored coverage and trusted advice, but it also highlights the strength and adaptability of our profession. Independent agents are the backbone of our industry, providing innovative solutions and building relationships that truly make a difference.

Heading into 2025, we are entering a critical time for our industry. The upcoming legislative session presents both challenges and opportunities, and it is imperative that we remain united and engaged. Our board of directors is prioritizing advocacy even more this year than prior years to protect the interests of independent agents, ensuring our voices are heard and our concerns are addressed. The policies debated and decisions made in the coming months will have lasting effects, and your involvement is essential to shaping a positive future.

By being active in the association, participating in advocacy initiatives, and keeping informed, we can collectively strengthen our position and influence. Your membership and engagement are what drive our success and enable us to respond to challenges with a unified voice. Together, we can navigate the legislative landscape and continue to champion the values that set independent agents apart.

Thank you for your dedication to our industry, your clients, and this association. As we prepare for the year ahead, let us approach it with purpose, resilience, and a commitment to advocacy. Join us on our monthly virtual calls to learn what is going on and how you can be involved.

Wishing you all a joyful holiday season and a successful start to 2025!

Susan Bauman, NIIA Executive Director