

# Meeting Customer Needs

NAPSLO Executive Director Brady Kelley said the organization is celebrating its 40th anniversary at its 2014 Annual Convention in Atlanta this fall. “Our Mid-Year Leadership Forum and our Annual Convention have become premier networking events for the industry. So we look forward to hosting near 4,000 NAPSLO members in Atlanta.” The following are excerpts from that interview.



**Brady Kelley**

NAPSLO Executive Director

“Retail agents and insurance buyers can rely on wholesalers in their professional and expert approach to finding the right solution for their clients.”

## NAPSLO

Incorporated in 1975

Serves more than 700 member organizations, representing 1,500 nationwide offices and 15,000 to 20,000 industry professionals

Provides valuable member services and authoritative voice to promote, advocate and protect the surplus lines industry

### Challenges and opportunities the excess and surplus lines market faces these days:

The annual A.M. Best review of the surplus lines industry continues to demonstrate opportunity in the market's financial strength and stability. For now 20 years that report has demonstrated the market's success in developing new and innovative solutions to emerging complex risks and that commitment to innovation certainly creates opportunity for our members. I would say talent management and succession planning is a real challenge for the insurance industry. Last I would say adapting to changes in the surplus lines legislation and regulation can also be a challenge.

### How NAPSLO is addressing these challenges:

Starting with recruitment, our career awareness and internship committee supports a number of initiatives to attract new talent in NAPSLO member companies. We're working very hard to raise the level of awareness on college campuses about careers in the E&S market. The Derek Hughes/NAPSLO Educational Foundation supports all of this as well. They have an annual scholarship program that reaches talented students who are seeking careers in the industry, along with a number of special college programs and symposiums that highlight opportunities in the surplus lines industry.

### Why a retail agent should seek out a NAPSLO member in the surplus lines marketplace:

The wholesale distribution system provides access to a unique segment of the insurance industry where cost-effective insurance solutions are tailored to each client's insurance needs. It's a place where it's not your standard coverage. It's not coverages that fit into that standard underwriting program. These are unique risks that are underwritten case by case, and so what NAPSLO members do is solve complex insurance problems and provide innovative, special solutions that the standard market either cannot or will not provide.

### NAPSLO's focus for the year ahead:

Our focus is perpetually enhancing the things that we do—the key programs, services and the value that we provide to our members. This includes networking, education and career development, legislative and regulatory advocacy and reinforcing the value of NAPSLO members and the wholesale distribution system.



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