



Independent Insurance  
Agents of **Kentucky**

Independent Insurance Agents of Kentucky  
13265 O'Bannon Station Way  
Louisville, Kentucky 40223  
Ph: (502) 245-5432 Fax: (502) 245-5750  
Email: [iiak@iiak.org](mailto:iiak@iiak.org) Web: [www.iiak.org](http://www.iiak.org)

## NEWS RELEASE

### **Independent Insurance Agents of Kentucky unveils nationally recognized apprenticeship certificate program**

**Louisville, KY** – The Independent Insurance Agents of Kentucky (IIAK) and the Kentucky Education Workforce Development Cabinet have teamed up to give students an avenue to take advantage of the opportunities in the insurance industry.

Education and Workforce Development Secretary Derrick Ramsey unveiled the General Insurance Associate Apprenticeship certificate during IIAK's 122<sup>nd</sup> Annual Convention & Trade Show on November 15, 2018. This unveiling coincided with National Apprenticeship Week, which highlights how apprenticeships prepare American workers for the jobs of today and the future. "I believe apprenticeships in our Commonwealth will change the trajectory of earning for a generation, if not two," said Ramsey, "and Kentucky is tailor-made for it."

Beginning January 2019, high school students at select pilot sites in business education pathways will be able to choose an Insurance TRACK (Tech Ready Apprentices for Careers in Kentucky) which will lead to a nationally recognized apprenticeship certificate as a General Insurance Associate. This will allow agencies to 'grow their own' using local students that have a good foundation in business skills and an interest in the insurance occupation by completing an independent student course in Principles of Insurance developed by InVEST. InVEST educates high school and college students about insurance and the wide variety of careers in the industry all while dispelling the myth that insurance is old, boring and not rewarding.

Registered Apprenticeship is a nationally recognized program and upon completion will qualify for a nationally recognized certificate. The apprenticeship provides a learning pathway, utilizing on-the-job supervised training combined with specified coursework. President and CEO of IIAK, Tara Purvis says, "It's a great way for young adults to gain a qualification and begin a career while earning an entry level wage. Students finish their high school learning journey equipped with practical skills AND a formal education. This powerful combination of knowledge and hands-on experience adds value and brings new skills and ideas to a workplace." Currently, there are over 3,500 apprentices in Kentucky in nearly 250 different programs and in 109 different occupations.

IIAK is currently piloting the program with 10 insurance agencies around the state. They are: Limestone Agency, Mount Sterling; Reed Brothers Insurance Services, Somerset; Hall & Clark Insurance Agency, Prestonsburg; Mountain Valley Insurance, London; Kinkade-Cornell Insurance Agency, Leitchfield; E.M.Ford & Company, Owensboro; Hyland Insurance Agency, Louisville; Al

Torstrick Insurance Agency, Lexington; LaRue-Carey Insurance Group, Bardstown; Neely & Wade Insurance Agency, Winchester.

IIAK will be an intermediary for independent insurance agencies that participate in this program. IIAK also plans to reimburse the costs of obtaining an insurance license for the students through Kentucky Agents Foundation. Contact the Independent Insurance Agents of Kentucky (IIAK) at [iiak@iiak.org](mailto:iiak@iiak.org) or by calling 502-245-5432 for more information.

**About IIAK** - *The Independent Insurance Agents of Kentucky (IIAK) is the largest insurance trade association in the state, with more than 300 insurance agencies, employing more than 3,000 people as its members. Independent agents offer customers a choice of policies from a variety of insurance companies. This diversity enables flexibility, customization, competitive pricing and advocacy for the end consumer. These agents offer all lines of personal and business insurance including – property, casualty, life and health, as well as employee benefit plans and retirement products. IIAK members are Trusted Choice® agents committed to providing a high level of responsive, ethical, courteous and personalized customer service. The organization was founded in 1896. For more information, visit [www.iiak.org](http://www.iiak.org). Trusted Choice® agents can be found at [www.TrustedChoice.com](http://www.TrustedChoice.com).*

##  
#