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Contact:

Tara T. Purvis

President & CEO

tpurvis@bigiky.org

502-245-5432

Meet Katlin Eldersma, the First Apprentice to Complete the General Insurance Associate Program

Louisville, KY – Katlin Eldersma completed her apprenticeship with LaRue-Carey Insurance Agency. She is the first apprentice to become a Nationally Certified General Insurance Associate in Kentucky.

“The one thing I enjoyed most about the apprenticeship was the work environment. I was able to help our clients and make their life easier at the end of the day,” said Eldersma.

After graduating from Bardstown High School, she became a full-time employee at LaRue-Carey Insurance. Katlin is now a licensed P&C agent with a nationally recognized General Insurance Associate Certificate and an InVest Insurance Program Certificate. Katlin also earned a CLCS (Commercial Lines Coverage Specialist) Designation.

“Big I KY has provided beneficial opportunities to not only local agents but also to schools by presenting the Apprenticeship Program. This allows younger individuals to have the opportunity to be in a professional work environment and obtain new skills and potential careers without being riddled with college debt,” said Katlin.

Baby boomers make up most of the insurance industry. Approximately 10,000 baby boomers turn 65 every day, leaving us with a shortage of millennials entering this industry. We must take action to draw young people to the industry, so we can fill the talent gap that exists around us.

“The number of insurance professionals is shrinking. It’s an aging population, so we’re always looking for new talent. If we could grow our own talent internally by bringing in someone young who we can teach and train, it makes for a better long-term employee,” said Aaron LaRue.

Big I KY’s apprenticeship program allows high school students to gain experience in the insurance industry. The program does not require a college degree and provides students with 2,169 hours of on-the-job training paired with 144 in-classroom learning hours, including the InVest Insurance Principles Course. Other business and marketing courses are provided as well. Big I Kentucky covers the costs of new-hire training, pre-licensing courses, the state insurance licensing exam and background check.

About Big I Kentucky:

Big I Kentucky, formerly 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. These agents provide all lines of personal and business insurance, including – property, casualty, life and health, and employee benefit plans and retirement products. The organization was founded in 1896.

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