### *Brunna Zimmer*
### *Totallize Insurance Inc.*
### *Clinton, Mass.*

**How did you join the insurance industry?** Just before turning 16, my family was introduced to the world of life insurance and future income products. Initially focusing on back-office tasks within the agency, I used this as an opportunity to dive deeper into the intricacies of the business. Upon turning 18, I chose to become licensed, initially growing my agency in the life insurance side and specializing in serving the Brazilian community. Recognizing the need for information among immigrants, including first-generation Americans like myself, solidified my commitment to the insurance industry. Over the years, my interest expanded to include property and casualty, and I've dedicated my efforts to offer a comprehensive range of services to my clientele.

**How should the industry attract new talent?** Attracting and retaining new talent, especially from younger generations like Gen Z, involves providing mentorship and guidance. Young professionals seek mentorship and a supportive environment for personal and professional growth. Emphasizing community involvement has proven effective in keeping new talent engaged as it provides a sense of purpose beyond financial gain. By creating a culture of mentorship and highlighting the positive impact insurance professionals can have on their communities, the industry can attract and retain a diverse pool of talented individuals.

> "Brunna is multilingual with outstanding people skills and has high energy for learning the P-C side of the business. She is focused on her goals and is an inspiration for young people looking for an interesting and rewarding career."
>
> ***— Erin Schaaf, MAIA***

**What part of your job do you like the most?** Building relationships and understanding the unique needs of individuals is what I find most rewarding in my role. Establishing trust with prospects, clients and business partners is a priority for me. I take pride in creating a welcoming environment, particularly for the Latino community, where they can feel heard and secure in their business endeavors. The initial meetings with clients, where they share their stories in a judgment-free zone, bring me joy as I can contribute meaningfully to their lives.

### *Peter Logan, AAI*
### *Goss Logan Insurance Agency*
### *Lebanon, N.H.*

**How did you join the insurance agency?** My grandfather, Howard Logan, purchased the agency in the 1960s and my father, Richard Logan, purchased it from him in the 1980s. It has always been a big part of my life growing up: from visiting burned down homes in my car seat to having conversations about someone's claim around the dinner table. It was instilled in me from a young age that I would continue the family business, and as soon as I graduated college I started working with my dad and have been here ever since!

**How should the industry attract new talent?** It's important to showcase how insurance is not just a transactional relationship, but rather a life-long relationship that brings invaluable support, guidance and council to our local community members during monumental moments in their life, such as buying a home or starting a new business. There can often be a negative stigma around the industry, so showing the value-add that the industry can bring to our community will hopefully attract new talent.

> "Peter has established his place in a long-standing family-run insurance agency as a rising leader. He has immersed himself in not only learning insurance, but in understanding how to run an agency. We have been fortunate to have Peter sit on our Agency Advisory Council and value his perspective."
>
> ***— Alexis Burrall, Union Mutual***

**What aspects of the industry would you like to see change?** For me, it's the way insurance is advertised. I think marketing has really disrupted our industry by making it seem as though insurance is just a commodity and that the lowest price is the only thing that the consumer should focus on, and therefore the only thing that matters. Advertisers should focus on claim outcomes and how important it is to have the right coverage. Insurance should be an investment in yourself or your business, and companies like us are here to help change that skewed outlook.

**What coverage should more people have?** With more young professionals renting homes, there have been countless times where our clients do not fully understand how beneficial and important a renters policy can be.