

Lanie Clark



Acct Manager/Supervisor; Parker, Smith & Feek, Inc.

Years in Present Position: 1 Year

Current role at CPCU Society: Chapter VP

Alma Mater: University of Washington

Degrees and Certifications: Bachelors of Sociology; CPCU;
AIC; ACSR

A & B: How did you come to work in the insurance industry? My Mom was working for American States and was instrumental in helping me land my first job in the audit department.

A & B: What is the most challenging aspect of your job? Ensuring that we provide all the coverages the client needs and desires. Our industry is built on tribal knowledge making many of our learning experiences trial by fire which can be stressful.

A & B: What aspect of your work as a broker do you find the most rewarding? When we are able to put together a renewal for a client in this hard market that a reasonable rate increase and includes all of the most vital coverages.

A & B: What emerging commercial risk most concerns you as a broker? Cyber may not be considered still and emerging risk but is most certainly a quickly evolving one and we as agents/brokers find it challenging to keep up with the Jones' so to speak. There are added sublimits being brought to market frequently.

A & B: What do you consider the most important short- and/or long-term issues facing the agent/broker community? Most definitely our quickly diminishing talent pool. This hard market is currently pushing many of our wise and experienced mentors to retire and exit the industry. We are not pulling in new fresh faces quickly enough.

A & B: When & why did you become a volunteer leader at the CPCU Society? I became a volunteer leader in 2016 as the Secretary of our local chapter. The Society gives me access to some of the most inspiring leaders in our industry as mentors and friends. It also helps me keep up with relevant education.

A & B: Has your involvement in the CPCU Society helped your career? If yes, explain. Yes, I believe so. It has helped to develop my leadership skills. I have also been pushed out of my comfort zone to do new things such as moderate an education session.

A & B: Who are your top 3 mentors? Why? Mike Koscielny who has given excellent advice in how to be a good leader. Matt Struck who supported me in my new venture to moderate so patiently. Megan Whitemore, who was the one who pushed me not so gently (which is what I needed) into all of my CPCU experiences.

A & B: What is your greatest accomplishment so far? Being part of this group, which has resulted in my first Webinar and working through a new program to support New Designees in attending the Leadership seminar with the goal of attracting new talent to our industry.

A & B: What is your favorite book and/or movie? Armageddon because Bruce Willis reminds me so much of my Dad in the story.

A & B: What is the most unusual/interesting place you have ever visited? Aitutaki, Cooke Islands (South Pacific)

A & B: How do you balance the responsibilities of yourself, family, work and CPCU? Lately I just have to make sure I take at least one full day off work a week along with at least one week of vacation where I do not allow myself to check emails. It is all about prioritizing the moment.

A & B: What advice do you have for agents/brokers considering earning the CPCU Designation? Get involved in your local chapter and any society interest group that matches your needs. You will find it both fulfilling for your career as well as personal growth. The experiences you will have will live with you forever.

