

Mr. Jeffrey Wayne Wodicka, CIC

Jeff Wodicka is a Certified Insurance Counselor and a licensed agent and broker in the state of New York, where he is based. During his thirty-four years in the insurance industry, Jeff has served in functions ranging from company marketing underwriter, to agency office manager, agency key producer, agency sales manager, agency chairman, and CEO. This background and understanding is highly unusual among traditional academic consultants.

Jeff's continued operation as Chairman/CEO of Casswood Insurance Agency, a highly successful independent agency with offices in New York City, Saratoga Springs, NY, and Palm Springs, CA, makes him one of the few nationally recognized instructors, lecturers, and consultants with current "hands on" agency experience. His primary function is to manage the sales process and to serve as sales manager for the team of fifteen producers within the agency. He also continues to sell and manage a substantial personal book of business.

A nationally recognized authority in many aspects of business management, he takes pride in his ability to take the mystique away from seemingly complicated material allowing him to deliver a powerful message to participants. While knowledgeable in many areas, his areas of expertise include: all aspects of producer development, including compensation, contracting, goal setting, hiring, motivation, individual sales & sales management training, agency perpetuation planning, agency valuation, and agency marketing.

Jeff is proud to have served as a member of the Board of Governors for the Society of Certified Insurance Counselors, as well as a National Faculty member for over ten years, and he has served as Agency Management Consultant to IIAANY. Jeff has instructed for carriers and associations in nearly every state in the nation.

In addition to his agency responsibilities, Jeff also serves as National Program Director for The National Alliance for Insurance Education & Research, based in Austin, Texas. In this capacity, Jeff oversees the ongoing development of the faculty and curricula for The National Alliance Producer School, and the Dynamics Sales Training programs: Dynamics of Selling, Dynamics of Sales Management, and Dynamics of Agency/Company Relationships. Jeff has authored much of the curricula for all of these programs.



Mr. Thomas Allen Barrett, CIC, AAI

Tom brings forty years' experience to SIAA and The National Alliance with expertise in a variety of areas. He has worked as agent and broker, program developer and manager, public speaker and seminar leader. He is also one of the leading National Faculty for the Dynamics series of Sales Training. His Sales Training client lists include over a dozen regional and mutual insurance carriers and twenty-five of the nation's top 100 insurance brokers.

Prior to SIAA Tom was Executive Vice President of a Chicago-based program administrator. In the firm's 25-year history, they developed more than 100 nationally endorsed association insurance programs and captives generating over \$200 million in annual premiums. Tom also served as COO of one of the largest insurance marketing organizations of North America based in Los Angeles. During his tenure he traveled the US and Canada working with insurance agencies and brokers.

The first dozen years of his career were spent as a property and casualty insurance producer for two prominent insurance agencies in North Carolina. While a producer, Tom became a niche marketer and creator of specialty insurance programs, which led to him producing over \$1 million commission income annually.

Under Tom's leadership the MidAmerica and Southeast regions of SIAA have gone from their origin in 1997 to over 2,300 agencies producing over \$2.5 Billion in annual sales. In 2017 Tom's P&C gross personal revenues were \$8.5 Million and under his leadership the region produced over \$253 Million in gross revenue.

As an entrepreneur Tom is also involved in a number of interests outside the insurance industry including sales training, commercial & residential real estate, energy, and pharmaceuticals. Other interests include a number of venture capital & private equity investments.
