

John R. Costello, CIC, CRIS
Big “I” Chairman
USI Insurance Services (Rochester, NY)

John Costello, CIC, CRIS is vice president and construction practice member at USI Insurance Services in Rochester, New York. Costello was installed as Big I was installed as Big “I” chairman in September 2022.

Throughout his career, Costello has volunteered in a variety of professional and community service organizations. He is former chairman of the Independent Insurance Agents & Brokers of New York, past president of the Independent Insurance Agents of Monroe County and was the 1995 Monroe County Insurance Professional of the Year. He formerly served on the board of directors of the Big “I” and chaired the Big “I” Finance Committee. He is active in the Society of Certified Insurance Counselors and the Insurance Risk Management Institute. He was elected to the Big “I” Executive Committee in 2016.

Costello has nearly 40 years of experience in the insurance industry. After graduating from Villanova University with a degree in finance in 1976, he worked as an underwriter for General Accident Insurance before serving as president for Costello Agency Inc. for 12 years. In 1995, he became partner at Costello, Dreher, Kaiser Insurance Agency and joined First Niagara Risk Management in 2003 as vice president. Through a series of mergers and acquisitions, Costello served at Key Insurance & Benefits, then USI Insurance Services, specializing in the construction, manufacturing and hospitality industries.

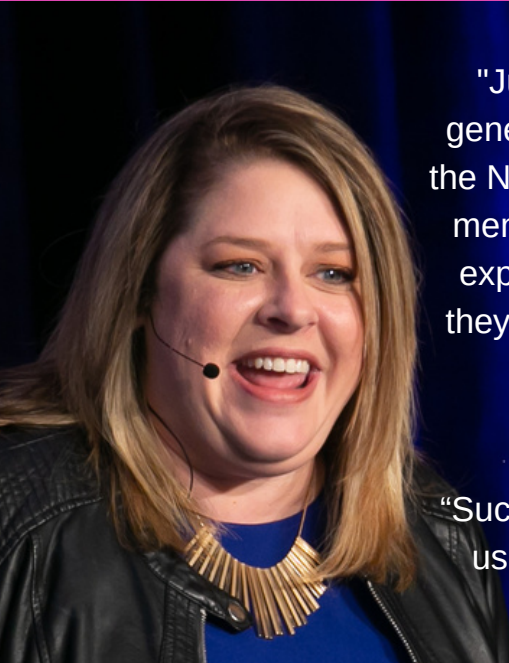
In his local community, Costello was the chairman of the board of Bishop Kearney High School and is past vice chair and treasurer of OASIS Adaptive Sports, a charity supporting disabled veterans. He is a former board member and past president of hospice facility Sunset House, former president of Brook-Lea Country Club and is the former director and a current member of the National Ski Patrol at Bristol Mountain. Costello also serves as secretary of the board at Oak Hill Country Club. He resides in Fairport, New York.

Founded in 1896, the [Independent Insurance Agents & Brokers of America](https://www.independentagent.com) (the Big “I”) is the nation’s oldest and largest national association of independent insurance agents and brokers, representing more than 25,000 agency locations united under the Trusted Choice brand. Trusted Choice independent agents offer consumers all types of insurance—property, casualty, life, health, employee benefit plans and retirement products—from a variety of insurance companies.



Kristin Scroggin Bio

Kristin Scroggin can't do math or bake a pie, but she knows her stuff when it comes to Generational Diversity and Communication! Kristin has a Master's degree in Communication Studies, a Bachelor's in Communication Arts, and has been a Communications Professor at the University of Alabama in Huntsville for 15 years. In 2017 she launched her company, genWHY Communications, and has been a Keynote Speaker at more than 100 conferences and 250+ organizations across the United States, ranging from Fortune 500 companies to tiny non-profits. Her research has been published in magazines, and she's been a guest on multiple podcasts. Kristin consults on attracting, developing, and retaining Rockstar Millennial and GenZ talent. Obsessed with travel, and desperate to see the world, she and her husband try to keep their four children alive while trying to keep their heads above water.



"Just when you thought you have heard all you needed to know about generational diversity, Kristin gets real. During a recent Annual Meeting of the National Association of State Personnel Director's, Kristin captivated our membership with her enthusiasm and southern charm! She provided real experience and knowledge on why generations are so different and how they can work together to build strong and resilient workforces. Don't miss out on an opportunity to have lots of laughs and learning!

-Byron Decoteau Jr, Louisiana State Civil Service Director

"Such an amazing keynote address! Big take away messages to carry with us paired with tears of laughter. Truly inspired." - Rhea Gundry, Senior Environmental Aviation Noise Consultant, HMMH

2022-23 PRESENTATION TOPICS

- Active Listening
- Attracting & Retaining a New Generation
- Bridging Generational Gaps
- Civility in the Workplace
- Communicating in a Virtual World
- Conflict Resolution
- Covid-19's Impact on Generations
- Dealing with Difficult People
- Effective Meeting Strategy
- Generationally Focused Fundraising
- Generationally Focused Sales
- Giving Better Feedback
- Having Difficult Conversations
- Here Comes GenerationZ
- Intern-Focused Communication Training
- Influence & Persuasion
- Learn to Network Effectively
- GenTHEM: Generational Diversity
- Nonverbal Communication
- Presentation Skills & Reducing Anxiety
- Soft Skill Focused Interviews
- Visual Aid Design for Better Presentations
- What GREAT Leaders Know

Connect with us on Social Media:



@kristinscroggin



@genwhycommunications



@genwhycommunications

15+ YEARS OF GENERATIONAL RESEARCH DISCOVERIES

By now, we all know THAT generations differ; it's WHY we differ that causes the most confusion. As a College Professor, Kristin Scroggin has researched the 10 American Micro-Generations since 2007 and has worked with hundreds of companies and organizations across the USA to explore what makes us all "so weird." If you are struggling with generational issues with employees, clients, or volunteers. Having her present her findings will help you elevate every attendee's awareness, and they'll have a great time laughing while they learn.



CONSULTING

According to Gallup, over half of employees voluntarily exiting their company in 2021 said that neither their manager nor any other leader in the company spoke to them about their job satisfaction or their future with the company in the three months before leaving.

genWHY can help your company reduce your bottom line by **thousands of dollars in annual turnover costs** by giving you an idea of how employee engagement and satisfaction currently stand while indicating potential regrettable turnover. Additionally, we can use surveys, interviews, and focus groups to help improve interview processes and leadership development.

ONLINE TRAINING COURSES

Are you looking to improve some of your own skills or want online, on-demand training for your team? genWHY offers online courses that will improve communication, leadership, and public speaking skills on your time. Check out our website as classes become available.

MASTER OF CEREMONIES

Do you have an awards ceremony, convention, or other corporate event where you need a Master of Ceremonies who can keep your event on track and entertain your audience.? By hiring a professional speaker you can be sure that your MC will be able to adapt quickly in case of technical difficulty or improvise when a hiccup happens on stage. Reach out to us for how we can help your event be the best one yet.

GENWHY CLIENTS



Visit our site to submit a booking request, get a quote, see sample videos, read testimonies, learn more about Consulting and MC services, receive online soft-skill training , and get free content at www.genWHY.com

Bradley is a nationally recognized insurance agency owner and business enthusiast. He runs the day-to-day operations at Portal Insurance in Mobile, Alabama, an 12-person independent agency he founded from "less than scratch" in 2019 after 8 years on the captive side. In 2019, Portal Insurance was named the "Agency for the Future" by Safeco Insurance. Bradley is the co-host of the "Insurance Guys Podcast" the most downloaded podcast in the insurance industry, featured on iTunes, Spotify, Soundcloud and iHeart Radio. Bradley has interviewed hundreds of influential individuals through his podcast including Gary Vaynerchuk, Dave Meltzer and Jesse Cole from the Savannah Bananas. Bradley is also the Co-Founder of Top Dog Pet Insurance, an insurtech carrier that makes it possible for agents to sell pet insurance on autopilot.

Marit Peters
President & Executive Director
IIAT.org

Bio:

Marit Peters has been the President & Executive Director of the Independent Insurance Agents of Texas (IIAT) since January 2015. She has been working with agencies for years as an executive coach helping leaders untap human potential and create winning cultures.

Marit has worked in a variety of industries over her career including healthcare, technology, insurance, associations, and aviation manufacturing. Her core management modeling is developed from LEAN methodology. She is certified with both the [WHY INSTITUTE](#) and [KOLBE](#) for leadership and talent management.

Marit is a passionate, innovative, success-oriented leader whose specialty lies in using strong relationship and business skills complimented with organizational design and strategic planning to create and sustain organizational growth and productivity.

Modernize and Transform your Agency (90 min)

Tomorrow's agency requires an investment today in your culture, talent, technology, and tools. Do you and all your employees take the time to work "on" your business, not just "in" it? Will you perpetuate in a transformational way that attracts key talent and inspires your high performers? An engaged team builds a shared vision for the future with a strategy to leverage its' strengths. This program will introduce concepts and tools to inspire you and your team members to tackle the challenges ahead and build a sustainable, thriving agency that may look very different from yesterday. Walk away with specific actions to strengthen your agency and team!