

NAAIA

NATIONAL
AFRICAN AMERICAN
INSURANCE ASSOCIATION

PATHWAYS TO PROGRESS



2024

ANNUAL REPORT

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It's Time, Let's Go!

Chairman's Note



George Woods

I joined NAAIA 20 years ago, when I was in the Maryland/DC area. I relocated to New York in 2008 and went on to become the chapter president in 2010. In 2014, I was elected to the National Board where I have served as chapter development chair, treasurer, vice chair and chair. We are a different NAAIA than when I joined and it's more than our membership numbers and financial position. Our advocacy for greater representation throughout the industry is taking hold. While our work is far from over, I am proud of the journey we have been on and where we are heading. NAAIA is stronger today than we have ever been.

As I turn over the chair role to my friend and colleague, Ricky Jones, I thank you - our board, staff, chapter leaders, partners and members - for your commitment to uplifting one another and advocating for greater representation in the insurance industry.

A Message from the Executive Director and Chief Operating Officer

Hello, NAAIA! 2024 represented many things for us as an association. I'm proud of our 1,000 strong annual conference, recognition of our *Next Steps on the Journey* study, and all of you! Reading the updates - personal and career - that flood my LinkedIn newsfeed has become my favorite way to start the day. It reminds me why NAAIA exists and what we are here for - to support you as you excel in your career.

Looking ahead, NAAIA remains focused on expanding our reach and impact through our *Vision 2030* plan. Through our programs, network, and partnerships with fellow industry-leading groups, we seek to empower you with the knowledge and resources necessary to succeed and lead now.

I believe in us and our collective power to change this industry.
Let's Go!



Omari Aarons-Martin

AN ENDURING LEGACY

OUR PROFILE

1997

NAAIA is founded on March 5 in Cincinnati, Ohio.

2,800

Members represent every industry sector and role.

85+

National Partners and Conference Sponsors.

24

Chapters across the United States.

OUR MISSION

Simple and impactful: to diversify the insurance industry's talent landscape at every level. Through our Partner and Chapter Networks, NAAIA strives to be the architect of a future where every one has the opportunity to thrive and prosper.

Pathways to Progress

As we reflect on another remarkable year of growth and impact, NAAIA's 2024 Annual Report is aptly titled ***Pathways to Progress***. This theme encapsulates our commitment to upskilling our members and creating opportunities that advance opportunity, equity, and inclusion in the insurance industry and beyond.

Pathways to Progress is more than a title—it is a declaration of how NAAIA is shaping the future. Each initiative, partnership, and program we've undertaken is designed to lay the foundation for a more inclusive industry, where our voices not only have a seat at the table but help define its direction.

Throughout our 27-year history, we have navigated challenges with resilience and celebrated milestones with humility and gratitude. Every step we take reflects the enduring spirit of our community and our shared vision for an industry that fully embraces diversity in all forms.

VISION ²⁰³⁰

OUR ROADMAP FOR NAAIA'S FUTURE

NAAIA's Strategic Plan aims to steer our growth, tackle obstacles to entry and retention for Black and African American professionals, and address wealth disparities within the Black community.



NAAIA Today

2800 members

24 chapters and growing in every major financial center across the US.

\$2.75MM revenue

Funding supports operations, staffing and programs.

\$110K scholarships

\$40K in Talent Competition awards and \$70K to J.L. Tillman Scholars.

80+ partners

Partner network includes 80+ of the leading insurance companies and organizations.



NAAIA Tomorrow

7500 members

50 professional chapters and 25 student chapters across the US, and 5 global affiliates.

\$3.8 MM revenue

Expanded programs by career stage and discipline.

\$500K social impact

Increased scholarships and investments in industry non-profit organizations.

150+ partners

Expanded partner network increases talent mobility and advancement.



OUTCOMES

1

Insurance as a **career of choice** for Black Americans

2

Insurance as a **trusted tool** for growing and protecting generational wealth

3

Insurance as a key driver in **closing the racial wealth gap**

DEEPENING OUR BRAND



In 2024, NAAIA expanded our digital presence, ensuring our platforms reflect the dynamic nature of our association. This included a brand new national website and the development of the NAAIA Foundation brand and website, aligning both under a cohesive and impactful brand.



People have taken notice of the #NewNAAIA. **Black Enterprise Magazine** (left) included NAAIA in a profile on the importance of insurance coverage for Black families and business owners.



2023 V. 2024

NAAIA CENSUS

In May, NAAIA launched the updated annual member survey, the NAAIA Census, receiving **572** responses—a **25%** participation rate. The results included members from every career stage: emerging leaders to mid-career and senior managers (**both 22.9%**) to and officers, executives and C-suite (**17.4%**). Members highly value professional growth and networking opportunities, citing the national conference, webinars, and chapter programs as top benefits. Looking forward, members prioritized more regional events, improved website, and a national mentorship program.

On **social platforms**, our reach has grown substantially. In 2023, NAAIA had 10,600 followers across all platforms. Today, **LinkedIn** alone boasts more than **13,000 followers**, contributing to a **total social media following** of over **16,000**. This growth reflects the increasing resonance of our mission and the strong engagement of our network.

Follow Us!



PROGRAM HIGHLIGHTS

NATIONAL LEADERSHIP SUMMIT

In July, over 350 people attended our two-day virtual summit, themed “From Vision to Victory: Thriving in Today’s Workforce.” Renowned leadership expert **Dr. Dennis Kimbro** (*top right*) guided the group through various development activities and exercises aimed at accelerating their career growth and success.



NATIONAL TALENT DEVELOPMENT COMPETITION

Twelve college teams presented responses to our case study, with **Saint Joseph’s University** (*left*), sponsored by **Everest**, placing first for the second year in a row. This program brings to life NAAIA's commitment to developing the next generation. Funding is provided by NAAIA Partners, the NAAIA Foundation and the Spencer Educational Foundation.



REGIONAL FORUMS

In 2024, NAAIA hosted Regional Forums in Richmond, Boston, Las Vegas, and Detroit, attracting over 300 attendees and 75 speakers. These forums provided expert-led sessions and real-time industry perspectives, and networking during the Founder’s Reception.



(above) NAAIA Central Virginia Vice President **Pierre Greene**, President **Rod Powell**, Executive Director **Omari Aarons-Martin**, Deputy Insurance Commissioner **Richard Tozer**, **Shauna Clements**, NAAIA Founder **Jerald Tillman** and National Board Vice Chair **Ricky Jones** pose at the South Forum in Richmond, VA.

(l to r, below) NAAIA Los Angeles President **Meka Moore** greets the West Forum in Las Vegas, NV; NAAIA New York Tri-State board member **Kyle Matthews** listens to a question at the Northeast Forum in Boston, MA; NAAIA Chicago President **Brett Carter** poses with NAAIA Dallas Fort Worth President **Krista Scott**, National Emerging Leader Council Member **Bri Allen**, **Junior Pierre**, and NAAIA Chicago Vice President **Lavezz Middleton** at the Midwest Forum in Detroit, MI.



PROGRAM HIGHLIGHTS

NATIONAL EMERGING LEADERS COUNCIL

Formed in 2024, the inaugural NAAIA Emerging Leaders Council serves members under age 40 with resources for career growth, including mentorship and leadership development programs.



(l to r, standing) **Logan Cheadle**, **Alexander Hatter**, **Fela Abioye**, (l to r, seated) **Sonya Daies**, **Juanesha Greenhill**, **Owie Lei Agbontaen**, **Bri Allen** and **Pete Kidd**.

RIMS RISKWORLD 2024

From our booth and workshop to our programming the the DEI Studio, NAAIA engaged with thousands of RISKWORLD attendees in San Diego.



(l to r) **Dr. Leroy Nunery II** and **Jeffrey Gallimore** present the *Next Steps* study; National Operations Director **Jephtha Snow** chats with **Renee Lunceford** in the DEI Lounge in San Diego, CA.

INDUSTRY EVENTS

NAAIA leaders presented at a number of key industry events across the United States and around the globe.

(below left) Executive Director & Chief Operating Officer **Omari Aarons-Martin** shares a moment with Lloyd's Head of Culture **Mark Llomas**; National Board Secretary **Rebekah Ratliff** grabs a selfie with **David Flint**, the first Black British Broker for Lloyd's of London while attending the first annual David Flint Lecture in London, UK.



(l to r, clockwise) NAAIA Philadelphia President **Seve' Spruill, Sr.** greets attendees at the Travelers Cyber Security Forum in King of Prussia, PA; NAAIA Louisiana Vice President **Branden Weber** engages HBCU IMPACT Symposium students in New Orleans, LA; National Board Vice Chair **Ricky Jones** poses with NAAIA Philadelphia board member **Zakiyya Reyes**, New York Tri-State board member **Formeka Hayslett** and NAAIA New York Tri-State President **Raumert Hubert** at the IICF Regional Forum in New York, NY; Executive Director & Chief Operating Officer **Omari Aarons-Martin** addresses the APCI Expanding Opportunity in DEI Conference in Brooklyn, NY.

ALL WE DO IS WIN!



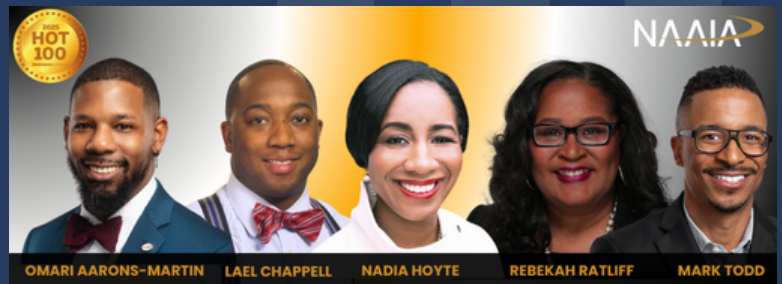
(l to r) **Charmaine Davis**, NAAIA Metro DC Vice President **Natasha Dorsey** and President **John Green III** join NAAIA staff **Jephtha Snow**, **Omari Aarons-Martin**, **Peachy Pleasants** and **D'Jenique Inge** at the ASAE Power of Associations Awards Dinner in Washington, DC.

Members on the Move!

NAAIA proudly celebrates the extraordinary achievements of our members, who continue to shape the insurance industry and exemplify the exceptional talent within NAAIA's community.

(l to r, clockwise) NAAIA Phoenix board member **Sherry McFadden** stepped into her role as 2025 President & Chair of The Institutes CPCU Society, succeeding NAAIA Boston board member **Traci Adedeji**; **Lee Vuu** awarded Business Insurance's Alonzo Herndon Award; National Emerging Leaders Council member **Logan Cheadle** named among IBA's Rising Stars; five NAAIA members named to IBA's 2025 Hot 100 list; NAAIA Los Angeles Vice President **Randi Kasongo**, **Cheryl Rosario**, **Denise Campbell** and National Board Treasurer **Susan Johnson** were among NAAIA members recognized as 2024 Elite Women.

Next Steps Study Recognition: NAAIA earned a Power of Association Award from the American Society of Association Executives for the transformative and sustained impact of the *2023 Next Steps on the Journey* study, research that continues to drive meaningful progress and actionable change in the insurance industry.



The **Meet the Executive series**, initiated by NAAIA and Insurance Business America at the 2024 National Conference, highlights Black leaders in insurance. Interviews feature members sharing insights on their career journey, focusing on uplifting diverse voices and fostering meaningful change in the industry.

2024 NATIONAL CONFERENCE



Held in New Orleans, our National Conference attracted over **1,000** attendees (our largest-ever and third sold-out conference in a row), featuring **150+** speakers and **30+** workshops focused on industry trends, personal brand, and leadership development.



(above) Director of Marketing & Brand Engagement **Deej Inge** interviews **Chris Arnold** on the Trade Show stage; (below) NAAIA members updated their headshots at the complimentary photo studio in the Career Fair and Trade Show.



(above left) **Denise Hamilton** kicks off the 2024 Conference; (left) **Dr. Leroy Nunery II** accepts the NAAIA Lifetime Achievement Award at the 2024 NAAIA Gala and Awards while NAAIA Founder **Jerald Tillman** and National Board Chair **George Woods** look on.



(left) Conference attendees and New Orleans-area residents networked with over 70 exhibitors during the Career Fair and Expo at the 2024 National Conference.



(above) NAAIA Cleveland President **Diauntae Morrow** smiles as **Judy Busby** speaks. (left) Louisiana State Senator **Royce Duplessis** welcomes NAAIA to New Orleans at the opening Sneakerball



(l to r) NAAIA Foundation board and staff **Ken Branch, Jennifer Sellers, Bonnie Boone, Anise Wiley-Little, Whitnee Dillard, Alisa Joseph, Harold Jamison** and **Ethan Zagore** attend the NAAIA Gala and Awards in New Orleans, LA.



(right) At community service, over 250 NAAIA members gathered to promote literacy among Black boys through Barbershop Books – one story at a time. Teams assembled bookshelves, sorting books and delivering them to New Orleans-area barbershops.



CHAPTER HIGHLIGHTS

In 2024, NAAIA chapters achieved significant growth and impact, hosting events like Chicago's Scholarship Luncheon and engaging members in Greater Hartford. Community initiatives flourished in Kansas City, Detroit, and Louisiana, promoting local partnerships and inclusivity. New York launched the George Woods Scholarship to celebrate its 20th anniversary, while Boston saw a 33% membership increase.



CHAPTER HIGHLIGHTS



2024 FINANCIAL SUMMARY

REVENUE

Partnerships	\$1,729,500
Scholarships/Awards	\$46,000
Registrations	\$536,000
Memberships	\$417,500
Misc. Income	\$21,000
Total Revenues and Profits	\$2,750,000

EXPENDITURE

Membership	\$319,000
Programs	\$245,000
National Conference	\$1,116,000
Marketing	\$105,000
Scholarships/Awards	\$36,000
Technology	\$58,000
National Office	\$930,000
Total Cost	\$2,809,000
Net Revenues and Profits	-\$59,000

Report captures financial results up to December 1 with forecasted expenses through December 31, 2024. Actual results may vary.

2024 LEADERSHIP

National Board of Directors



Executive Committee

George Woods **Ricky Jones**
Chair Vice Chair

Susan Johnson **Rebekah Ratliff**
Treasurer Secretary

Jerald L. Tillman
Founder

Board Members

Owie Lei Agbontaen
Emerging Leaders
Chair

Travis Bethune
At Large

Dwight Geddes
Programs Chair

Sherita Hardy
Nominations & Elections
Chair

James Hutchinson
Agent Engagement &
Development Chair

General Counsel



Aimee D. Griffin, Esq.

Michele Lamarre
Marketing Chair

Clive McCarthy
Chapter Development
Chair

Liz Walker
At Large

National Office Staff



Omari Aarons-Martin,
MDiv
Executive Director &
Chief Operating Officer

Jephtha J. Snow, JD
National Operations
Director

Kevin E. Hooks
Director, National
Programs & Chief
of Staff

D'Jenique Inge
Director, Marketing &
Brand Engagement

Ethan Zagore
Director, Social Impact
NAAIA Foundation

Precious Norman
Walton, CPCU
Agent Program
Manager

Dawn Jackson
Chapter Growth
Project Manager

Kristin Roda
Brand Project
Manager

D'Juan Hopewell
Marketing Program
Manager

2024 PARTNERS

NAAIA proudly collaborated with leading organizations across the insurance industry and beyond, to drive our mission forward, from groundbreaking research to empowering professional development programs

Level I - \$50,000+



Level II - \$35,000+



Level III - \$25,000+



Level IV - \$15,000+



Level V - \$10,000+



Level VI - \$5,000+



Conference & Event Sponsors



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INSURANCE ASSOCIATION



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TODAY**



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