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New McKinley Chief Outlines “Here We Grow Again” Plan for Insurance Firm

Community Leaders Welcome House Representative Evan Jenne

(Fort Lauderdale, Fla.) – Nearly 100 community leaders, including Fort Lauderdale Mayor Jack Seiler, nonprofit CEOs and McKinley Insurance partners filled Morton’s Steakhouse backroom recently to celebrate a new era for the firm and welcome new executives to the team.

“We have the opportunity to blaze a new trail in the insurance industry,” said Ralph Campbell, who took over the helm of McKinley in July 2010 from founder Jim McKinley. “We have partnered with like-minded companies whose leaders understand the value of strong relationships, integrity and a focus on helping each other.”

Campbell, whose exuberance is almost evangelical, introduce some of the firm’s partners, who he said “get it” and shared a desire to serve clients with exactly what they need versus simply selling products. Among the companies Campbell said enable his firm to offer a full range of services to his clients include AFLA, Allstate, AON, and CareAccess.

“We’re not about just selling insurance,” said Campbell. “Our business model dictates a collaborative spirit that involves finding the best services for our clients and pulling them together from the companies that offer the best products.

“The real value of this approach is that our clients also get access to our rolodex. At the end of the day, the good companies evolve into great companies because they can provide more value than just the products they sell. And, our rolodex is very strong.”

Providing excellence in customer service also means assembling the best team members, explained Campbell, as he introduced House Representative Evan Jenne as vice president of development and client retention. The former Democratic Floor Leader and two-time Democratic Whip was brought on board to help fulfill the firm’s mission to diversify and expand its business throughout Florida and nationwide.

A former small business owner, Jenne serves on the Insurance and Banking and Transportation and Economic Development Appropriations Subcommittees, as well as the Economic Affairs Committee and Select Committee on Water Policy. He was first elected to the House in 2006.

His extensive community involvement includes serving as board chair of the Susan B. Anthony Recovery Center ; the national co-chairman for the State Legislators Against Illegal Guns; and member of the Child Net Advisory Board, Charter School Task Force, Civil Air Patrol, and Optimist Club of Cooper

City. He is the recipient of the American Cancer Society 2008 Legislative Award and the 2008 Outstanding Legislator of the Year Award from the Florida Council Against Sexual Violence.

“We are fortunate to have been able to attract an individual as connected and respected as Evan Jenne,” said Campbell. “He will play a pivotal role in the future growth of McKinley Insurance.”

Also introduced were David Walker and Pam Rodgers, who will be launching McKinley operations in Hickory, N.C. and Philadelphia, Pa. respectively.

Campbell, who joined the firm in 1999, is responsible for managing the company’s overall operations, including sales agent recruitment and training and new business development. Prior to McKinley, he worked for UNUM Life Insurance Company and has extensive experience in leadership training. He co-founded Summit Education, a Fort Lauderdale-based training firm. He is involved in numerous business and nonprofit organizations, including ChildNet, where he serves on the board of directors; the Leadership Broward Foundation; the Urban Teachers Academy Program (UTAP); Women in Distress and the Broward Partnership for the Homeless. He is a graduate of Leadership Florida and a four-time nominee for the JM Family African American Achievers Award. Among his many honors are the Women in Distress Men of Style, Broad and Cassel 2009 Community Hero Award, and 2009 Leadership Broward Fun Lunch Honoree.

Based in Fort Lauderdale, McKinley Insurance employs about 40 people and operates a second office in Orlando. The independent agency represents more than 100 insurance carriers and is licensed in more than 30 states, offering a wide variety of insurance products, including group benefits, disability coverage, student and athletic coverage, life and health insurance, pension plans, commercial property and casualty and consulting services. For more information, visit www.mckinleyinsurance.com or call 954-938-2685.

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photo cutlines:

1. (l to r) Evan Jenne, Jennifer O’Flannery, Ken Jenne
2. (l to r) Evan Jenne, Mayor Jack Seiler, Ralph Campbell
3. (l to r) Ralph Campbell, Pam Rodgers, Mayor Jack Seiler, Evan Jenne, Charles Murphy
4. (l to r) Carlton Moore, Melissa Aiello, Jim Drake
5. (l to r) Ginger Martin, Ralph Campbell
6. (l to r) Ralph Campbell