

Meet Jared Wilkins: 2020-2021 Emerging Leaders Committee Chairman



Jared Wilkins, Producer at Wilkins & Associates Insurance Services in Reno, Nevada. Also, the current Chair of the Nevada Emerging Leaders Committee (formerly the Nevada Young Agents).

I am proud to be a 3rd generation Insurance Professional, our grandfather began in the industry in 1948 in Southern California. Wilkins & Associates was founded in 1989 by our parents Tom & Melanie Wilkins. Tom is also a past chairman of the NIIA Board. While our agency has a broad base of commercial lines property & casualty clients, we also provide personal insurance for our clients as well. Our agency prides ourselves on the service provided to our clients.

Prior to joining our agency, I attended the Gemological Institute of America (GIA) in Carlsbad, CA becoming a Graduate Gemologist. I spent 10 great years in the jewelry industry as a Gemologist and Goldsmith. I had the opportunity to travel to many different locations to purchase diamonds and gemstones as well as additional education. My diamond buying trip to Antwerp, Belgium, the diamond cutting capital of the world, will stand out for a lifetime.

Growing up in and loving south Reno, my wife Brienne and myself, are raising our twins (10) Reese & Grant in the same area. When away from work, we try our best to spend time outdoors. Our family enjoys snow skiing, boating, camping, fishing & hunting. When at home, I am probably a greasy mess laying under our Jeep or trying to complete one of our many home improvements projects.

I was appointed to the Nevada Emerging Leaders Committee (ELC) in 2016 at the NIIA Annual Convention in Laughlin Nevada. The Nevada Emerging Leaders Committee is a subcommittee of the NIIA and are a group of “newer” insurance industry professionals. Our committee focuses on several areas including local & national charities, events, education, Invest, Legislation and InsurPac. The ELC is a great way for new insurance professionals to get started with the NIIA, develop industry relationships and further their education and knowledge of the industry. As a member of the ELC, several opportunities exist throughout the year to attend National Big I events: ACT Meetings, the Fall Leadership Conference, and the Legislative Conference in Washington DC.

There is a huge void of younger individuals entering our industry in Nevada as well as Nationally. Per the Big I “more than 60% of the insurance industry will be retiring in the next seven years. Invest is a talent pipeline, introducing students to careers in insurance in high school.” This program is available to Insurance Professionals and Teachers to implement into High School curriculum. The ELC has had some success with this program in Carson City lead by our very own Jana Foster. However, we are always looking for additional schools to implement this program in both Northern and Southern Nevada. If you have any interest in this program or leads to additional schools in the area, please reach out to me and the ELC.

The NIIA annual conventions are my favorite events of the year. Spending two or three days with your peers, industry partners and associates generate relationships that would be unattainable with in office meetings or visits. The relationships I have gained over the past six years will continue far beyond my time with the NIIA. I, like I expect the rest of you, cannot wait until we are able to be back to “normal” again and look forward to our future events together.

If you or anyone you know may have an interest in the Nevada Emerging Leaders committee, please reach out to the ELC Board or the NIIA Director, Susan Bauman.