

Congratulations Len Rickards on his retirement.

During his 16 years at Mercury Insurance, Len was a great supporter of the Independent Insurance Channel and NIIA. Best wishes to you for your next adventure! You will be missed.

Sincerely,
NIIA Board of Directors and
Susan Bauman, Executive Director



My married life is like a cinema storyline as my wife and I met in college as Fine Arts majors in northeast Missouri. She went on to become an art teacher and I followed the insurance path which has never been in a feel-good movie.

I was approached to be a life and health agent and thought I would give it a try. Of course, my long hair had to go and coats and ties were required. We moved to Colorado in the mid-1980s where I was hired as a manager at AAA which started my career in property and casualty. AAA Colorado was an independent agency which exposed me to the world of choices enjoyed like members in the NIIA. My counterpart and I developed the agency force into one selling 1200 new applications per month and became one of the top 3 agencies in the country for some national carriers.

Following several years at AAA Colorado I was hired by a health insurance carrier and they relocated me to Arizona as State Director. All was great until the company hit dire financial hurdles so, along with several others, I was terminated with my date to be 09/12/2001. Unfortunately, we know the day before was a terrible day in the history of the USA.

MetLife hired me as the Nevada Marketing Representative in 2003 and moved my family and I to our great state. Mercury came calling in 2004 so I accepted the Marketing Representative position which began my 16-year tenure from the ground floor.

As a former directory with the Denver Big I and PIA Associations I sought out the Nevada chapters for the strength offered by an alliance of agency owners, producers, executives and carrier representatives. That introduced me to so many great people all of whom I will miss greatly once my retirement starts December 1.

My outside interests include anything automotive from attending car shows with my 1970 Formula 400 Firebird, to high-performance driving plus a multitude of other related events. I have traveled to many countries all over the world which is great knowledge about how other people live. Naturally I still do paintings to satisfy that creative need.

My favorite memories include helping people get their start as independent agency owners. There are several where I was able to give them their first appointment that started them on their road to success. They all did the hard part but as a mentor and conduit to the independent insurance world that has been most rewarding.

My least favorite memories include losing so many wonderful people in our business from John Bibee, George O'Keefe and most recently Janie Ferguson. The positives each left behind by making the world a better place because they were in it lives on.

Len Rickards