

Deep-Dive Session: Making Your Company a Part of the Bigger Conversation with Emerging Media

Wednesday, October 8 8:00 a.m. – 12:00 p.m.

**Rod Brooks,
V.P. and Chief Marketing Officer,
PEMCO Mutual Insurance Company
Seattle, Wash.**

Rod tells people he's a marketer to the core. Ask him about his "taproot" or his "passion" and he'll share story after story about why he does what he does. Rod likes to think that he "gets it," but he also emphasizes that continuous learning and exploration is one of the keys to whatever success he has had.

While attending Washington State University in the seventies, Rod was told by his advisor that he had a great face for radio. That meeting caused Rod to shift his emphasis from broadcast journalism to communication and advertising. By the time he graduated with a degree in Communications, Rod started at the bottom by selling newspaper ads for a small weekly newspaper near his hometown. He says it was both humbling and incredibly beneficial.

During his nearly 40-year career, Rod has been the marketing force behind successful start-ups, emerging growth companies, and well established Northwest businesses such as Schuck's Auto Supply, Egghead Software, and Coinstar.

In 1999, Rod took the marketing helm at PEMCO Mutual Insurance Company. With the role came the opportunity to help transform an analytical operations-based organization with a predominantly commoditized and conservative product into a dynamic customer-centric, market-driven and results-oriented mutual organization. Now, almost 15-years later, Rod calls the insurance business one of the biggest marketing challenges he's faced, and he views PEMCO's current campaign as one of his most rewarding. He's a lot like you. A little different!

**Claudia McClain
Agency Principle
McClain Insurance Services
Seattle, Wash.**

Claudia McClain founded McClain Insurance Services in Everett, WA in 1977. McClain Insurance Services specializes in Preferred Personal Lines Protection and has grown organically by maximizing referrals and depth of client relationship through:

1. Community Connection & Contribution
2. Client Engagement & Education
3. Carrier Collaboration & Partnership

The McClain Insurance team of 4 licensed agents, administrative assistant, and a part-time "communications director" serve over 2500 clients with 5700 policies in force (\$5.3 million in PL premium). Top insurance carriers represented include PEMCO Mutual Insurance, Safeco Insurance, and Travelers Insurance.