



INDEPENDENT INSURANCE AGENTS OF NEBRASKA

WHO WE ARE WHAT WE DO HOW WE HELP



Since 1907 Big I Nebraska has been the leading trade association for independent insurance agents in Nebraska. As part of the Independent Insurance Agents and Brokers of America association, Big I Nebraska seeks to support independent agents through a variety of services and keep the independent agent channel strong. We continue to evolve and change as necessary to make sure we are providing what our members need most. Our pillars represent our key focuses and commitment for our members.

OUR MISSION

To champion, unite, and equip Nebraska's independent insurance agents with the resources, education, and advocacy they need to grow, adapt, and protect their communities; while promoting the value of the independent agency system across the state.

OUR VISION

To empower Nebraska's independent insurance agents to thrive through advocacy, education, and connection; while fostering innovation and driving excellence across the insurance industry so they can confidently protect what matters most in every corner of our state.

OUR PILLARS

- Advocacy
- Education & Professional Development
- Member Services
- Products

ADVOCACY

2025 has been an active year for the association's advocacy work! IIAN took 15 members to Washington D.C. to visit the Nebraska delegation and attend the IIABA Legislative Conference. Our lobbying efforts at home remained strong with our annual Day at the Capitol event and the work put in by our lobby team. We are gearing up for a busy legislative session in 2026 along with an upcoming gubernatorial and congressional races in Nebraska

ENGAGEMENT

College Outreach

Google Display Ad:
292,044 - Impressions
2,319 - Clicks
0.79% - Click Through

Google Search:
3,086 - Impressions
394 - Clicks
12.77% - Click Through

Instagram:
115,597 - Impressions
909 - Clicks
0.79% - Click Through

Job Changer Outreach

Google Display Ad:
449,610 - Impressions
2,220 - Clicks
0.49% - Click Through

Google Search:
16,937 - Impressions
1,837 - Clicks
10.85% - Click Through

Facebook:
112,778 - Impressions
1,761 - Clicks
1.56% - Click Through

125 PARTICIPANTS
YTD IN
CISR COURSES

801 ABEN Classes YTD
taken by IIAN members.

238
Participants YTD in
Free CE Courses

Approximately 100 students
participated in pre-licensing
classes YTD.

WHAT'S NEW?

2025 came with some exciting additions for Big I Nebraska! Including:

- Our first ever Women's Convention: EmpowerHER was held in February with more than 80 participants!
- The Women In Insurance (WIN) group also launched a book club that is on its second book for the year!
- Nebraska launched the AFIS designation program and was able to offer it to 332 participants over the five sessions from five states!
- Our NExtgen group saw a jump in attendance with more than 75 attendees at non-conference events.
- NExtgen also hosted 106 member attendees on their educational webinars!
- Big I Nebraska is marketing and providing access to the new Blue & Gold Alliance market access programs offered through IIABA, reach out to Brenda for more information!



A Year in Photos



Big I Nebraska Members in Washington D.C. visiting Nebraska Senator Pete Ricketts



Nextgen Members & Staff at the Spring Summit in Kearney



2025 EmpowerHER Conference Attendees



Sara Ray, Facilitator and Big I Members at EmpowerHER



Big I Members in Washington D.C. with Nebraska Senator Deb Fischer



Day at the Capitol 2025



Education Course at the 2025 Spring Summit



Jeff Magee and Jacilyn Swanigan presenting scholarships at University of Nebraska - Kearney in honor of Mark Lisko



Annual Nextgen Holiday Bash held in Omaha