



NEWS RELEASE

For Immediate Release

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'It's Not Just Insurance' That Brings Young Professionals Through EMC's Door

DES MOINES, Iowa (March 10, 2014) – Industry experts have been warning insurance carriers and agents for years about the need to engage the youngest career seekers in light of a coming employment gap, and EMC Insurance listened. That's why the company recently produced "It's Not Just Insurance"—a new recruiting video aimed at recent college graduates and young professionals.

The video is posted on YouTube, www.emcins.com, and EMC's Facebook and LinkedIn pages. It features young professionals employed by EMC who share why their career with the company is such a great fit for their lives—mostly for reasons that have little to do with insurance, such as:

- Phenomenal benefits package
- Strong support for health and wellness
- Teamwork environment
- Company integrity and ethical decision-making
- Continued education opportunities
- The chance to work with people across the country and from around the world
- Meaningful application of employees' ideas and unique skills

Why This Age Group?

EMC is looking for young professionals for internships and dedicated full-time employment at its home office in Des Moines and in its countrywide network of branches because:

- The insurance industry doesn't easily attract young job seekers
- Staff shortages loom across the country as baby boomers retire

"From the sound of the collective stories, our industry has sustained a workforce on sheer luck, or on the recommendation of a friend, relative or colleague. If that is the case, [we] do not stand much 'luck' in bridging the approaching talent gap," says Noelle Codispoti in her article for *Wholesale Insurance News*.ⁱ According to *Intelligent Insurer*, this means insurers "need to put more energy into recruitment and enhancing the image of our industry as a whole."ⁱⁱ

EMC Vice President/Human Resources Beth Nigut says EMC created the new recruiting video as part of its strategy to do just that. "The insurance industry, and especially EMC, has much to offer young job seekers. Competitive pay and robust benefits are only the beginning," she says. "This recruiting video captures the perspective and passion of real EMC employees in their own words. We wanted them to tell

our story and let young professionals everywhere know that if they're enthusiastic about making a positive difference in a great work environment, they should check out EMC."

About EMC

EMC Insurance Companies is among the top 60 insurance organizations in the country based on net written premium, with assets over \$3 billion and more than 2,100 employees. The company was organized in 1911 to write workers' compensation protection in Iowa. Today, EMC provides property and casualty insurance products and services throughout the United States and writes reinsurance contracts worldwide. Operating under the trade name EMC Insurance Companies, Employers Mutual Casualty Company and one or more of its affiliated companies is licensed in all 50 states and the District of Columbia. For more information, visit www.emcins.com and www.counonemc.com.

ⁱNoelle Codispoti, "Mind the Talent Gap," *Wholesale Insurance News*, Vol. 3, No. 2, Fall 2013, < <http://www.nxtbook.com/naylor/AMGQ/AMGQ0313/index.php?startid=8>>.

ⁱⁱ"The Great Talent Gap" *Intelligent Insurer*, Nov. 20, 2013, < <http://www.intelligentinsurer.com/article/the-great-talent-gap>>.