



SPECIAL FEATURE

We're Famous! Big "I" Chairman Spencer Houldin Highlights Big "I" Markets



A comprehensive interview with Big "I" Chairman Spencer Houldin appeared in yesterday's *Insurance Journal*. In the article [As Agents' Needs Change and Startups Emerge, Big 'I' Looks to Remain Relevant](#), Houldin discussed the future of the industry and the role of your Big "I" association in serving the agents of the future.

Of Big "I" Markets, he said:

"We do have markets. We have Big 'I' Markets, which is a Big 'I' initiative, where we have contracted with insurance companies that a smaller agency may not have the volume to be able to get an appointment on their own. But they can access many markets through Big 'I' Markets. Using the power of 22,000 independent agencies that are members, we're able to bring market access to those younger and startup agencies."

Read the full interview and accompanying video clips [here](#), and be sure to [follow the Big "I" on Facebook](#) to keep abreast of association news and trends.