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## **Youngman Named Co-Chair of Real Time Campaign**

PEARL RIVER, NY (November 3, 2009)—Independent agent Karen S. Youngman, CPCU, has been named co-chair of the all-industry Real Time/Download Campaign .

Youngman is personal lines manager at Don Allen Agency, Inc., based in Rochester, N.Y. In her role with the campaign she succeeds Lisa Parry Becker, vice president of sales and marketing at William B. Parry & Son Ltd., Langhorne, Pa., who recently was elected 2010 chair of the Applied Systems Client Network (ASCnet), the user group of Applied Systems software.

An active ASCnet member in western New York, Youngman started her career with Travelers Insurance before moving to marketing and business-line management positions at various independent agencies in the Rochester area. She has consulted independently to agencies on workflow and technology issues, such as conversion to transactional filing, download and the paperless environment. She was involved in the first personal lines download initiative with Continental Insurance and has worked with numerous other carriers as they developed technology strategies.

In speaking on the success of the Real Time movement in the independent agency channel, Youngman says: “At this stage of my career, I can see my vision of one truly seamless exchange of all information from every company flowing from our agency management system to the companies and back. This is the only way the independent agency force will be able to maintain any market share. And hopefully, this will allow us to be able to reap the efficiency benefits of a direct writer while maintaining our strong focus on the client and offering our insurance expertise and not just a price.”

Youngman joins campaign Co-Chair Cyndy Smith, who, like Parry Becker, has been involved with the Real Time Campaign since its inception nearly three years ago. Smith is

vice president and director of technology at Haylor, Freyer & Coon, Inc., Syracuse, N.Y., and Industry Affairs Committee chair of The AMS Users' Group.

Separately, the Real Time Campaign recently launched a major initiative—the 21 Day Challenge—for independent insurance agencies that have not yet adopted Real Time rating and inquiry workflow or want to broaden Real Time usage to all of their employees. Even if the new workflow saves agencies time and reduces key strokes—as Real Time has been found to do—it takes some time for employees to become fully comfortable with any new process and to learn how to use it most efficiently.

### **About the Campaign**

Launched in April 2007, the Real Time/Download Campaign ([www.getrealtime.org](http://www.getrealtime.org)) is dedicated to improving the competitiveness of the independent agency distribution channel.

The campaign isn't advocating a specific technology, but a workflow approach that frees up more time for agencies to sell, process and service business. Most agents can leverage tools already contained in their agency management systems or comparative raters.

Real Time is the ability to click on a button from a client file in the agency management system or comparative rater for immediate access to carrier information on that client. The transaction may be a quote, billing inquiry, claim inquiry/loss run, policy view, endorsement or a request for information. Most-recent numbers show more than 20,000 real-time transactions are performed industry-wide each business day through agency management systems; this figure excludes real-time rating transactions processed by comparative raters. The campaign's goal is to double the number of real-time transactions each year.

Campaign participants include agents, brokers, carriers, technology providers, user groups, and agent and industry associations. The campaign is led by industry groups and sponsored financially by: ACORD; ACT; AMS Users' Group (AMSUG); Applied Systems; Applied Systems Client Network (ASCnet); Artizan Internet Services; AUGIE; EMC Insurance Companies; Grange Insurance; Harleysville; Independent Insurance Agents & Brokers of America; IVANS; Liberty Mutual Agency Markets; MetLife Auto & Home; Nationwide/Allied; PIA of New York, New Jersey, Connecticut & New Hampshire; SilverPlume Rating Solutions; Strategic Insurance Software (SIS); The Hartford; Vertafore; and Westfield Insurance.

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