



FOR IMMEDIATE RELEASE

FAIA's 121st Anniversary Convention Celebrates Leadership Legacy as Karyn Roeling Passes the Torch

ORLANDO, FL — August 2025 — The Florida Association of Insurance Agents (FAIA) hosted its 121st Anniversary Convention & Education Symposium from June 18 - 20, 2025, at the Orlando World Center Marriott, marking a pivotal moment in the association's history. The event featured a ceremonial leadership transition as outgoing Chair Karyn Roeling of Seibert Insurance Agency handed over the reins to her successor, incoming Chair Chris Heidrick, closing a year defined by innovation, advocacy, and community engagement. Chris Heidrick will take over as Board Chair on September 1, 2025.

Roeling, a dynamic force in Florida's independent insurance sector, was honored for her visionary leadership and tireless commitment to empowering agents statewide. Her tenure as Chair was celebrated during the convention's opening session, where FAIA President Kyle Ulrich praised her for "bringing clarity, energy, and a collaborative spirit to every initiative."

Karyn later shared, "Serving as Chairwoman of the FAIA Board of Directors has been one of the greatest honors of my career. To stand alongside the incredible leaders who've shaped Florida's insurance community – and to be only the sixth woman to do so in more than a century – was not just a milestone, but a deeply personal moment of pride. This experience will forever be etched in my heart as a testament to progress, purpose, and the power of representation."

The convention, themed "The Road to Success," offered attendees a rich blend of CE-approved education sessions, industry expert presentations, and vibrant networking opportunities. FAIA's renowned instructors led many of the educational tracks, providing actionable insights on emerging trends, regulatory updates, and agency growth strategies.

Local boards, including the Pinellas Association of Insurance Agents (PAIA), were prominently featured in the Exhibit Hall, with PAIA stationed at Booth #319 on Thursday and Friday. Their presence underscored the collaborative spirit of the event, connecting agents from across Florida to share resources, ideas, and best practices.



Attendees enjoyed a full agenda of activities, from breakout sessions to evening receptions filled with music, food, and camaraderie. With flexible registration options – including full access, day passes, and Exhibit Hall-only passes – the convention welcomed a diverse mix of professionals eager to chart their course toward success.

For more information about FAIA's upcoming events and initiatives, visit the [FAIA Convention page](#).

About Seibert Insurance Agency:

Founded in 1972, Seibert Insurance Agency is a family-owned independent insurance agency based in Tampa, Florida. With over 150 years of combined experience, the agency offers a comprehensive range of insurance products, including business, property, vehicle, and specialty insurance. Committed to exceptional customer service, Seibert Insurance Agency utilizes innovative technology to provide personalized solutions tailored to clients' unique needs. To learn more about Seibert Insurance Agency and Karyn Roeling's continued impact, visit [Seibert Insurance](#).

About FAIA:

The Florida Association of Insurance Agents (FAIA) is a nonprofit state trade association of insurance agencies affiliated with the Independent Insurance Agents and Brokers of America, Inc. FAIA provides education, advocacy, and resources to enhance the professional development of its members and to promote the value of independent agents to consumers. For a deeper insight into Karyn's vision and the evolution of Seibert Insurance Agency, visit the FAIA Board Spotlight online here: [Board Spotlight: Karyn Roeling - FAIA](#)

Media Contact:

Seibert Insurance Agency
Phone: (813) 960-4672
Email: info@seibertagency.com
seibertagency.com
[Facebook](#)
[Instagram](#)
[LinkedIn](#)