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**FOR MORE INFORMATION, CONTACT:**  
Rachel Romines (217) 321-3024 or [rromines@ilbigi.org](mailto:rromines@ilbigi.org)

## **Luke Hoerr Named Big I Illinois Young Agent of the Year**

Peoria, IL. (October 23, 2024) – Luke Hoerr of Summer & Associates, a Division of Troxell, in Washington, IL, was named Young Agent of the Year by Big I Illinois during the Association’s annual convention, October 15-17 in Peoria. Hoerr was presented with the Young Agent of the Year Award for demonstrating exceptional service to the insurance industry, professional trade associations, and community.

In the insurance industry for the last five years, Hoerr brought a fresh outlook to the office with new and innovative ways to assist the agency in current processes and determine how technology can help with efficiency. When asked why he chose a career in insurance, Hoerr said, “Even though the industry has been around since the 1600s, we are still discovering new and emerging risks. That interest sparked the motivation for me to help businesses and individuals navigate that uncertainty and have peace of mind and resources to bounce back from losses they weren't anticipating.”

In the agency, Hoerr has developed a system to assist clients in identifying common hazards using artificial intelligence with ChatGPT, has had a pivotal role in keeping staff morale high through a hard market, and has implemented weekly meetings to help with in-office communications.

Outside of the agency, Hoerr is involved with the Peoria County Republican Central Committee, The Greater Peoria Area Coffee Club, of which he is currently president, and volunteers at the Midwest Food Bank.

*Big I Illinois is an association representing Trusted Choice® independent insurance agents throughout the state. Big I Illinois membership is comprised of 1,000 insurance agencies representing 10,000 licensed independent agents engaged in all facets of the insurance industry, including property, casualty, life, and health. Its members offer customers a choice of policies from a variety of insurance companies. In addition to serving the professional needs of members, Big I Illinois works for the betterment of the insurance industry through legislative and consumer awareness programs. For more information, visit [www.ilbigi.org](http://www.ilbigi.org).*

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