



As we close out 2025, we're taking a moment to look back at the milestones, engagement, and momentum our association created together.

This FSLA "Unwrapped" highlights the conversations, resources, and accomplishments that shaped our year in the Florida surplus lines market. It's a snapshot of what we achieved, what resonated most, and how our community continues to strengthen. We're excited to share these insights as we head into another year of growth and collaboration.

Membership

This year brought FSLA its highest membership levels in the last five years. Presently, FSLA represents **represents 124 member organizations** across the surplus lines industry.

FSLA continued to see growth through increased participation in association programs, including the annual convention and members-only CE webinars.

The strength of our organization comes from our diverse membership. In 2025, FSLA welcomed new member organizations in the following categories:

- Regular Member: 3
- Regular Member Branch: 2
- Insurance Company: 5
- Industry Associate: 4
- Non-Resident Member: 1
- Retail Agency: 2

FSLA Annual Convention

The 2025 FSLA Annual Convention boasted record registration numbers when hosted at The Breakers Palm Beach in August. We welcomed a total of **287 attendees (31% increase)**.

It also welcomed a new Thursday Afternoon Activity (Pickleball Lesson & Tournament) and well as invited attendees to participate in our first Convention Giveback Event. By asking attendees to donate or join us for a stuffing party, FSLA provided 250 backpacks and school supplies to **United Way of Broward County**. This fundraiser directly supported students from kindergarten through high school in Hallandale Beach making an impact on the area we visited.

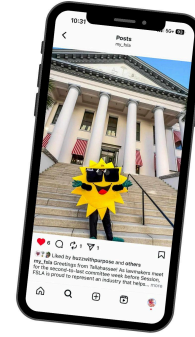


We hope that many of you are already making plans to join us for the [2026 FSLA Annual Convention](#) at the Vinoy Resort & Golf Club in St. Petersburg, FL from August 12 - 14, 2026.

The Introduction of "Sunny Surplus"

This year we successfully introduced someone new at the FSLA Annual Convention: FSLA's cheerful new mascot, **Sunny Surplus**, who brings "Bright Solutions for the Insurance Industry" to life.

Sunny is appearing more frequently on social media and is helping to humanize the surplus lines industry, creating a memorable, engaging way to connect with key audiences through appropriate events, seasonal campaigns and on social media.



FSU Surplus Lines Speaker Series

FSLA and the Florida Surplus Lines Service Office (FSLSO) continued our partnership with Florida State University by hosting the Surplus Lines Speaker

Series twice in 2025, once in the spring and once in the fall, through the Dr. William T. Hold/The Alliance's Risk Management and Insurance (RMI) Program.



The Spring presentation provided a standing room only panel discussion led by Liz Smith, MS-RMI (TD SYNEX), Felicia Rawlin, CPCU, ASLI (Dellwood Insurance), Tim Scollo (Markel Specialty) and David DeMott (Gridiron Insurance Underwriters), each FSU RMI alumni. They shared insights on risk managers, underwriters, E&S opportunities and emerging exposures.

In the Fall, industry leaders Chris Siegel, RPLU, CIC, CRIS, ARM, AAI (Burns & Wilcox), Scott Smith (RSUI), and John Vratsinas (Atlantic Specialty Risk) to discuss their career journeys, the role of AI in insurance, and some of the most fascinating risks they've encountered in the E&S market.



USF Symposium

In October, FSLA participated with the Florida Surplus Lines Service Office (FSLSO) in the [University of South Florida \(USF\), Florida Surplus Lines Service Office \(FSLSO\) Symposium](#).

This inaugural event featured an interactive discussion and presentation with students in [USF's Risk Management and Insurance \(RMI\) program](#), offering an introduction to the surplus lines marketplace, its regulatory framework, and career opportunities within the industry. Speakers spoke to a roomful of USF business students with an interest in risk management and insurance. They encouraged students to network, offered career advice, and emphasized the importance of getting an internship.



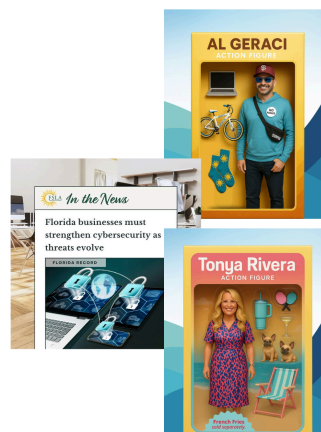
Social Growth

Platform Activity Highlights (through November):

- LinkedIn: 104 FSLA page posts
- Facebook: 70 posts
- Instagram: 57 feed posts & 150 Instagram Stories
- X (Twitter): 97 tweets and retweets

Growth by followers:

- LinkedIn: Up 40%
- Instagram: Up 24%
- Facebook: Up by 11%
- Twitter: Up by 10%



The content posted by FSLA demonstrated a robust, responsive, and multi-platform presence throughout the year—with *Allison Aubuchon Communications* ensuring continuity, visibility, and meaningful engagement across all channels.

Resilience Hub

FSLA launched the Resilience Hub at myFSLA.com/resilience, offering collected resources on disaster preparedness, mitigation, and innovation. Whether facing storms, floods, or extreme weather, FSLA members play an important role as partners in Florida's resilient future.

The Resilience Hub initiative has contributed to earned media and social media content, and will continue to grow and reflects FSLA's support for collaboration and partnership in proactive efforts statewide.

Legislative & SurPAC

For more than 65 years, FSLA has worked to promote and protect the regulatory and legislative interests of its members and the Florida surplus lines industry. Throughout the year, FSLA remained actively engaged in monitoring legislative and regulatory developments and communicating relevant issues and updates to member organizations.



Support of SurPAC continues to play a critical role in these efforts. Through ongoing advocacy, relationship-building, and education, FSLA and its advocates help ensure policymakers understand the role surplus lines plays in Florida's insurance marketplace. These efforts maintain FSLA's visibility and credibility at the Capitol and reinforce the importance of surplus lines for both large and small businesses across the state.

As we prepare for the 2026 Florida Legislative Session, we encourage members to stay engaged, support SurPAC, and share insights on issues impacting your business so FSLA can continue to advocate effectively on behalf of the industry.

**CONTRIBUTE
TODAY** 

Thank You!

Thank you for your continued participation, insight, and investment in FSLA. Your engagement strengthens our collective voice and helps advance the surplus lines industry across Florida.

We look forward to building on this momentum together in 2026.

Florida Surplus Lines Association | www.myfsla.com



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