



## **JUNE MEMBER SPOTLIGHT**

***David Majors***

***Media and Legislative Specialist – State Farm Insurance***

David Majors is a Media and Legislative Specialist in State Farm Insurance Southern Zone Public Affairs Department and is responsible for Alabama and Mississippi. He has held this position since 2001 and been with State Farm Insurance for almost 18 years. In his role he is responsible for “telling the State Farm story as well as building and maintaining the State Farm brand.” This can be very a challenging task as for the most part insurance is not easily understood.

He works in partnership with State Farm Attorneys and Lobbyist around issues that could impact their operations positively or negatively in Alabama and Mississippi. As both of these two states have coastal exposures, this has become increasingly challenging since Hurricane Katrina.

He enjoys the connectivity between the many people and organizations who play different instruments but who all come together to make a difference. In the 2010 Alabama Regular Legislative Session, one of their major initiatives was to strengthen Alabama’s Graduated Drivers License Law. He had the opportunity to be a part of a broad based coalition that pushed for the passage of new requirements in the current law. Additionally, to make this happen a considerable amount of time was spent with legislators and the media sharing with them the positive impact this law could have on Alabama teens. The final result was the Alabama Senate passed the new law into effect on the last day of the regular session. Media from across the state was widely supportive and played a key role in educating Alabamians on this issue and creating the need for this law. At State Farm, they also equipped their associates with materials and resources to go to their local schools to speak with teens about driver safety and ways to be safer drivers and to assist parents teaching their children to be safe drivers. This is but a glimpse of what he has had the privilege to be involved in on a daily basis.

In his spare time he enjoys canoeing and kayaking, figure drawing, and movies.

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