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MEMBER PROFILE - SEPTEMBER 2003

Anita L. Segreti

"I'm a lucky lady," says Anita L. Segreti of Anita Segreti Insurance, Inc. "I stumbled on a career which turned out to be extremely fulfilling and which I truly enjoy." In what she calls "a former life," Anita was a professional chef. She and her husband, Mario, owned and operated a restaurant in Bethesda in the 70s. How did she get into insurance? The godfather of one of her children had his own agency and recruited Anita to do his bookkeeping on a part-time basis. When she had to audit some files, Anita, who had no insurance knowledge, took an insurance course to understand what she was doing. She attended the class, passed the exam and was now a licensed insurance agent! When the other employee in the office left to take care of her ailing mother, Anita became the only other licensed agent in the office. This was an entry, and Anita began to learn.

"Sixteen years ago, I never thought I would have a career in insurance," says this busy producer, noting that the term is used within the industry to describe someone who secures new clients for an agency. Actually very few females in the industry (fewer than 1%) do what Anita does, as principal or producer of an agency. After her children grew up and her husband retired, Anita went back to work, serving as agency support staff. When she brought in two large accounts (which she still has), her mentor, Ivan Brendler of Brendler Insurance suggested that she try her wings. "If you're doing this without trying, just think of what you could do if you tried," he said. She did, and discovered that she loved her work.

Anita feels fortunate to be "in an industry where when I walk into a room of 50 people, every person needs what I provide." She is licensed for life, health, homeowner's, business, court bonds, etc. and she enjoys it all. On her own since last year, Anita likes trading under her own name. She enjoys the intellectual challenge of her industry and works hard to stay abreast of constant changes. She takes pride in her mix of clients (a textile factory in North Carolina, two huge healthcare agencies in Maryland, people who work at home as consultants and/or computer people, stores, restaurants, etc.). "For me to write their insurance, I need to know everything about them. They have to trust me so we can work together. It's a great experience to be partners with my clients," she says. "I'm the luckiest lady in the world."

A WBO member for approximately 8 years, Anita likes the character of the women in our group. "I could not be part of a group whose ethics I did not agree with," she says, adding that she finds WBO women "warm, encouraging and successful in their own right."

Anita still loves to cook and also enjoys dancing and reading. Now widowed, she has time to develop her professional life. She is an active member of the Greater Washington Board of Trade, the Bethesda Chamber of Commerce, the Catholic Business Network, and the Catholic Alumni Club. A native Washingtonian, Anita has lived her whole life in one square mile.