

## **Alumni Spotlight: Scott S. Delaney '98**



**Please provide your biographical information (major/minor at WCU, town you grew up in, reason why you came to WCU).**

Scott S. Delaney, married 17 years to Lauren, with two children, Bridget 13 and Aiden 10. Graduate of Downingtown Senior High in 1989. I came to WCU as a Special Education major while I also owned a business. I chose WCU for the flexibility it provided me at the time and I knew it was a highly regarded school for teaching.

**What made you choose Special Education?**

I had worked at Devereux with a friend who was a WCU graduate and he suggested I consider it. At the time my intent was to graduate and try for a graduate assistant spot for football. Neither of those came to fruition after graduation.

**What is your official title and what are your responsibilities in your current position?**

My official title is Agency Field Executive. I have 36 State Farm agents who I work with in Berks and Lancaster County. My responsibilities include recruiting new agents for my market, consulting agents on how to grow their revenues and teaching agents how to continuously get better in financial services.

**What is a typical day like at work?**

It is rare that any two days look identical in my job, which is one of the things I love about what I do. A lot of my time is spent meeting with agents and their clients, helping people navigate their insurance and financial decisions. Another good portion is spent helping agents develop marketing plans, compensation plans for their employees and strategizing with them on how to grow their overall revenue.

**What have been the biggest challenges at work?**

State Farm has changed immensely since I joined in 2002. We have a large emphasis now on growing in the virtual space and in financial services. Getting people to modify behaviors and embrace change is a challenge for any organization and the same is true for us.

**What do you enjoy most about your current position?**

I really enjoy teaching people how to look at their businesses and themselves differently and watching them reap both the personal and financial growth. In a lot of ways I am teaching almost every single day.

**What skills, talents, and other traits are useful and necessary to do your job?**

Thick skin helps on most days. I would say the most important skill or trait is the ability to influence people to make changes. I work with a lot of great people but influencing someone who has done it their way for 20 years is not always an easy task.

**What do you enjoy doing in your free time?**

I love spending time with my family and I am an avid golfer.

**Where do you see yourself in five years?**

I see myself as a Vice President with State Farm, helping the organization navigate changes that will be needed to ensure we stay #1.

**What advice would you give to a current student who aspires to follow in your footsteps and pursue a similar career path?**

I would tell them to be tenacious and be proud of their WCU degrees. The other thing I would tell them is that just because your degree says you're a teacher or something else, that doesn't mean you can't choose a different career path.

**How has your WCU education contributed to your success?**

My education gave me the opportunity to interview for a financial advisors job. Without that degree, I would have never gotten the interview. That interview is what got me to where I am today.

**What do you consider to be your greatest accomplishments (both personally and professionally)?**

When I went to WCU, I also owned a business. I went full time for 3 years, got married as a junior, and graduated with honors. I am proud that I persevered. Personally, I am most proud of my marriage to Lauren and my children, Bridget 13 and Aiden 10. They are why I go to work every day.

**What's your favorite memory from when you were a student at WCU?**

I had wonderful professors while I was at WCU. One in particular, George Drake who had a lasting impression on me. When I told him I was not going into teaching, he never tried to change my mind. He was my first financial planning client when I started, knowing full well I had just graduated with a teaching degree. Thanks George!