

# NextGen Employer: Pinnacol Assurance

## INVESTING IN SCALE



Pinnacol Assurance has been at the forefront of protecting, understanding and caring for Colorado workers and businesses for more than 100 years. It serves more than 56,000 Colorado companies as the state's largest workers' compensation insurance carrier. It's a company that understands its community, and how to build culture alongside a successful business. It's no surprise that Pinnacol has embraced modern youth apprenticeship, hiring more than 50 since the program launched in 2017 and currently employing 22, roughly five percent of the company's workforce.

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— **Phil Kalin**  
**CEO at Pinnacol**

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“One of the challenges for a lot of American businesses is that the talent pipeline isn’t as robust as it needs to be. A lot of the learning and education our entry-level talent gets in college isn’t necessarily directly applicable to the operation of a business,” said Mark Tapy, Pinnacol’s apprentice program manager. “Pinnacol is flipping the script—we’re no longer just consumers of entry-level talent, we’re producing it. With apprenticeship we can proactively design our desired workforce and prepare for the future of work.”

Pinnacol CEO Phil Kalin recognizes the value of leaning into apprenticeship at scale to maintain the talent pipelines necessary to meet new demands and shifting demographics. “You’re stimulating your own business by bringing in some young people who are excited to grow and to learn. That’s a real value to any company.”

Pinnacol employs more than 600 people, 22 of which are youth apprentices. But the commitment to Pinnacol’s robust youth apprenticeship program goes beyond simply hiring students. Pinnacol has also invested in the infrastructure around the program with a team of three full-time apprenticeship program managers to get the most out of the talent pipeline.

“When we decided to create an apprenticeship program at Pinnacol, there was no playbook. Today, we’re hiring students who complete this program, and they’re extremely valuable and respected parts of our team,” said Kalin.

