



## Cowell James Forge Insurance Group

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Krueger & James Insurance Company celebrated the New Year by merging with Cowell Insurance Group on January 1. The new firm is Cowell James Forge Insurance Group (CJF).

LaDeena James, who purchased Krueger & James Insurance Company in 2013 and served as its president, is the president and COO of the merged company. Lanny Cowell, who was the founding president of Cowell Insurance Group in 1989, is CJF's CEO and CFO. Jason Forge, a partner at Krueger and James, is now the executive vice president and chief sales officer for CJF.

**OWNERS:**  
**LADEENA JAMES**  
**LANNY COWELL**  
**JASON FORGE**

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CJF offers home, auto, business and life insurance as well as health and employee benefits, risk management bonding and medical bill review.

"This merger between two similarly aligned and strongly defined agencies brings incredible growth opportunities to the Cowell James Forge Insurance Group. Our respective and long-standing practice to ensure that client considerations come first in our business decisions remains the strong benchmark on which we will continue to build and expand," James said.

Forge noted that rather than simply engaging in transactions, CJF is focused on being a partner that understands their clients' businesses and future plans.

"We remain laser-focused on our mission to deliver personalized customer service. Helping each client understand and receive tailored insurance coverage specific to their unique need is a privileged responsibility," he said.

A key agency strength is its ability to provide options from a wide-range of national insurance carriers. Krueger and James boasted a 90-percent retention rate in customer renewals, a rate significantly higher than the national average, before the merger. It's a stat that CJF intends to keep intact. ●