

Christina Danehart, Dynamic Resource Group, LLC

By Jan Fields

Growing up, Christina Danehart never dreamt that the time she spent helping her grandfather hoe his garden would help prepare her for owning an insurance brokerage company, but she's found that many of the life lessons he taught her have brought her success in the business world. Christina is the owner of Dynamic Resource Group, LLC, which helps businesses develop and administer employee benefit programs.

"I adored my grandfather," Christina says. "He had a huge influence on my life. He was a farmer. I spent every summer on his farm. He didn't have huge farm equipment. We hoed. He had several gardens, one for the family and several gardens for the livestock. While we hoed, he taught me that you reap what you sow, either good or bad. Whatever you put into the ground and nurture is what you get back. If you put quality in, you will get quality out. I apply those values to my work."

Christina got her start in the insurance business with United Healthcare in 1994 as an administrative assistant to the senior vice president of sales and marketing. "This gentleman was an incredible mentor for me," she says. "He insisted that I get licensed to sell life, accident and health insurance. At the time, I didn't want to be a sales person. He said do it anyway, so I did. I didn't know then that he was placing me on the path to owning my own business."

Christina then got a job dealing with Medicare provisions. She approached her job as an advocate, helping seniors pick the best option and explaining Medicare and the billing process. From there, she became a sales representative, marketing Aetna to insurance brokers and their clients. She loved the employee side of insurance, and in 2000 she became a partner in an insurance brokerage company. While she loved her work, she struggled with corporate politics and sales people who put their own interests ahead of the best interests of the clients. In 2005 she left the partnership to start Dynamic Resource Group.

"I never think what is best for my agency or my pocket,"

Christina says. "I think of what is best for the employer, the employees and their pockets. I know we have to make money as a business, but let's not rip people off. I wanted to have my own company so I could do things my way, do what I knew was right."

Christina takes the time to study each business so she can create a benefits package that meets the needs of that business and its employees. She sits down with each employee to explain the benefits. "Education makes people smart consumers. They use the program smarter, and that makes the money go further." She also provides payroll services. Her business methods have paid off. All her new clients come from referrals, and her business is expanding every month.

Growing up in Parkersburg, WV, Christina wanted to be a veterinarian. She moved to Ohio 25 years ago. She and her husband Drew have been married 25 years and have two sons, 16 and 17. They also have four dogs, two cats and two big birds. "We're really into our kids and our animals," she says. "If I didn't restrain myself, I would have a house full of animals. I just picked up two cats in November because they were dropped off behind Giant Eagle, and now they're in my house."

Even as the owner of a successful company, Christina has never lost sight of the lessons her grandfather taught her. "He was an amazing man," she said. "He'd

start hoeing at one end of the row. I'd start at the other, and we'd meet in the middle. Often our hoes would clink together. He'd always ask me, 'Do you know what that means?' I'd always answer no, even though he'd told me many times. He'd say, 'That means we're going to be here next year doing the same thing.' As I got older I made sure our hoes clinked together because I wanted to be there next year. I feel the same way about Dynamic Resource Group. I want to be doing the same thing next year. I just want to assist people and make a living doing it."

If you have found this story interesting, informative or inspiring, please let Christina know! Dynamic Resource Group 2792 Cooper Ridge Rd., Columbus, Ohio 43231, 614-794-3444, christina@mydrgrp.biz or visit www.mydrgrp.biz.



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