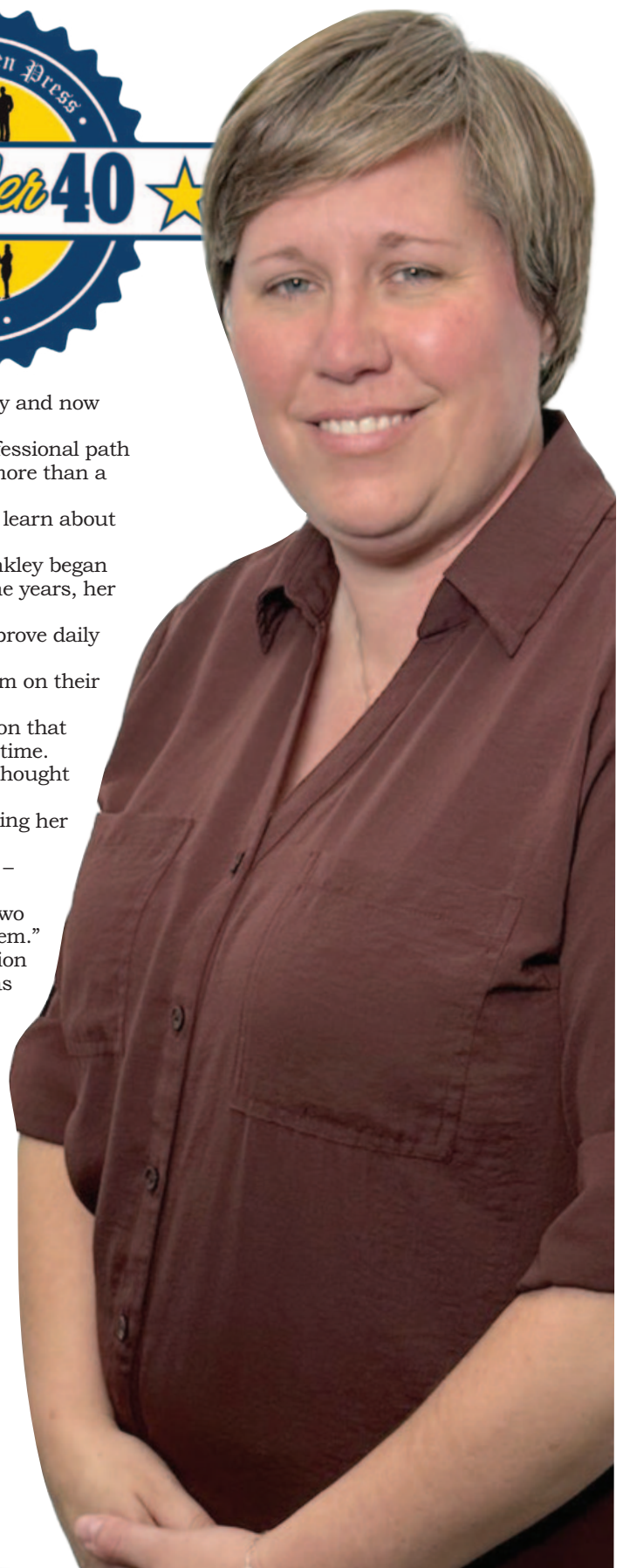


Meagan Binkley

COMMERCIAL/RETAIL



At 39 years old, Meagan Binkley has built a career rooted in helping others – first through physical therapy and now through insurance – while remaining deeply involved in her family, church and community.

A lifelong Crittenden County resident and 2004 graduate of Crittenden County High School, Binkley's professional path took an unexpected but rewarding turn a few years ago. Before entering the insurance industry, she spent more than a decade working as a physical therapist assistant, primarily serving the community's older generation.

"People were just so interesting," Binkley said of her years in healthcare. "You got to hear their stories and learn about their lives. It was very fulfilling."

After graduating from Madisonville Community College with a degree as a physical therapist assistant, Binkley began working in 2007 at Crittenden County Health and Rehab. Even as companies and contracts changed over the years, her focus remained the same: helping people regain strength, independence and confidence.

Whether assisting a short-term rehab patient preparing to return home or helping long-term residents improve daily mobility, Binkley found satisfaction in seeing progress.

"It was cool to watch someone go from needing help with everything to being able to walk to the dining room on their own," she said.

In 2021, however, Binkley made a major career shift when she joined Integrity Insurance. Seeking a position that offered greater flexibility for her family's busy schedule, she entered an industry she knew little about at the time.

"I'd never worked in an office setting before," she said with a laugh. "I just saw the job advertisement and thought I'd try something different."

Since then, she has earned licenses in property, casualty, life and health insurance and continues expanding her knowledge, particularly in Medicare supplements and prescription drug plans.

Though the industries are vastly different, Binkley says both careers share one important common thread – helping people.

"I like being able to explain things honestly," she said. "Sometimes people don't realize they're comparing two completely different coverages. I like helping them understand what they're paying for and what's best for them."

That honesty and personal connection have become hallmarks of her approach, and have led to her selection in The Crittenden Press' 10 Under 40 Commercial/Retail category. Her boss, Denise Byarley, describes her as a driven professional and trusted advisor.

"She approaches her clients with genuine care, taking the time to understand their needs and helping them navigate important decisions with confidence and clarity," Byarley said. "Her professionalism and attention to detail reflect not only her personal standards, but also the values of the organization she represents."

Outside of work, Binkley's schedule remains full. She volunteers with the Lady Rockets middle school booster organization, assists with 4-H activities and serves at Sulphur Springs Baptist Church, primarily in children's ministry.

Her two children, Luke and Ellie, keep her especially busy through their involvement in 4-H and extracurricular activities. Binkley enjoys traveling with them to historical reenactments and educational events, experiences she says have opened doors to places and opportunities her family may never have explored otherwise.

"It's fun seeing things through your kids' eyes," she said. "You end up going places and trying things you never expected."

Luke participates in Early American Heritage reenactments through 4-H, which has taken the family to destinations including Fort Niagara in New York and events throughout the region. Ellie has also participated in numerous 4-H projects and state fair competitions and plays basketball.

Binkley credits organizations like 4-H and local community groups for helping shape positive experiences for area youth.

"There are just so many good people who invest in these kids and make them feel welcome," she said.

As she approaches her 40th birthday this summer, Binkley remains focused on continuing to grow professionally while balancing the demands of work, family and service.

"I'm just a working mom," she said modestly. "But I love being involved and helping where I can."



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