

108th Annual Convention & Trade Fair



October 13-15, 2015

Embassy Suites – La Vista, NE



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AGENTS OF NEBRASKA

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Senior Insurance Marketing

ServiceMaster of Sarpy Co

Truckers Insurance Associates

Universal Surety Company

VGM Specialty Underwriters

Washington National/PMA

Yellow Van Cleaning Services

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ASSOCIATION STAFF

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Brenda Kaiser, AAI, CIC..... Membership Programs Director
Nancy Robeson.....Director of Operations
Cheryl Novacek..... Insurance/Accounting Coordinator
Judy McIntire.....Program Coordinator
Jeremiah Gudding, CIC Marketing Director
Jim Cavanaugh..... Legislative Representative
Liz Kittell Communication Consultant

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IIAN 2014-15 LEADERSHIP

EXECUTIVE COMMITTEE

Philip Winkelmann **President**
Omaha Insurance Services, Omaha
Michael Jones, CIC.....**Vice President**
Jones Insurance Agency, David City
Krae Dutoit **Secretary-Treasurer**
Gary Thompson Agency, Inc., Grand Island
Dee Sykora, AAI, AU, CPIW.....**Immediate Past President**
Quinn Insurance Agency, Omaha

DIRECTORS

Todd Anderson..... Cornerstone Insurance Group, York
Elliot Bassett, AIP Ellerbrock-Norris Insurance, Omaha
Carrie Brown Western Insurors, N. Platte
Trent Cooksley Markel FirstComp, Omaha
Sandra Ryks UNICO Group Insurance, Papillion
Erica Tucker, CISR..... Midwest Insurance Exchange, Eagle
Maureen Wagoner.....Ryder Rosacker McCue & Huston, G. Island
Scott Williams..... Insurance Associates, Inc., Norfolk
Greg Zimmer.....Zimmer Insurance Group, Lincoln

Annual Convention Committee

Lori Ruzicka, CIC, CISR, AAI—Chariman.....SilverStone Group, Omaha
Nichole Simms Risk Placement Services, Inc., Omaha

Welcome from the President...



Welcome to IIAN's 108th Annual Convention and Trade Fair! We are glad you could join us to share the learning, networking and fun.

The **Annual Convention Committee**, under the direction of **Lori Ruzicka**, AAI, CIC, CISR has worked hard to continue our longstanding tradition of outstanding educational programs presented by the best instructors in the industry, and a terrific trade fair. Here are some highlights:

Tuesday—Protect your agency by attending the "bonus" seminar—**E&O Risk Management: Meeting the Challenge of Change**".

Tuesday Evening - Enjoy dinner out with your industry colleagues, and then **join me and members of the 1752 club at the President's Hospitality Suite from 8:00 p.m. until midnight** - Room 730!

Wednesday - Take advantage of the wide variety of sessions! You can learn about Personal Lines—Business Exposures, Additional Insureds and Cyber Liability at the all-day **CISR Hold Seminar**. Or learn how to communicate with the five generations that are in your agency and your clients' offices at the **Cold Call To Close** seminar, and how to **Capitalize on Generational Strengths** for successful sales negotiations. More high-quality CE: choose from **Commercial Lines: To Endorse or Not Endorse** or **Where's the Liability** covering drones, cyber liability and EPL. And last but not least, you can hone your skills in the **Applied Systems User Training**. And be sure to join us as we recognize the "top performers" at the **Education Recognition Luncheon**, and elect your new Big "I" leaders at the IIAN Annual Meeting.

Wednesday Evening—Laissez les bon temps rouler at the 65-exhibitor **Trade Fair** for lots of fun and valuable networking starting at 4:30 p.m.. **Visit all the booths to be eligible to win one of five \$100 cash prizes to be awarded at 7:00 p.m.! You must be present to win!** Then dance your way to the reception and Awards Dinner to the music of Street Railway Dixieland Band, and enjoy a great Cajun-flavored dinner.

Thursday—another day of great sessions to choose from! In the morning you can learn about **Personal Lines Surprises**, take in a repeat of **Cold Call To Close**, or get your online marketing skills up to date with **Content Marketing—How to Attract the Modern Insurance Buyer**. Don't miss the **IIAN President's Luncheon**, where you will hear about your new president's vision for the Big "I". The afternoon will conclude with a **roundtable of Hot Agency Issues**, an on-site **Risk-Management Tour**, and **How To Create a Client Online Community**.

Closing Presentation: Before you take off for home, be sure to drop by the Windsor ballroom for a short special "Spirit of Nebraska" award presentation to Ashland, Nebraska native and former Microsoft president **Jeff Raikes!**

It has been an honor to serve as IIAN's President this past year and I deeply appreciate your support and dedication to Nebraska's Big "I".

Phil Winkelmann, President 2014-15

IIAN PAST PRESIDENTS

For a complete list of IIAN Presidents see www.iian.org

James W. Anderson, Kearney.....	1970
C. Robert Jeffrey*, Omaha	1971
George C. Martin*, Fremont	1972
Robert A. Sherwood*, Lincoln.....	1973
A.J. "Bud" Meyers*, Holdrege.....	1974
John D. Bush*, Omaha	1975
Donald J. Harr*, McCook.....	1976
Thomas F. McGowan, Omaha	1977
Del W. Ryder*, Grand Island	1978
Robert C. Reynolds*, Lincoln.....	1979
John M. Atkinson, CIC, Scottsbluff.....	1980
Chester C. Linder*, Broken Bow.....	1981
James C. Kahrhoff, CPCU, Gr. Island	1982
Douglas G. Durbin, AAI, Omaha	1983
Roger C. Nelson, Lincoln.....	1984
John F. Zimmer III*, CPCU,AAI, Lincoln	1985
Jerry G. Frieze, Columbus.....	1986
D. Arnie Johansen, CPCU,AAI, Lincoln	1987
Vi Kuhl*, Lincoln	1988
Thomas L. Tideman*, Hartington	1989
Patrick W. Thomas, CIC, Sutherland.....	1990
William A. Brown, CIC, AAI, Gr. Island.....	1991
John E. Bush, Omaha.....	1992
Jeffrey J. Schneider, CIC, LUTCF, Columbus.....	1993
Todd G. Mundhenke, Ainsworth	1994
Richard H. Oehlerking, CPCU, Lincoln	1995
Samuel V. Thomas, CIC, N. Platte	1996
James G. Zimmer*, AAI, Lincoln	1997
C.E. "Tim" Haley, LUTCF, Norfolk	1998
M. Thomas Greco, CPCU,CIC, Papillion	1999
Irwin H. Nelson*, CIC, Ft. Calhoun.....	2000
Allen J. Niedbalski, CIC, Columbus	2001
Douglas Steffensmeier, Beemer.....	2002
Robert L. Hoppe, CPCU, AFIS, Columbus.....	2003
John Deardorff, Omaha	2004
James R. Peterson, CIC, Eagle.....	2005
Michael Glaser, CPCU, ARM, Omaha.....	2006
Debra Schilz, CIC, CISR, Ogallala	2007
Kathryn Kochenower, CIC, CRM, AIP, Gering	2008
Mark Lisko, Omaha	2009
Jerry Jensen, Grand Island	2010
Edward S. Mark, AFIS, LUTCF, Exeter	2011
Ritch A. Nelson, LUTCF, Fort Calhoun	2012
Lisa Laday-Davis, CPCU, ARM-P, ARE, Omaha.....	2013
Dee M. Sykora, AAI, AU, CPIW	2014

* Deceased

ANNUAL AWARDS

Recognition of outstanding effort and service is an important function of your association. Each year, the Independent Insurance Agents of Nebraska recognizes the contributions of outstanding individuals to the association, the independent agency system, and the citizens of Nebraska.

DISTINGUISHED SERVICE

Presented by the IIAN President for exemplary service given to the Association. For a complete list of all Distinguished Service award winners go to www.iian.org.

James W. Anderson, Kearney	1965, '73
John Atkinson, Scottsbluff	1970, '74, '82
George G. Barker, Omaha	1955, '57, '76
Joseph Barker, Jr., Omaha	1959, '75
Mark A. Boettcher, Jr., Columbus.....	1954, '70, '73, '87
Ed Boehmer, Omaha	1987
William Brannen, York	1983, '87
William A. Brown, AAI, CIC, Grand Island.....	1992
John D. Bush, Omaha	1967, '76
John E. Bush, Omaha.....	2001
Joe Bushey, Omaha	1978
Craig "Tim" Carlin, Omaha	1981
David R. Chastain, CPCU, CLU, Omaha	2013, 2014
Edward Copple, CPCU, Lincoln	1959, '61, '67, '87
George Cowton, Grand Island	1953, '60, '81
Dana M. Dannelly, Dodge	1976
Deborah Drewel, CPCU, Lincoln	1993
Joseph Elliott, Omaha.....	1986
Fred A. Fletcher, Norfolk	1974, '77, '79
Jerry G. Frieze, Columbus.....	1977
Paul Friskopp, Shelton.....	1986
Joseph A. Genoa, Auburn	1984
Brent Gilbert, Blair	1978
Michael Glaser, CPCU, ARM, Omaha.....	1994, '97
Kathryn Gosch, LUTCF, Springfield	2005
M. Thomas Greco, CPCU, CIC, Papillion	1997, 2000
Jack A. Hill, Omaha	1984
Sheryl I. Hinton, CISR, Ogallala	1999
Robert L. Hoppe, CPCU, AFIS, Columbus	2010
C. Robert Jeffrey, Omaha	1977
Darryl A. Johansen, CPCU, AAI, Kearney	1984, '88
Sandra Johnson, CIC, AAI, Lincoln	1993, 2007
James C. Kahrhoff, CPCU, Grand Island.....	1992
Kathryn Kochenower, CIC, CRM, AIP, Gering	2009
Chester C. Linder, Broken Bow.....	1977, '84

DISTINGUISHED SERVICE

Mark B. Lisko, Omaha	2012
Danforth Loring, Jr., CPCU, Omaha	1977, 2011
Marvin L. Lyman, CPCU, Lincoln	1973
James Madron, Alliance	1979
Marlene J. Manning, Lincoln	1980
Robert Marshall, Lincoln	1982
George C. Martin, Fremont	1976, '78
Stephen A. Mason, Lincoln	2001, 2004
Connie May, CPIW, Callaway	1990
Thomas F. McGowan, Omaha	1986
Albert J. "Bud" Meyers, Holdrege	1967
Quentin Z. Mortensen, Albion	1975, '79
Elbert Mundhenke, Ainsworth	1978, '81
Todd Mundhenke, Ainsworth	1992, 2002
Walter R. Nabity, CIC, Omaha	1992
Irwin H. Nelson, CIC, Ft. Calhoun	2008
Roger C. Nelson, Lincoln	1985
Scott E. Nelson, York	1980
Allen Niedbalski, CIC, Columbus	1994
Richard H. Oehlerking, CPCU, Lincoln	1993
Ken Olsen, Lincoln	1980
Larry Palmer, Omaha	2007
Clifford F. Pentico, Pierce	1971
Deb Peters, AAI, AAM, Lincoln	1996
Eugene Schaffer, Lincoln	1974
Orville Shigley, Omaha	1979
Francis J. Skupa, Campbell	1960, '64, '81
Curtis E. Smith, AFIS, LUCTF, North Platte	2006
Dale F. Starr, Fairbury	1961, '83
Norbert E. Sukovaty, Lincoln	1995
Thomas L. Tideman, Hartington	1990
Patrick W. Thomas, CIC, Sutherland	1991
Walt Weaver, Lincoln	1981
John F. Zimmer, III, CPCU, AAI, Lincoln	1986, '89

TRUSTED CHOICE® AGENCY OF THE YEAR

Presented to the agency that is "living the brand" throughout their agency and makes the Pledge of Performance the centerpiece of their customer relations.

Barney Insurance, Kearney	2009
Peterson Brothers Insurance, Omaha	2010
Western Insurors, Ogallala	2011
The HomeTown Agency, Cambridge	2012
Chastain-Otis Insurance Agency, Omaha	2013
Gary Thompson Agency, Inc., Red Cloud	2014

NATIONAL DIRECTOR

Richard E. Stephens, Sr., Grand Island	1948
Herbert R. Walt, CPCU, Lincoln	1948-50
Robert M. Byrne, Omaha	1950-53
George G. Barker, Omaha	1953-57
Leo J. Beck, Jr., Lincoln	1957-60
Danforth Loring, Sr., Omaha	1960-63
Jesse Benson, Wymore	1963-67
Mark A. Boettcher, Columbus	1967-70
James W. Anderson, Kearney	1970-73
George C. Martin, Fremont	1973-78
Thomas F. McGowan, Omaha	1978-87
John F. Zimmer, III, CPCU, AAI, Lincoln.....	1987-93
Thomas L. Tideman, Hartington.....	1993-96
Todd G. Mundhenke, Ainsworth	1996-2002
M. Thomas Greco, CPCU, CIC, Papillion	2002-2008
John V. Deardorff, Omaha.....	2008-2014

COMMITTEE CHAIRMAN OF THE YEAR

The recipient of this award has demonstrated outstanding leadership and service as an IIAN committee chairman.

Dana M. Dannelly, CIC , Dodge	Farm	1977
Edward Copple, CPCU, Lincoln	Legislative.....	1978
Brent Gilbert, Blair	Young Agents	1979
Joe Bushey, Omaha	Membership	1980
Paul Friskopp, Shelton	Farm	1981
Darryl A. Johansen, CPCU, AAI, Kearney	Education	1982
Edward Copple, CPCU, Lincoln	Legislative.....	1983
Steve Morrow, AAI, Lincoln.....	Young Agents	1984
James Madron, McCook.....	Farm	1985
John E. Bush, Omaha.....	InsurPac.....	1986
John F. Zimmer, III, CPCU, AAI, Lincoln.....	Strategic Planning	1987
Connie May, CPIW, Callaway	Membership.....	1988
Don Killen, Lincoln.....	Legislative.....	1989
Phil Harr, CLU, CPCU, McCook	Education	1990
Sue Downey, CPCU, Omaha	Public Relations	1991
Virlene Schaffer, Lincoln.....	Membership.....	1992
Debra Peters, AAI, AAM, Lincoln.....	Young Agents	1993
Doug Steffensmeier, Beemer	Automation	1994
Stephen Mason, Lincoln.....	Non-Dues Income.....	1995
James A. Pattavina, CPCU, CISR, Lincoln	Education	1996
Sheryl I. Hinton, CISR, Ogallala.....	Membership.....	1997
Robert Hoppe, CPCU, AFIS, Columbus	Public Relations.....	1998
Lori L. Jensen, Omaha	Young Agents	1999

COMMITTEE CHAIRMAN OF THE YEAR

John E. Bush, Omaha	Legislative	2000
Susan Broeker, CISR, Beaver City.....	Farm	2001
M. Thomas Greco, CPCU, CIC, Papillion.....	Automation	2002
Sandra Johnson, CIC, AAI, Lincoln.....	Legislative	2003
Irwin Nelson, CIC, Ft. Calhoun	Legislative	2003
Peggy Anderson, CIC, Hartington	Automation	2004
Stacey Weiss, Elkhorn.....	Young Agents.....	2005
Sandra Ryks, Papillion.....	Ann. Convention	2006
Renee Hennings, CISR, Blair.....	Ann. Convention	2006
David Chastain, CPCU, CLU, Omaha	Strategic Planning	2007
Stephen Mason, Lincoln	NASC Board	2008
Robert Hoppe, CPCU, AFIS, Columbus.....	Legislative	2009
Dee Sykora, AAI, AU, CPIW, Omaha	Ann. Convention	2010
Mark B. Lisko, Omaha.....	NASC Board	2011
M. Thomas Greco, CPCU, CIC, Papillion.....	Public Relations	2012
Kathryn Kochenower, CIC, CRM, AIP, Gering.....	Professional Dev	2013
Michael J. Glaser, CPCU, ARM	Board Dev.....	2014

5-STAR COMPANY OF THE YEAR

This award recognizes an insurance company that has been of exceptional support to IIAN members. Nominees are qualified and chosen by IIAN member agencies, which rate their top carriers in seven categories and chooses the best overall for the year.

Farmers Mutual Insurance of Nebraska	2007
Allied Insurance	2008
Columbia Insurance Group.....	2009
Auto-Owners Insurance.....	2010
The IMT Group	2011
EMC Insurance.....	2012
FirstComp Insurance.....	2013
Iowa Mutual Insurance Company.....	2014

YOUNG AGENT OF THE YEAR

This award is presented to an agent (45 years or younger having six or fewer years insurance experience), who has demonstrated dedication to his/her profession by involvement in national, state or local association activities, personal efforts to further him/herself as an insurance professional, skills in selling insurance, and involvement in community activities.

1975	Roger C. Nelson	Lincoln
1976	James C. Kahrhoff, CPCU	Gr. Island
1977	Joseph P. Finn, CPCU	York
1978	Danforth Loring, Jr., CPCU	Omaha
1979	Daniel D. Hartman, AAI	Kearney
1980	Scott Nelson	York

YOUNG AGENT OF THE YEAR

1981	James C. Madron	Alliance
1982	John E. Bush	Omaha
1983	Mark A. McCue	Grand Island
1984	Allen J. Niedbalski, CIC	Columbus
1985	David Maurstad.....	Beatrice
1986	Steve Morrow, AAI.....	Lincoln
1987	Mark Kolterman	Seward
1988	Mark Linder, AAI	Broken Bow
1989	Jay Huston, CIC.....	Grand Island
1990	Allen J. Niedbalski, CIC	Columbus
1991	Michael Glaser, CPCU, ARM	Omaha
1992	Debra Peters, AAI, AAM	Lincoln
1993	James E. Spitsen, CIC, ARM	Lincoln
1994	Debra Peters, AAI, AAM	Lincoln
1995	Ritch A. Nelson, LUTCF	Omaha
1996	Bob Isaacson, AAI.....	Holdrege
1997	Lori L. Jensen.....	Omaha
1998	Mark Lisko.....	Omaha
1999	Peggy L. Anderson, CIC.....	Laurel
2000	David A. Chally	Kearney
2001	Renee Hennings, CISR	Omaha
2002	Lorrie Painter	Omaha
2003	Jeffrey Noble	Albion
2004	Lori A. Spall	Valentine
2005	Kathryn Kochenower, CIC	Gering
2006	Sandra Ryks.....	Papillion
2007	Erica Tucker, CISR.....	Eagle
2008	Sean D. Chastain, CIC	Omaha
2009	Crystal Lessert, AIP.....	Morrill
2010	Andrew C. Bassett, CPCU, CIC	Omaha
2011	Lori Ruzicka, CISR	Omaha
2012	Gary Wagner, AAI, AIC, CPSR	Omaha
2013	Jamie Gustafson.....	Central City
2014	Nicole L. Ostrander	Lincoln

COMPANY REPRESENTATIVE OF THE YEAR

Voted on and presented by the IIAN membership, this award is given to an individual currently working in Nebraska who has done the most to promote the Big "I", foster better company-agent relations, produce new business, and/or help agents provide superior service to their clients.

Jack R. Cory, CPCU.....	St. Paul Companies	1971
William D. Bisson.....	USF & G	1972
Gerald Herron	Continental Insurance Co.....	1973
Edwin C. Boehmer.....	Cornhusker Casualty Co.	1974

COMPANY REPRESENTATIVE OF THE YEAR

Ronald M. Hartman	Great American	1975
Howard C. Gebhardt	USF&G/Cornhusker Casualty Co.	1976
Gene Andrew	Universal/Inland Group	1977
Frank E. Cochran	Hartford Steam Boiler	1978
John E. Lewis	Aetna Life & Casualty	1979
John Deardorff	Aetna Life & Casualty	1980
Thomas Englehardt	American States	1981
Howard C. Gebhardt	Cornhusker Casualty Co.	1982
Jack Immell	Cornhusker Casualty Co.	1983
Jeffrey H. Allen, CIC	National American	1984
Howard C. Gebhardt	Cornhusker Casualty Co.	1985
Steve Linbo, CIC	Cornhusker Casualty Co.	1986
Jeff Scanlan, CPCU	Cornhusker Casualty Co.	1987
Gary Baumann, CPCU	Farmers Mutual	1988
Wayne Larson, CPCU	USF&G	1989
Karen Fish	Dairyland Insurance	1990
Dave Becker	ITT Hartford	1991
William Everett, CPCU	Aetna Life and Casualty	1992
J.B. Shockey	Cincinnati Insurance Co.	1993
Jo Ann Ross	General Casualty	1994
Eugene Peterson	United Fire & Casualty	1995
Carol Miller, CIC	Omaha Property & Casualty	1996
Darrin D. Warnock, AU	Ohio Casualty	1997
Mark Linquist	Hawkeye Security	1998
Lee Boelter	North Central Crop Insurance	1999
Roger C. Nelson	North Star Companies	2000
Jim Headlee	Continental Western	2001
Patti Massey	Progressive	2002
Gary Taylor	Allied Insurance	2003
Jeffrey H. Allen, CIC	Columbia Insurance	2004
James Roche, CPCU	Le Mars Insurance	2005
Eugene Peterson	United Fire Insurance Group	2005
Steve Linbo	FirstComp Insurance	2006
Robert A. Bortz, CIC	Farmers Alliance Companies	2007
Andy Kraus, CPCU, AIC	Farmers Mutual of Nebraska	2008
Lynne Albright	AAA Nebraska	2009
Al Dillard	The IMT Group	2010
Adam Crowe, AIC	North Star Mutual Ins. Co.	2011
Julie Richt	Liberty Mutual	2012
Steve Linbo	Markel FirstComp Insurance	2013
Riley E. Tonkin, CPCU, CIC	EMC Insurance Companies	2014

SPIRIT OF NEBRASKA

New in 2005, this award is presented to a living individual who has achieved national prominence and made a major contribution to the health, prosperity, education, and/or well being of the citizens of Nebraska.

Hon. Tom Osborne, U.S. House of Representatives (NE)	2005
Sen. E. Benjamin Nelson, U.S. Senate (NE).....	2006
Christina M. Hixson, Trustee, Lied Foundation Trust	2007
Clayton C. Anderson, NASA Astronaut	2009

2015 SPIRIT OF NEBRASKA AWARD

Jeff Raikes



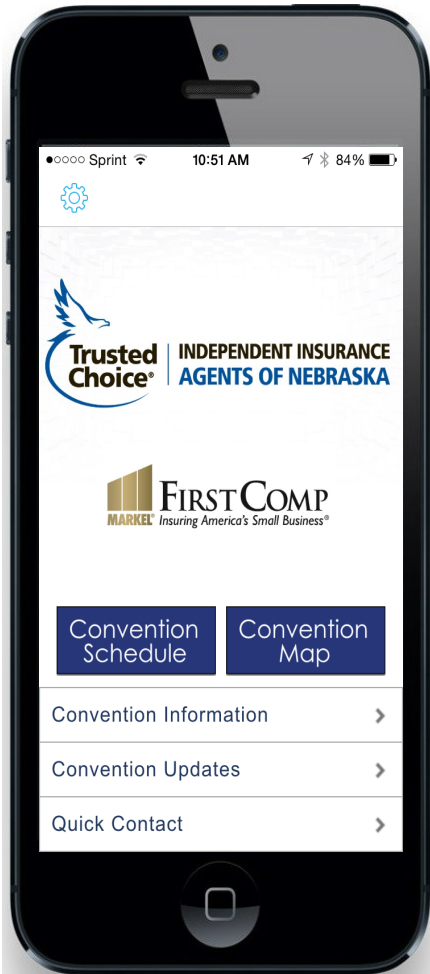
Jeff Raikes is the co-founder of the Raikes Foundation, which he and his wife, Tricia, established in 2002. Jeff retired from his role as chief executive officer of the Bill and Melinda Gates Foundation in 2014, having guided the global organization through more than five years of significant growth. He came to the philanthropic world from a 27-year career at Microsoft Corporation, where he was a member of the senior leadership team and president of the Microsoft Business Division. He serves on the boards of Costco Wholesale, the Jeffrey S. Raikes School of Computer Science and Management at the University of Nebraska-Lincoln, and the Microsoft Alumni Network. He is a trustee of Stanford University, where he holds a bachelor's degree in engineering-economic systems.

JOIN US FOR THE AWARD PRESENTATION

THURSDAY, OCTOBER 15, 2015—3:30 PM
WINDSOR II BALLROOM

Introducing the IIAN Convention App!

Available in the app store under IIAN



- ⇒ View the convention schedule
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- ⇒ Participate in the Geo Cache
- ⇒ Keep track of your new connections
- ⇒ Find out if you won a raffle prize
- ⇒ Get notifications about coming events
- ⇒ Network with your colleagues
- ⇒ Post your convention photos
- ⇒ Learn about our presenters
- ⇒ Find the attendee list
- ⇒ Check out the vendors
- ⇒ And much much more!

Scan here to download the app

Download it now and have everything at your fingertips. See a Young Agent volunteer across from registration for help.



Tuesday, October 13, 2015

Continental Breakfast: 8:00 am

Sponsored by *Liberty Mutual*

11:00 am—Big “I” Golf Tournament—Eagle Hills Golf Course

Enjoy golf at the beautiful Eagle Hills Golf Course. Scramble format. **Shotgun start.**

9:00 am—4:00 pm—Windsor II

E&O Risk Management: Meeting the Challenge of Change

Sam Bennett, CIC (6 Ethics)



This seminar, created by IIABA and Swiss Re Corporate Solutions, is the seminar that E&O policyholders can attend to receive a 10% loss control credit. The seminar looks at agency E&O risk management from the agency perspective and addresses the fundamentals of reducing E&O exposure in today's ever-changing agency operations.

Included is:

- A review of the law of agency and agency-carrier relations,
- Understanding agent duties,
- Reporting an E&O claim,
- Agency defenses and documentation,
- E&O considerations for agency operations,
- E&O issues of certificates of insurance
- Minimizing E&O exposure from excess & surplus lines
- Limiting exposures to data breaches, and
- E&O exposures when using social media

Sponsored by *The IMT Group*

Tuesday Breaks Sponsored by Auto-Owners Insurance Company

12:00 pm—1:00 pm—Lunch —Windsor I

Sponsored by *Farmers Mutual of Nebraska*

8:00 pm — Midnight— Embassy Suites

IIAN President's Hospitality with the 1752 Club



After a full day on the golf course (or the classroom), drop by Phil Winkelmann's hospitality suite—members of the 1752 Club will be there to tend bar and keep the conversation flowing. Networking and having fun can be the best parts of the convention.

HAZARDOUS INDUSTRIES



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Wednesday, October 14, 2015

Continental Breakfast: 7:30 am
Sponsored by Patriot National, Inc.

Concurrent Sessions

8:30 — 4:30 pm — William T. Hold Seminar (7 CEUs IA & NE) — Windsor I
Sam Bennett, CIC, AFIS, CRIS, CPIA



This seminar is designed to meet the continuing education needs of experienced insurance professionals.

Topic sessions will include:

Personal Lines and the Business Exposure : You will analyze significant coverage issues associated with home-based businesses. **Additional Insured Endorsements:** You will gain an understanding of hold harmless/indemnity agreements and the waiver of subrogation concept. Then you'll discuss the purpose, coverage and limitations or exclusions for additional insured endorsements. **Cyber Liability:** Gain an understanding of the need for Cyber Liability coverage and the issues of this market segment.

(Must attend class in entirety for CE credit.)

Sponsored by QBE NAU

8:30—11:30 am — Commercial Lines—To Endorse or Not (3 PC)— Windsor II
Angie Heavener, CIC



After careful review of your clients' exposures you soon realize the need for modified, enhanced or broadened coverage. This course will analyze commercial property policies and their pledge of indemnification for loss of or damage to property – along with the definitions of what is and what is not covered property. **Then, the numerous endorsements to tailor the property coverage forms to the needs of the insured will be covered.**

Sponsored by Columbia Insurance Group

8:30—11:30 am — Applied User Training (No CEUs) — Fedora II
Earl Kelley—TAM Consultant

Office 2013 – Realistic Tips for Agency Users: Acquire little nuggets of knowledge that you will be able to use regularly in your daily work life.

Your Inbox is Not Your Customer Filing Cabinet. Reduce E&O exposures and decrease wasted time by having all documentation in the agency system

Concurrent Sessions (continued)

8:30—11:30 am — Cold Call To Close (No CEUs) — Fedora I
Leah Georges, Ph.D.



For the first time in America's modern history, there are five generations interacting in the workplace. This interactive session will shed light on the preferences, strengths and communication styles of these five generations and how to best capitalize on these preferences to successfully interact within the workplace and in the sales field. All attendees will leave with an understanding about how to use these communication preferences to work effectively with a generationally diverse sales team—**from initial contact to close!**

NOTE: This course will be repeated Thursday, October 15, 8:30 am – 11:30 am

Sponsored by *Continental Western Group*

Wednesday Breaks Sponsored by *Travelers*

11:30 am—12:30 pm — Windsor VII-VIII
Education Recognition Luncheon/Annual Meeting

While you're enjoying lunch, Big "I" members will elect officers and directors, and IIAN will honor those who have achieved excellence in education and professional development, including our new Certified Insurance Service Representative designees, and the CSR of the Year.

Sponsored by *Markel FirstComp*

Concurrent Sessions

12:30—4:30 pm — Where's the Liability; Drones, Cyber & EPL (4 PC)— Windsor II
Angie Heavener, CIC

These exposures could include costly lawsuits, government fines, data theft and other criminal activities. Small businesses may face financial ruin, but even larger companies may have a hard time recovering. There could even be loss of personal assets in some circumstances. The problem - **many times owners and executives believe they already have the proper protection – under the CGL!** The General Liability policy is only one piece of the puzzle. We will look at a number of other potential problems and solutions that your client may face

Sponsored by *Iowa Mutual Insurance Company*

Wednesday, October 14, 2015 (continued)

12:30—4:30 pm — Applied User Training (No CEUs) — Fedora II

Earl Kelley—TAM Consultant

Secure Email for Compliance & Peace of Mind. Securing confidential and personally identifiable information should be a priority for every insurance agency. The goal of this class is to understand how various solutions work and what they are designed to accomplish.

Activity Notes. Activity Notes download are the newest download tool available in Applied. The goal of this class is to learn not only what they are, but how this valuable tool can be used in your agency to save keystrokes and enhance your paperless status.

12:30—4:30 pm — Capitalizing On Generational Strengths (No CEUs)

Leah Georges, Ph.D. — Fedora I

This interactive workshop will delve into intergenerational communication strategies at a detailed level. Attendees can expect a combination of expert facilitated presentation, conversation with other attendees, and the opportunity to develop a communication action plan for immediate implementation with an office or sales team, with special attention to generational communication strengths

Sponsored by Rural Community Insurance Services

4:30 — 7:00 pm — Industry Night Reception & Trade Fair—Windsor V-VI

Head over to Bourbon Street to join industry friends for great food, fun, and networking at IIAN's industry night reception & trade fair. Visit with our 60+ exhibitors to gain the latest industry information and learn about new products available. **Make the rounds and visit every booth for the chance to win one of five cash prizes of \$100 each!**

7:00 — 7:30 pm — Reception/Entertainment —Windsor VIII-IX

7:30 — 8:30 pm — Awards Dinner —Windsor VIII-IX



Dance your way to the Reception and Awards Dinner to the music of New Orleans, and enjoy some Cajun specialties! **IIAN President Phil Winkelmann** will honor Association leaders who have contributed to the Big "I" tradition as the premier service organization for independent insurance agents, and **IIABA Vice President Spencer Houldin** will install IIAN's new officers for the coming year.

Thursday, October 15, 2015

Continental Breakfast: 7:30 am
Sponsored by RAS

Concurrent Sessions

8:30—11:30 am — Cold Call To Close (No CEUs) — *Fedora I*
Leah Georges, Ph.D.

For the first time in America's modern history, there are five generations interacting in the workplace. This interactive session will shed light on the preferences, strengths and communication styles of these five generations and how to best capitalize on these preferences to successfully interact within the workplace and in the sales field. All attendees will leave with an understanding about how to use these communication preferences to work effectively with a generationally diverse sales team—**from initial contact to close!**

NOTE: This course is a repeat of Wednesday, October 14, 8:30 am – 11:30 am

Sponsored by Accident Fund Insurance Company of America

8:30—11:30 am — Personal Lines Surprises (3 PC) — *Windsor II*
Angie Heavener, CIC

In order to properly insure the property and liability exposures of insureds you need to understand exactly what those needs are. You start by looking at how the buyer views their risk and how they manage their risks. In addition, you need to understand the policies chosen by looking at the definitions, exploring who is an insured, and discovering what endorsements may be needed to amend, extend or reduce coverages in order to tailor the coverages to fit your insured's needs. **We will also address current changes in the homeowner and auto forms.** Examples of previously covered and now uncovered claims will be used to emphasize the changes that have made.

Sponsored by AAA Nebraska

8:30—11:30 am — Content Marketing-How to attract the modern insurance buyer (No CEUs) — *Fedora II*
Ryan Hanley



There is a battle taking place online every day! It's not a fight for the fate of the world . . . just the future of **your** business. **Learn the content marketing tactics which will yield a positive return on investment immediately.** More importantly - learn why they work and how you can implement them in your agency

Sponsored by North Star Mutual Insurance Co.

Thursday, October 15, 2015 (continued)

11:30 am—12:30 pm — IIAN President's Luncheon — Dapper III

While you're enjoying lunch, incoming IIAN Vice President Mike Jones will share his vision for the coming year, and talk about an exciting new legislative advocacy initiative and how you can be involved.

Sponsored by Risk Innovations LLC

Concurrent Sessions

12:30—3:30 pm — Risk Management Tour (3 PC)— Windsor II

Angie Heavener, CIC

Considering today's market, if all you sell is policies it is likely you will not be able to compete with agencies that take the broader risk management approach to their client's needs. Risk Management is a value-added service that agents can and should offer. This program will demonstrate the process of making and carrying out decisions that will minimize the adverse effects of accidental losses. **You will visit a business risk**, identify hazards from a hands-on approach, and offer solutions from a risk management perspective. **Who knew learning could be so much fun!**

Sponsored by Nationwide Insurance

12:30—3:30 pm — Hot Agency Issues; Roundtables (No CEUs) — Fedora I

Leah Georges, Ph.D.

This session includes a series of impactful roundtable conversations about expert- and audience-identified current hot topics in insurance. Attendees will have the opportunity to informally move in and out of conversations about a wide variety of relevant subjects. This session also serves as an opportunity to network with other conference attendees.

Sponsored by Progressive

12:30—3:30 pm — How To Create A Client Online Community (No CEUs)—

Ryan Hanley *Fedora II*

Learn how to use **email marketing and social media** marketing to build fences around your clients **so they never want to leave!**

Sponsored by Le Mars Insurance Company

GENERAL INFORMATION

ADMITTANCE: to all convention programs & activities is restricted to those persons who have registered for the convention or who have purchased tickets for individual sessions. **A NAME BADGE IS REQUIRED FOR ADMITTANCE** to ALL programs & social functions, and a **TICKET IS REQUIRED** for meals. Lost or forgotten tickets will not be replaced.

C.E. ATTENDANCE REQUIREMENT: You **must attend all CE courses in their entirety** in order to receive credit. Late arrivals will not receive CE credit nor be granted a refund of registration fee. You may still attend the session. You are required to be present and seated during the session to receive CE credit. CE credits are uploaded within 10 days of the course provided payment has been made.

CONVENTION ETIQUETTE: We request that **ALL CELL PHONES BE TURNED OFF** during official Convention sessions and activities. Violators will be **FINED \$5** with the proceeds going to the IIAN Foundation scholarship fund. Please refrain from “*back of the room*” visiting. It is a discourtesy to the speaker and other registrants.

PROPER ATTIRE: Business casual attire is appropriate for all sessions.

WIN CASH -\$\$ - COLD HARD CASH!! Visit each exhibit booth on Industry Night to qualify to win one of five \$100 prizes. Winners will be drawn at approximately 6:55 p.m. **YOU MUST BE PRESENT TO WIN.**

General Sponsorships:

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Save the Dates:

2016 Winter Conference

February 3-4, 2016

Holiday Inn, Kearney

2016 Annual Convention

October 25-27, 2016

Younes Center, Kearney



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CONVENTION SCHEDULE

TUESDAY, OCTOBER 13, 2015

11:00 am	Golf Tournament (shotgun start)	Eagle Hills
8:00 am	Registration Open/Continental Breakfast	Pre-function Area
9:00–4:00 pm	E&O Risk Management (6 Ethics CEUs) <i>Sam Bennett, CIC, AFIS, CRIS, CPIA</i>	Windsor II
12:00-1:00 pm	Lunch	Windsor I
8:00-Midnight	IIAN President's/1752 Club Hospitality	

WEDNESDAY, OCTOBER 14, 2015

7:30 am	Registration Open/Continental Breakfast	Pre-function Area
Concurrent Sessions		
8:30-11:30 am	Wm T. Hold Seminar (7 CEUs IA & NE) <i>Sam Bennett, CIC, AFIS, CRIS, CPIA</i>	Windsor I
	Commercial Lines—To Endorse or Not Endorse (3 PC) <i>Angie Heavener, CIC</i>	Windsor II
	Cold Call To Close (No CEUs) <i>Leah Georges, Ph.D.</i>	Fedora I
	Applied User Training (No CEUs) <i>Earl Kelley</i>	Fedora II
11:30-12:30 pm	Education Recognition Luncheon/Annual Business Mtg	Windsor VII-VIII
Concurrent Sessions		
12:30-4:30 pm	Wm T. Hold Seminar—Continued (7 CEUs IA & NE) <i>Sam Bennett, CIC, AFIS, CRIS, CPIA</i>	Windsor I
	Where's the Liability—Drones, Cyber and EPL (4 PC) <i>Angie Heavener, CIC</i>	Windsor II
	Capitalizing on Generational Strengths (No CEUs) <i>Leah Georges, Ph.D.</i>	Fedora I
	Applied User Training (No CEUs) <i>Earl Kelley</i>	Fedora II
4:30-7:00 pm	Industry Night Reception and Trade Fair	Windsor V-VI
7:00–7:30 pm	Reception/Entertainment	Windsor VII-IX
7:30–8:30 pm	Dinner/Annual Awards	Windsor VII-IX

THURSDAY, OCTOBER 15, 2015

Concurrent Sessions		
8:30-11:30 am	Personal Lines Surprises (3 PC) <i>Angie Heavener, CIC</i>	Windsor II
	Cold Call To Close—REPEAT (No CEUs) <i>Leah Georges, Ph.D.</i>	Fedora I
	Content Marketing—How to attract the modern insurance buyer (No CEUs) <i>Ryan Hanley</i>	Fedora II
11:30-12:30 pm	IIAN President's Luncheon	Dapper III
12:30-3:30 pm	Risk Management Tour (3 PC) <i>Angie Heavener, CIC</i>	Windsor II
	Hot Agency Issues—Roundtables (No CEUs) <i>Leah Georges, Ph.D.</i>	Fedora I
	How to create a client online community (No CEUs) <i>Ryan Hanley</i>	Fedora II
3:30 pm	Spirit of Nebraska Award Presentation <i>Presented to Jeff Raikes, former CEO of the Bill and Melinda Gates Foundation</i>	Windsor II