



OCTOBER 25-27, 2016

**109TH ANNUAL CONVENTION
& TRADE FAIR**

**YOUNES CONVENTION CENTER
KEARNEY, NE**

Register by September 26
to receive the “early-bird” discount.

Register online at www.ian.org - click “Events”

Multiple Attendee and Young Agent Discounts



**INDEPENDENT INSURANCE
AGENTS OF NEBRASKA**

From Consumer To Customer

8:30 AM – 11:30 AM

Transforming The Customer Journey— Email, Social & The Mobile Web

Instructor: Andrew Glass, Outbound Engine



What are the steps that your customers are taking to find a new insurance agency?

As an agent, how can you appeal to new customers while still building more value for your current customers?

This seminar will help you understand digital marketing and how it has

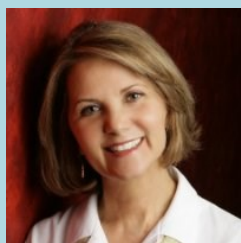
transformed and improved your ability to have more authentic conversations with customers. By increasing the level of personal attention that you are giving to your customers you gain the opportunity to increase referrals, build online reputation, and significantly improve retention.

Whether you're new to online marketing or a seasoned veteran - you'll walk away with simple proven strategies to improve customer acquisition, increase revenue, drive customer satisfaction and build online reputation.

1:30 PM – 4:30 PM

The Customer Experience Journey

Instructor: Paula Skartland, Safeco Insurance



Customers are at the center of our business! How do you learn to think more like your customers and provide the experience and service they expect in your highly competitive, connected selling environment?

This program is designed for all personal and commercial lines insurance professionals who are interested in creating – or extending – their **technology strategy** to attract potential customers, as well as provide an ease-of-conducting-business environment for agency reps to sell to, and service their clients. We'll also discuss how agencies can use these strategies to not only retain their clients, but also help them become advocates for their agency.

*You'll gain a clear understanding of the customer touch points that the insurance consumer experiences across the "phases" of their insurance journey: **Discover, Evaluate, Purchase, Experience, Renew/Leave, Recommend.***

Creating Your Sales Culture

8:30 AM – 11:30 AM

The Incredible Agency Journey

Instructor: Mary Eisenhart Belka, CPCU, ARM



What should be a given, for too many agencies, seems an impossible dream – the existence of a true sales culture, where Producers sell and Account Managers provide world-class, risk management-based exposure analysis and service.

We'll examine why it seems so difficult to reach this goal – and why some agencies are able to lead their organizations on a successful journey.

What are the differentiating factors?

Who should be doing what? What tools will it take?

What is the "right" technology?

How do we recruit and maintain the best staff?

How do I set goals and measure for results?

How do we move from "peddling and processing" to a culture of intentional exposure-based sales and service?

You will see – the best journey is not necessarily "easy" – but it can be VERY rewarding and best of all – truly client-focused throughout the entire sales—service process.

1:30 PM – 4:30 PM

Maximizing Your Value: Pathways for Young Insurance Professionals

Instructor: Mary Eisenhart Belka, CPCU, ARM

It's not easy to "break in" to an established agency, and become a valued member of the team.

This seminar provides unique advice to young insurance professionals on making a true contribution from the start, and taking charge of their careers, like: Maximizing your position in the agency; overcoming traditional obstacles to success; getting the right education; and determining the appropriate path to ownership.

We'll discuss: What is the best career path for Producers?

How does a great Account Manager emerge from the proverbial "pink ghetto"?

How do you convince agency owners/managers to recognize your value?

How do you develop, grow, and contribute – and prepare for a positive perpetuation?

This presentation is designed for young professionals – both in Sales and Service.

4:30 PM – 6:00 PM

Young Agents Networking Reception

After class, join your peers for refreshments and fun and learn about the Big "I" young agents network and activities—then join over 50 exhibitors at the trade fair!

**Special Package Price For Young Agents—
PM Session & Reception**

**DON' T MISS THE TRADE FAIR
AFTER CLASS!
50+ EXHIBITORS AND PRIZES!**

Concurrent Education Sessions

8:30 AM – 11:30 AM

Top 10 Personal Lines Coverage Issues (3 P/C CEUs* NE)

Instructor: Keith Wilts, CIC, CPCU



Investigate how auto and home ownership and usage can affect eligibility and coverage, and what endorsements are needed to avoid problems.

Examine significant coverage issues that can result when a parent buys a car with a child.

Explore who is insured and how it differs between policies (and

even within the same policy).

Discover how endorsements can be used to amend, extend, or reduce coverage.

Dating, divorce, and domestic partners - discover potential insurance coverage predicaments and dilemmas.

8:30 AM – 11:30 AM

Cyber Liability—Exposures & Coverage Solutions (3 P/C CEUs* NE)

Instructor: Catherine Trischan, CPCU, CIC



The technology upon which today's business depends creates new exposures for our insured's. We'll examine the most common first and third party exposures and how traditional insurance products respond to these threats.

We'll discuss the laws concerning privacy and security of personal information and the effect they can

have on our insured's. We'll also review and discuss the key coverages available in the Cyber insurance market, and what to consider when selecting a product

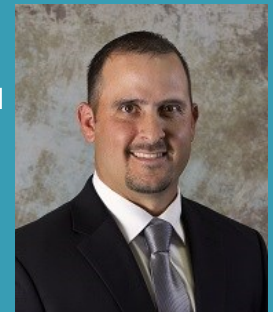
IIAN Annual Meeting and Elections

11:45 AM – 1:15 PM



While you're enjoying lunch, IIAN members will elect officers and directors, and IIAN President Mike Jones and Vice President Krae Dutoit will recognize those volunteers who have given Board and Committee service.

IIAN members must be in good standing to vote for IIAN's new leaders. Be sure to check your status at the registration desk.



1:30 PM – 4:30 PM

Top 10 Commercial Lines Coverage Issues (3 P/C CEUs* NE)

Instructor: Keith Wilts, CIC, CPCU

We'll discuss 10 significant commercial property and liability coverage issues that can affect your client, such as:

- When does the duty begin and end in a liability policy?
- The extent of contractual liability protection provided under the CGL policy and how it compares to the BAP.
- What the terms building, structure, premises, permanently installed, personal property, and site mean when used in a property policy and how they affect coverage.
- Clients lease, rent, and borrow property belonging to others — discover potential coverage gaps and overlaps in coverage and steps you should take to avoid problems.
- **And more!**

1:30 PM – 4:30 PM

Certificates of Insurance & Additional Insured's (3 P/C CEUs* NE)

Instructor: Catherine Trischan, CPCU, CIC

For the commercial lines insurance agent, Certificates of Insurance and the related issue of Additional Insured's are often sources of frustration, confusion and, increasingly, E&O claims.

- We'll review the things to consider before issuing a Certificate and discuss ways to avoid some of the common problems and errors.
- We'll also discuss Additional Insured's, and review some of the most commonly used additional insured endorsements.
- Lastly, we'll look at requests frequently made of agents and see why some of these are problematic.

8:30 AM – 11:30 AM

E&O Risk Management: Meeting the Challenge of Change (6 Ethics CEUs* NE)

Instructor: Keith Wilts, CIC, CPCU



This updated seminar, created by IIABA and Swiss Re Corporate Solutions, 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 operation. Claims data reveals that no matter the size, business mix or geographic region,

agencies that attend this seminar have better claims experience.

NEW THIS YEAR! A Mock Trial based on characters from the comedy classic "Caddyshack" - designed to provide agency risk management ideas in a humorous and entertaining way. While the characters are fictional, the facts and circumstances are based on real errors and omissions claims that have been made against Swiss Re Corporate Solutions policy holders. You'll be the jury in Bushwood Country Club vs. Danny Noonan's No Risk Insurance Agency.

1:00 PM – 4:00 PM

E&O Risk Management: Meeting the Challenge of Change - CONTINUED

Instructor: Keith Wilts, CIC, CPCU

The afternoon session will take its cues from the morning's mock trial and cover the essentials of E&O Risk Management.

We'll cover:

- A review of the law of agency and agency-carrier relationships,
- Agency defenses and documentation,
- Risk assessment questionnaires and checklists,
- E&O Issues of Certificates of Insurance



Attendance by proper IIAN member agency personnel may qualify your agency for 10% E&O premium loss control credit. Contact Brenda Kaiser at the IIAN office with questions about your agency's attendance – 402-476-2951.

8:30 AM – 11:30 AM

Time Element In A Cyber World (3 P/C CEUs* NE)

Instructor: Jay Williams, CIC, CRM, AAI, AIP



This seminar will cover the concepts of indirect loss and discuss the exposures to loss that exist, some of the coverage options available to treat them, and provide a framework for discussion with the carriers you represent concerning the Time Element programs they have available.

We'll discuss the reasons why businesses don't purchase coverage (but maybe they should) and review the ISO coverage forms and how they are often misunderstood — including Cyber-related business interruption exposures and forms.

11:45 AM – 12:45 PM

Big "I" Luncheon

Keynote Speaker: Jen McPhillips, IIABA Asst. Vice President, Federal Government Affairs

Top IIABA lobbyist Jen McPhillips will give you an insider's view of how your national association is protecting your interests in Washington, D.C.—from crop insurance to risk retention groups to holding the line on federal insurance regulation. Jen also serves as staff liaison to both the IIABA National Crop Insurance and Flood Insurance task forces.



1:00 PM – 4:00 PM

Drones—Problems, Solutions, & Insurance (3 P/C CEUs* NE)

Instructor: Jay Williams, CIC, CRM, AAI, AIP

From the military, to athletics, to the everyday citizen, drones have become quite the rage. While many would have considered these to be hobby-type crafts, they have become the serious focus of the FAA and insurance companies alike. Drone technology is changing so fast that the ability of Federal and State regulation to keep up is causing major problems. Also, the insurance industry is struggling with coverages from both commercial and personal lines standpoints.

We'll look at current (and ever changing) rules and regulations, and how insurance coverage may or may not apply.

NETWORKING

TUESDAY, OCTOBER 25

BIG “I” INDUSTRY NIGHT RECEPTION & TRADE FAIR

4:30 PM—7:30 PM

Visit with over 50 exhibitors to gain the latest industry information and learn about new markets and products that will make you “scream” with delight. Go “trick or treating” at every booth with your punch card and you will have a chance to win one of five cold, hard cash prizes of \$100 each!

WEDNESDAY, OCTOBER 26

SPOOKTACULAR!

BEER & WINE TASTING EVENT

5:00 PM—6:30 PM

Join us for our beer and wine tasting reception featuring libations from Kinkaider Brewing, Broken Bow, and Mac’s Creek Winery, Lexington.

AND

You can bid on great prizes to raise money for Big ‘I’ Advocacy— Husker football and volleyball box tickets, Omaha golf outing, Greater Nebraska hunting expedition, and the finer things in life—Cuban cigars, fine wine, designer bags, and more!

IIAN ANNUAL AWARDS DINNER

6:30 PM—8:30 PM

While you’re enjoying a great dinner, IIAN President Mike Jones will recognize those individuals and companies who have contributed the most to IIAN and our members, and achieved career milestones!

Costume Contest

Come to dinner in your best Halloween getup—you could win a 2017 IIAN Convention package worth \$500, or one of several cool runner-up prizes!

SCHEDULE OF EVENTS

TUESDAY, OCTOBER 25

CONCURRENT SESSIONS

- 8:30 – 11:30 AM **Digitally Transforming the Customer Journey**
Speaker: Andrew Glass
Creating Your Sales Culture
Speaker: Mary Eisenhart Belka
Applied Users—Personal Productivity
Speaker: Renee Foo
- 11:45 – 1:15 PM Luncheon
- 1:30– 4:30 PM **The Customer Experience Journey**
Speaker: Paula Skartland
Pathways for Young Insurance Professionals
Speaker: Mary Eisenhart Belka
Applied Users—Design Concepts in Proposals
- 4:30 – 7:30 PM **Industry Night Reception—Trade Fair**
Young Agents Networking

WEDNESDAY, OCTOBER 26

CONCURRENT SESSIONS

- 8:30 – 11:30 AM **Top 10 Personal Lines Coverage Issues (3 CEUs*)** *Speaker: Keith Wilts*
Cyber Liability (3 CEU*)
Speaker: Catherine Trischan
- 11:45 – 1:15 PM **IIAN Leadership Luncheon**
Annual Meeting & Elections
- 1:30 – 4:30 PM **Top 10 Commercial Lines Coverage Issues (3 CEUs*)** *Speaker: Keith Wilts*
Certificates of Insurance & Additional Insureds (3 CEUs*) *Speaker: Catherine Trischan*
- 5:00 —6:30 PM **Spooktacular! Beer & Wine Tasting Reception**
6:30 – 8:30 PM **Annual Awards Dinner & Costume Contest**

THURSDAY, OCTOBER 27

CONCURRENT SESSIONS

- 8:30 – 11:30 AM **E&O Risk Mgmt: Meeting the Challenge of Change - With A New Mock Trial (6 Eth CEUs*)**
Speaker: Keith Wilts
Time Element In A Cyber World (3 CEUs*)
Speaker: Jay Williams
- 11:45 —12:45 PM **Big “I” Luncheon**
Speaker: Jen McPhillips,
IIABA Asst. VP, Federal Gov’t Affairs
- 1:00 – 4:00 PM **E&O Risk Management—CONTINUED**
Drones—Problems & Solutions (3 CEUs*)
Speaker: Speaker: Jay Williams

* Pending Approval by Nebraska Department of Insurance



THANKS 2016 INDUSTRY PARTNERS

DIAMOND

Markel FirstComp
NASC
OCI Ins& Financial Services
Risk Innovations LLC
The IMT Group

PLATINUM

Columbia Insurance
EMC Insurance
Farmers Mutual of Nebraska
Iowa Mutual Insurance

GOLD

AAA Nebraska
ARMtech Ins. Services
Continental Western Group
Diversified Crop Ins.
Grinnell Mutual Reinsurance
Imperial PFS
Le Mars Insurance
Nationwide Insurance
North Star Companies
ProAg
QBE NAU

SILVER

Accident Fund Ins. Co of America
Liberty Mutual
Progressive
Rural Community Ins. Services

BRONZE

Auto-Owners Insurance
Employers
Farmers Alliance Co
Midwest Regional Agency
Patriot National
Rain & Hail L.L.C.
RAS
Sagamore Insurance Company
Travelers
United Fire Group

COPPER

ADM Crop Risk
AMERISAFE
Berkshire Hathaway GUARD
Berkshire Hathaway Homestate
Capital Premium Financing
Chubb Group of Ins. Co.
CNA Insurance
CRDN

Deep South
Essential Step
Home Warranty, Inc.
Hull & Company
Insurance Bar
Method Insurance Services
Mid-American Risk Managers
Midwest Ins. Agency Alliance
Muench Ins., LLC
NCMIC Finance Corporation
Norfolk Mutual Ins. Company
N. American Software Assoc
Paul Davis Restoration
Pennsylvania Lumbermens
Philadelphia Ins. Company
Producers XL
ReSource Pro
Ringwalt & Liesche Co.
Risk Placement Services
SAFECO Insurance
Senior Insurance Marketing
ServiceMaster of Sarpy Co
The Hartford
Truckers Ins. Associates
Universal Surety Company
VGM Specialty Underwriters
Yellow Van Cleaning Services

TRADE FAIR EXHIBITORS

ADM Crop Risk
AMERISAFE
Applied Systems, Inc.
Columbia Insurance Group
CRDN
Dairyland Auto Insurance
Diversified Crop Ins. Services
Essential Step
Goldleaf Surety Services, LLC
Home Warranty, Inc.

IIA of Nebraska
Imperial PFS
The IMT Group
Jones Insurance/FirePac
Liberty Mutual
Markel FirstComp
Method Insurance Services
Muench Insurance
Nationwide
NE Agency Services Corporation

NCMIC Finance Corporation
Philadelphia Ins. Companies
ProAg
QBE NAU
Rain & Hail LLC
RAS
Ringwalt & Liesche Co
Sagamore Insurance Company
VGM Specialty Underwriters

See the latest at www.iian.org

LODGING INFORMATION

Hampton Inn: 507 Talmadge St.* Phone: (308) 234-3400
Standard Room Rate: \$104.95 + tax

Fairfield Inn: 510 Talmadge St. * Phone: (308) 236-4200
Standard Room Rate: \$99.95 + tax

Comfort Inn: 118 3rd Ave. * Phone: (308) 236-3400
Standard Room Rate: \$94.95 + tax



Lodging blocks held until September 26, 2016