



**109TH ANNUAL CONVENTION
& TRADE FAIR**

OCTOBER 25-27, 2016

**YOUNES CONVENTION CENTER
KEARNEY, NE**



**INDEPENDENT INSURANCE
AGENTS OF NEBRASKA**

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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
Karley Powell.....Communications Specialist

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IIAN 2015-16 LEADERSHIP

EXECUTIVE COMMITTEE

Michael Jones, CIC..... **President**
Jones Insurance Agency, David City
Krae Dutoit **Vice President**
Gary Thompson Agency, Inc., Grand Island
Greg Zimmer **Secretary-Treasurer**
Zimmer Insurance Group, Lincoln
Philip Winkelmann **Immediate Past President**
Omaha Insurance Services, Omaha

DIRECTORS

Todd Anderson..... Todd Anderson Insurance Agency, York
Elliot Bassett, AIP Ellerbrock-Norris Insurance, Omaha
Trent Cooksley Markel FirstComp, Omaha
Peggy McDonald, CIC AmFirst Insurance Services LLC, McCook
Lori Ruzicka, CIC, CISR, AAI SilverStone Group
Sandra Ryks UNICO Group Insurance, Papillion
Erica Tucker, CISR Midwest Insurance Exchange, Eagle
Maureen Wagoner Ryder Rosacker McCue & Huston, G. Island

ANNUAL CONVENTION COMMITTEE

Peggy McDonald, CIC—ChairmanAmFirst Insurance Services LLC, McCook
Doug Brummels.....Affiliated Brokers Insurance, Kearney
Mindy HaagMNB Insurance Services, Inc., McCook
Michael Luna.....Chastain Insurance Agency Inc., Omaha
Machell NaylorChristensen Insurance Agency
Kasandra Pelster, CISR, CPSRAmFirst Insurance Services LLC, Wallace
Roxie Roth.....AmFirst Insurance Services LLC, McCook
Greg ZimmerZimmer Insurance Group, Lincoln

Welcome from the President



Welcome to IIAN's **109th 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 **Peggy McDonald, CIC** has worked hard to present outstanding educational programs, presented by the best instructors in the industry, along with an overflowing trade

fair, **Spooktacular** Beer and Wine Tasting Event and Costume Contest.

Here are some highlights:

Tuesday—Today is all about Marketing and Sales, with a special luncheon appearance by **U.S. Congressman Adrian Smith**, and capped off by our 60-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 7:30 p.m.! You must be present to win!**

Wednesday - You can choose from a wide variety of sessions! Learn about the **Top 10 Personal Lines Issues** or the **Cyber Liability** risks facing your clients today—or maybe you want to hone your skills in the **Applied Systems User Training** session. Over lunch learn about what IIAN is doing for your agency, and elect your new IIAN leaders. Your afternoon options are the **Top 10 Commercial Lines Issues** or **Certificates of Insurance**.

Wednesday Evening—Enjoy drink samples at the **Beer and Wine Tasting Event** while bidding on some fabulous items at the Auction For Big “I” Advocacy! The **Annual Awards Dinner** will follow, when we’ll recognize those who have contributed the most to IIAN and our members, along with those who have attained the CISR designation and CISR Elite distinction.

Thursday—another day of great sessions to choose from! You can be the jury at the **E&O Risk Management Mock Trial**, or brush up on **Time Element In A Cyber World** in the morning, or **Drones Problems & Solutions** in the afternoon. Don't miss the **IIAN President's Luncheon**, when your new officers will be installed, and you'll hear the latest from the Beltway presented by **IIABA Vice President of Federal Government Affairs, Jen McPhillips**.

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”.

Michael Jones, CIC, IIAN President 2015-16

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, Omaha.....	2014
Philip F. Winkelmann, Omaha.....	2015

* 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
Todd D. Anderson, York.....	2015
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
John V. Deardorff, Omaha.....	2014
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

DISTINGUISHED SERVICE

Chester C. Linder, Broken Bow	1977, '84
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
Insurance Planning Associates, Omaha	2015

NATIONAL DIRECTORS

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
Mark Lisko, Omaha	2014-2017

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 Cople, 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 Cople, CPCU, Lincoln	Legislative.....	1983
Steve Morrow, AAI, Lincoln.....	Young Agents	1984
James Madron, McCook.....	Farm	1985
John E. Bush, Omaha	InsurPac.....	1986

COMMITTEE CHAIRMAN OF THE YEAR

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
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
Lori Ruzicka, CIC, CISR, AAI	Ann. Convention	2015

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
Auto-Owners Insurance	2015

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
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, CIC, CISR, AAI.....	Omaha
2012	Gary Wagner, AAI, AIC, CPSR	Omaha
2013	Jamie Gustafson	Central City
2014	Nicole L. Ostrander	Lincoln
2015	Vincent Christensen	St. Paul

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
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
Lynee Albright.....	AAA Nebraska	2009
Al Dillard	The IMT Group.....	2010

COMPANY REPRESENTATIVE OF THE YEAR

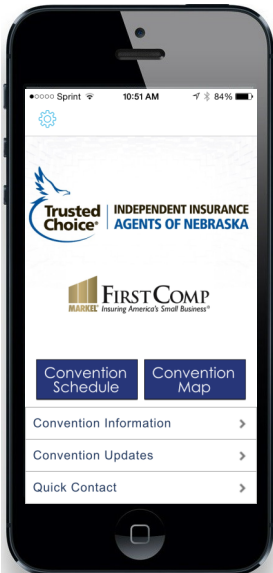
Adam Crowe, AIC	North Star Mutual Ins. Co.	2011
Julie Richt	Liberty Mutual	2012
Steve Linbo.....	Markel FirstComp Insurance	2013
Riley E. Tonkin, CPCU, CIC	EMC Insurance Companies	2014
Ted Cremers	QBE NAU	2015

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
Jeff Raikes, Raikes Foundation	2015

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- ⇒ Get notifications about coming events
- ⇒ Network with your colleagues
- ⇒ Post your convention photos
- ⇒ Find the attendee list
- ⇒ Check out the vendors
- ⇒ And much much more!

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

TUESDAY, OCTOBER 25, 2016

Continental Breakfast: 7:30 am

Sponsored by *Auto-Owners Insurance Company*

Concurrent Sessions

8:30 am—11:30 am—*Diamond 1*

Digital Marketing: Finding the Human Story in Business (No CEUs)

Sydney Roe, Digital Content Manager, trustedchoice.com



So often, we start digital marketing conversations with terms like 'web traffic,' 'conversions,' 'lead generation,' etc., etc., etc. We forget that, at its core, understanding digital marketing is understanding people. And succeeding at digital marketing is helping those people find, understand and trust you.

Join Sydney for a quick dive into digital marketing basics from your customers' perspective. Learn how to fuse the human side of your business with its online presence. **Walk away with actionable strategies and tips for implementation.**

Sponsored by Rural Community Insurance Services

8:30 am—11:30 am—*Diamond 6*

Creating Your Sales Culture (No CEUs)

Mary Eisenhart-Belka, CPCU, ARM, CIC



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?**

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.

Sponsored by Iowa Mutual Insurance Company

Concurrent Sessions

8:30am—3:00 pm — Ruby 7

Applied User Training (No CEUs)

Renee Foo—Consultant



The Secret Weapon to Personal Productivity

This session will appeal to all TAM and Epic users from CSRs to Principals and Owners. “Getting Things Done” (GTD for short) is a time management methodology developed by productivity consultant David Allen. Attendees will learn how to take the GTD concepts and use them to organize all loose ends into one system that stays synchronized across varied devices.

11:45 am—1:15 pm—Lunch —Crystal 1

U.S. Congressman Adrian Smith (R-3rd Dist.) is our keynote luncheon speaker. Join us to hear Congressman Smith’s perspectives on how the November elections will impact Nebraska and the nation. He has been a stalwart supporter of the federal crop insurance program and the role of independent agents, among other Big “I” issues.

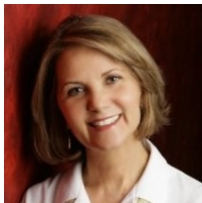
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1:30 pm—4:30 pm—Diamond 1

The Customer Experience Journey

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.

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.

Sponsored by Liberty Mutual



*Helping make
wishes come true.*

Stop by the Make-A-Wish booth and see how
you can help make a wish come true!

Concurrent Sessions (Continued)

1:30 pm—4:30 pm—Diamond 6

Pathways for Young Insurance Professionals (No CEUs)

Mary Eisenhart-Belka, CPCU, ARM, CIC

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.**

Sponsored by Diversified Crop Insurance Services

Tuesday Refreshment Breaks Sponsored by: Rain & Hail LLC

4:30 PM – 6:00 PM - Diamond 2

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 60 exhibitors at the trade fair!

4:30pm — 7:30 pm — Crystal 2, 3, 4

Industry Night Reception & Trade Fair

If you are brave enough to walk the haunted halls 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!

WEDNESDAY, OCTOBER 26, 2016

Continental Breakfast: 7:30 am

*Sponsored by **Employers***

Concurrent Sessions

8:30am — 11:30 am — *Crystal 3*

Top 10 Personal Lines Coverage Issues (3 PC)

Keith Wilts, CPCU, CIC



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.

8:30am — 11:30 am — *Crystal 4*

Cyber Liability (3 PC)

Catherine Trischan, CPCU, CRM, 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

Sponsored by Columbia Insurance Group

11:45 am—1:15 pm — *Crystal 1*

Leadership Luncheon—Annual Meeting and Elections

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

Sponsored by EMC Insurance Company

Concurrent Sessions

1:30pm — 4:30 pm — Crystal 3

Top 10 Commercial Lines Coverage Issues (3 PC)

Keith Wilts, CPCU, CIC

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!**

Sponsored by Nationwide Insurance

1:30pm — 4:30 pm — Crystal 4

Certificates of Insurance and Additional Insureds (3 PC)

Catherine Trischan, CPCU, CRM, 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.

Sponsored by OCI Insurance & Financial Services
Wednesday Refreshment Breaks Sponsored by: RAS



method insurance services
the right approach for insurance

5:00pm — 6:30 pm — *Crystal 2*

SPOOKTACULAR!

BEER & WINE TASTING EVENT

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

AUCTION

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 accessories, and more!



Co-Sponsored by *IIAN/NASC and Risk Innovations LLC*

6:30pm — 8:30 pm — Crystal 1

AWARDS DINNER

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! We will also recognize those that have achieved the CISR designation and CISR Elite distinction.

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!

Best costume — Registration and 2 hotel nights at the 2017 Annual Convention, October 11-13, 2017 at the Embassy Suites, Lincoln!

1st Runner Up - \$100 Gift Certificate - Kinkaidier Brewery or Mac's Creek Winery

2nd Runner Up - \$50 VISA Card



109th Annual Convention & Trade Fair

President's Hospitality 'Sweet'
With the 1752 Club

Wednesday, October 26
8:30 PM – 10:30 PM
Fairfield Inn & Suites
Suite 402

Join us for coffee and dessert...
IF YOU DARE!

 **Trusted Choice** | INDEPENDENT INSURANCE
AGENTS OF NEBRASKA

THURSDAY, OCTOBER 27, 2016

Continental Breakfast: 8:00 am
Sponsored by *Farmers Alliance Companies*

Concurrent Sessions

8:30am — 11:30 pm — *Crystal 3*

E&O Risk Management: Meeting the Challenge of Change (6 Ethics*)
Keith Wilts, CPCU, CIC

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.

****Attendees must attend both the AM and PM sessions to earn full credit.***

Sponsored by *Markel FirstComp*

8:30am — 11:30 am — *Crystal 4*

Time Element In A Cyber World (3 PC)
Jay Williams, CIC, CRM, AAI, AIP

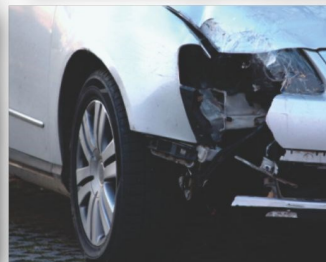


This seminar will cover the concepts of indirect loss and discuss the exposures to loss that exist, some of the coverage options available to treat them, and provide a framework for discussion with the carriers you represent concerning the Time Element programs they have available.

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.

Sponsored by *North Star Mutual Insurance Company*

One-Stop Shopping!

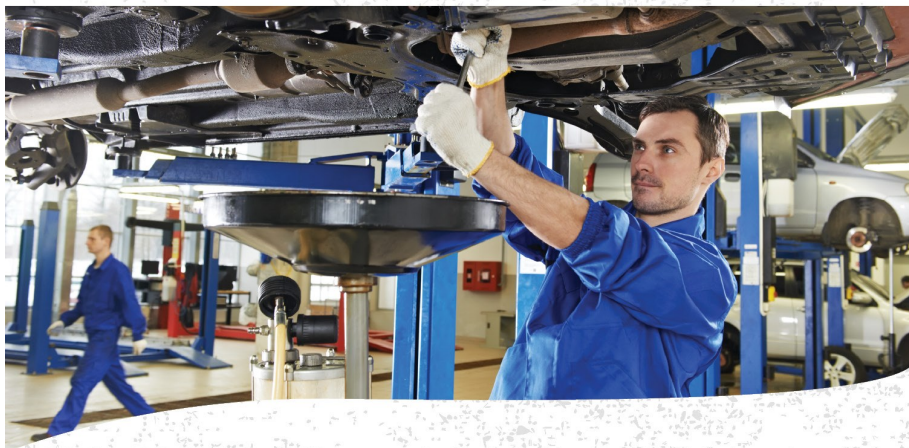


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THURSDAY, OCTOBER 27, 2016 (continued)

Thursday Refreshments Sponsored by Midwest Regional Agency

11:30 am—12:30 pm — Crystal 1

Big “1” President’s Luncheon

Your newly elected IIAN officers will be installed, then top IIBA 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. McPhillips also serves as staff liaison to both the IIBA National Crop Insurance and Flood Insurance task forces.



1:00 pm — 4:00 pm — Crystal 3—Continued

E&O Risk Management: Meeting the Challenge of Change **Keith Wilts, CPCU, CIC**

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

Included is:

- A review of the law of agency and agency-carrier relations,
- Agency defenses and documentation,
- Risk Assessment Questionnaires and Coverage 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.

1:00 pm — 4:00 pm — Crystal 4

Drones (3 PC)

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.**

Sponsored by QBE NAU

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 7:25 p.m. **YOU MUST BE PRESENT TO WIN.**

General Sponsorships:

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Imperial PFS

Le Mars Insurance Company

Patriot National, Inc.

Progressive

Sagamore Insurance Company

Travelers

United Fire Group

←—————→
Save the Dates:

2017 Winter Conference

February 1-2, 2017

Holiday Inn, Kearney

2017 Annual Convention

October 11-13, 2017

Embassy Suites, Lincoln

CONVENTION SCHEDULE

TUESDAY, OCTOBER 25, 2016

7:30 am	Registration Open/Continental Breakfast	Pre-function Area
8:30-11:30 am	Digital Marketing (No CEUs) <i>Sydney Roe</i>	Diamond 1
	Creating Your Sales Culture (No CEUs) <i>Mary Eisenhart Belka, CPCU, ARM, CIC</i>	Diamond 6
	Applied User Training (No CEUs) <i>Renee Foo</i>	Ruby 7
11:45-1:15 pm	Lunch with US Congressman Adrian Smith	Crystal 1
1:30-4:30 pm	The Customer Experience Journey (No CEUs) <i>Paula Skartland</i>	Diamond 1
	Pathways for Young Insurance Professionals (No CEUs) <i>Mary Eisenhart Belka, CPCU, ARM, CIC</i>	Diamond 6
	Applied User Training (No CEUs) <i>Renee Foo</i>	Ruby 7
4:30-6:00 pm	Young Agent Networking	Diamond 2
4:30-7:30 pm	Industry Night Reception and Trade Fair	Crystal 2, 3, 4

WEDNESDAY, OCTOBER 26, 2016

7:30 am	Registration Open/Continental Breakfast	Pre-function Area
	Concurrent Sessions	
8:30-11:30 am	Top 10 Personal Lines Coverage Issues (3 PC) <i>Keith Wilts, CPCU, CIC</i>	Crystal 3
	Cyber Liability (3 PC) <i>Catherine Trischan, CPCU, CRM, CIC</i>	Crystal 4
11:45-1:15 pm	Leadership Luncheon Annual Business Meeting & Elections	Crystal 1
	Concurrent Sessions	
1:30-4:30 pm	Top 10 Commercial Lines Coverage Issues (3 PC) <i>Keith Wilts, CPCU, CIC</i>	Crystal 3
	Certificates of Insurance and Additional Insureds (3 PC) <i>Catherine Trischan, CPCU, CRM, CIC</i>	Crystal 4
5:00-6:30 pm	Beer and Wine Tasting Reception and Auction	Crystal 2
6:30-8:30 pm	Annual Awards Dinner & Costume Contest	Crystal 1
8:30-10:30 pm	IIAN President's "Sweet" Suite	Fairfield Inn—Suite 402

THURSDAY, OCTOBER 27, 2016

7:30 am	Registration Open/Continental Breakfast	Pre-function Area
	Concurrent Sessions	
8:30-11:30 am	E&O Risk Management: Meeting the Challenge of Change (6 Ethics) <i>Keith Wilts, CPCU, CIC</i>	Crystal 3
	Time Element in a Cyber World (3 PC) <i>Jay Williams, CIC, CRM, AAI, AIP</i>	Crystal 4
11:30-12:30 pm	Big "I" President's Luncheon <i>Jen McPhillips, IIABA Vice President Federal Government Affairs</i>	Crystal 1
1:00-4:00 pm	E&O Risk Management - Continued <i>Keith Wilts, CPCU, CIC</i>	Crystal 3
	Drones (3 PC) <i>Jay Williams, CIC, CRM, AAI, AIP</i>	Crystal 4



Thank you for
attending the 109th
Annual Convention!

