

Tuesday, October 13

20th Annual Jay Jacupke Memorial Golf Tournament

Eagle Hills Golf Course - Papillion
11:00 am Shotgun Start
Play a great course in a beautiful setting – while you help the IIAN Foundation raise funds for scholarships for Nebraska college students. Over \$81,000 in scholarships has been awarded to date! Registration includes golf and cart, range balls, and lunch – and you could win a cool prize in the bucket raffle!

BONUS CE SESSION

9:00 am - 4:00 pm

E&O Meeting the Challenge of Change

(6 Ethics NE CEUs*)

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.



Sam Bennett, CIC

Included is:

- a review of the law of agency and agency-carrier relationships,
- 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

IIAN President's Hospitality with the 1752 Club

8:00 pm - Midnight - Embassy Suites
After a full day on the golf course (or in 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!



SCHEDULE OF EVENTS



Tuesday, October 13

11:00am	20th Annual Jacupke Memorial Golf Tournament – Shotgun Start! Eagle Hills Golf Course - Papillion
9:00 am–4:00pm	Bonus Session: E&O Meeting the Challenge of Change (6 Ethics CEUs*) <i>Speaker: Sam Bennett, CIC</i>
12:00pm–1:00pm	Lunch Evening Open
8pm–Midnight	IIAN President's/1752 Club Hospitality

Wednesday, October 14

CONCURRENT SESSIONS	
8:30 am–4:30 pm	CISR Hold Seminar – 7 CEUs NE/IA <i>Speaker: Sam Bennett, CIC</i>
8:30am–11:30 am	Applied Users Group Training <i>Speaker: Earl Kelly</i> Commercial Lines-To Endorse or Not Endorse (3 PC CEUs*) <i>Speaker: Angie Heavener, CIC</i> Cold Call To Close <i>Speaker: Leah Georges, Ph.D.</i>
11:30am–12:30 pm	Education Recognition Luncheon/ Annual Meeting & Elections
CONCURRENT SESSIONS	
12:30pm– 4:30pm	Applied Users Group – continues Where's The Liability—Drones, Cyber & EPL (4 CEUs*) <i>Speaker: Angie Heavener, CIC</i> Capitalizing On Generational Strengths <i>Speaker: Leah Georges, Ph.D.</i>
4:30pm– 7:00pm	Trade Fair – Laissez les bon temps rouler! Mardi Gras Celebration
7:00pm – 7:30pm	Reception/Entertainment
7:30pm – 8:30pm	Dinner/Annual Awards

Thursday, October 15

CONCURRENT SESSIONS	
8:30–11:30am	Personal Lines Surprises (3 CEUs*) <i>Speaker: Angie Heavener, CIC</i> Cold Call To Close (Repeat) <i>Speaker: Leah Georges, Ph.D.</i> Content Marketing—How To Attract the Modern Insurance Buyer <i>Speaker: Ryan Hanley</i>
11:30pm–12:30pm	IIAN President's Luncheon
CONCURRENT SESSIONS	
12:30–3:30pm	Risk Management Tour (3 CEUs*) <i>Speaker: Angie Heavener, CIC</i> Hot Agency Issues—Roundtables <i>Speaker: Leah Georges, Ph.D.</i> How To Create A Client Online Community <i>Speaker: Ryan Hanley</i> * Pending Approval by Nebraska Department of Insurance



Special Thanks to our 2015 Industry Partners!!



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Rain & Hail LLC
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Red Head Mobile Apps

Risk Innovations LLC
Rocket Referrals
Roof-Tech
Rural Community Ins Services
SAFECO Insurance
Safehold Special Risk
Travelers
Truckers Ins. Associates
Washington National/PMA

More at www.iian.org/

Lodging Information:

Embassy Suites//12520 Westport Parkway//La Vista, NE 68128
402-331-7400
Lodging block held until September 22, 2015
Single/Double Rate: \$139 + tax

108th Annual IIAN Convention

October 13-15, 2015
Embassy Suites – LaVista, Nebraska



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www.iian.org
Register by Sept. 22
For Early-Bird Discount



Wednesday, October 14



Thursday, October 15



Industry Night on Bourbon Street

Trade Fair - 4:30 - 7:30 pm

Join your industry friends for great food, fun, and networking at IIAN's "Mardi Gras" Trade Fair, Reception, and Awards Dinner. Visit with over 50 exhibitors to gain the latest industry information and learn about new products that will make you a big winner! Make the rounds and visit every booth -- you'll have the chance to win one of five cold, hard cash prizes of \$100 each!

Laissez les bon temps rouler!

Street Railway Dixieland Band
Reception/Entertainment - 7:00 - 7:30 pm
Awards Dinner - 7:30 - 8:30 pm



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 Chairman Spencer Houldin will install IIAN's new officers for the coming year.

CISR - William T. Hold Seminar (7 CEUs IA & NE) 8:30 am - 4:30 pm



This seminar is designed to meet the continuing education needs of experienced for all insurance professionals.
Sam Bennett, CIC

The morning session will include:

Personal Lines and the Business Exposure

You will analyze significant coverage issues associated with home-based businesses. You'll identify general and unique exposures to loss, types of in-home businesses, risk management considerations, and methods of insuring exposures. Then you'll review the protection provided in the latest edition of commercial and personal lines policies including Homeowners, Personal Automobile, Businessowners, Business Automobile, Commercial Umbrella, and In-Home Business programs.

After lunch, the topics will be:

Additional Insured Endorsements

You will gain an understanding of hold harmless/indemnity agreements and the waiver of subrogation concept. You'll identify the types of insureds and reasons for requesting additional insured status - as well as the problems created when adding additional insureds and how to handle or minimize them. Then you'll discuss the purpose, coverage and limitations or exclusions for additional insured endorsements. The discussion will focus on additional insured status as it relates to the Commercial General Liability Policy.

Cyber Liability

You will gain an understanding of the need for Cyber Liability coverage and the issues of this market segment. You'll examine third-party and first-party exposures and how best to provide coverage.

NOTE: Must attend both morning and afternoon sessions in their entirety to receive CEU certificate. This program fulfills the annual continuing education requirement for CISR designees.

Education Recognition Luncheon & Annual Meeting 11:30 - 12:30 pm

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!

CONCURRENT EDUCATION SESSIONS

8:30 am - 11:30 am:

Cold Call To Close:

Why Generational Differences Matter
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

8:30 am - 11:30 am:

Commercial Lines - To Endorse or Not Endorse (3 NE CEUs*)

Simply put, it is rare today that a policy will exist in a completely unendorsed form. 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.

8:30 am - 11:30 am:

Applied Users Group Training Earl Kelly

- Office 2013 - Realistic Tips for Agency Users
- Your Inbox is Not Your Customer Filing Cabinet

more info @ www.ian.org

12:30 pm - 4:30 pm

Capitalizing on Generational Strengths: Successful Sales Negotiation



Leah Georges, Ph.D.

The tools you need to motivate and engage a team's best talent, and communicate more effectively with each stakeholder involved in the negotiation and sales process.

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.

12:30 pm - 4:30 pm

Where's The Liability - Drones, Cyber & EPL (4 NE CEUs*)



Angie Heavener, CIC

Are your insureds at risk for professional and management liability losses?

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.

12:30 pm - 4:30 pm

Applied Users Group Training Earl Kelly

- Secure Email for Compliance & Peace of Mind
- Activity Notes Download

more info @ www.ian.org

CONCURRENT EDUCATION SESSIONS

8:30 am - 11:30 am

Content Marketing - How to attract the modern insurance buyer

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!

8:30 am - 11:30 am

Repeat: Cold Call To Close

For the first time in America's modern history, there are five generations interacting in the workplace.
Leah Georges, Ph.D.

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!

8:30 am - 11:30 am

Personal Lines Surprises (3 NE CEUs*)

You need to understand how to analyze your insured's entire risk to make sure there aren't any hidden exposures or hazards.

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.



Ryan Hanley

12:30 pm - 3:30 pm

How to create a client online community

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

12:30 pm - 3:30 pm

Hot Agency Issues: Roundtable Conversations

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.



IIAN President's Luncheon 11:30 am - 12:30 pm

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.

12:30 pm - 3:30 pm

Risk Management Tour - Onsite (3 NE CEUs*)

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 real 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!