

WEDNESDAY OCTOBER 11

22nd Annual Golf Tournament

Woodland Hills Golf Course - Eagle
11:00 am Shotgun Start

Play Nebraska's only 5-Star course in a beautiful setting – while you help the IIAN Foundation raise funds for the new IIAN Talent Network program and the Foundation's college scholarships for Nebraska students. IIAN and the Foundation are launching this new program in 2017 to help independent agencies and companies connect with and hire upper-level college students, and expose students to career opportunities in the independent agency system.

CISR Elements of Risk Management**
8:00 AM – 5:15 PM
(7 CEUs IA & NE—optional exam 3:45 – 5:15 pm)
Instructor: Chuck Hembree, CIC, CRM

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

The morning session will include:
Overview of the Risk Management Process
You will discuss the definitions of risk and risk management, as well as the terminology used by risk managers. This course will identify the steps of the risk management process, and describe the components of the total cost of risk and how it is used by risk managers.

The afternoon session will cover:
The Five Steps of the Risk Management Process
You'll get detailed information on the five steps of the Risk Management Process:

1. Risk Identification
2. Risk Analysis
3. Risk Control
4. Risk Financing
5. Risk Administration

NOTE: Must attend both morning and afternoon sessions in their entirety to receive CE certificate. **This program fulfills the annual continuing education requirement for CISR designees, and is approved for those pursuing the CISR designation and CISR Elite distinction.

Happy Hour – Barry's
In The Haymarket
5:30 – 7:30 pm – 935 N. 9th, Haymarket
After a full day on the golf course (or in the classroom), drop by iconic Husker bar Barry's in the Haymarket for beer, libations and HD's – hosted by IIAN's Annual Convention committee! Just blocks from the Embassy Suites - networking and having fun can be the best parts of the convention!

SCHEDULE OF EVENTS

WEDNESDAY, OCTOBER 11

11:00AM 22nd Annual Big "I" Foundation Golf Tournament – Woodland Hills - Shotgun Start!
8:00AM – 5:15PM CISR Elements of Risk Management – (Exam is optional) 7 CEUs IA & NE
Speaker: Chuck Hembree, CIC, CRM
11:45AM – 12:15PM IIAN Luncheon
5:30PM – 7:30PM Happy Hour at Barry's in the Haymarket

THURSDAY, OCTOBER 12

CONCURRENT SESSIONS

8:30AM – 11:30AM CE: **Falling Through The CGL Cracks – D&O/Fiduciary**
Speaker: Angie Heavener, CIC, CPIA (3 CEUs*)
CE: **Personal Lines Hot Topics** (3 CEUs*)
Speaker: Jerry Kennedy CIC
Marketing/Sales: **Boost Your Online Marketing**
Speaker: Sydney Roe - Sponsored By nextgen
Applied Users: **Real-Time/Streamline Workflows**
11:45AM – IIAN Leadership Luncheon -
1:15PM Annual Member Meeting & Elections

CONCURRENT SESSIONS

1:30PM – 4:30PM CE: **Falling Through CGL Cracks – Malpractice/Cyber**
Speaker: Angie Heavener, CIC, CPIA (3 CEUs*)
CE: **Personal Liability Exposures** (3 CEUs*)
Speaker: Jerry Kennedy CIC
Marketing/Sales: **Increase The ROI Of Your Marketing 8-10x**
Speaker: Steve Maly – Sponsored By nextgen
Applied Users: **Manage Suspense/Service Audits**
4:30 – 7:30PM **Industry Night/Opening Reception/Trade Fair**
4:30 – 5:30PM **nextgen Young Agent Networking Reception –**
Wine Bottle Ring Toss
7:30 – 8:30PM **Annual Awards Dinner & Taproom –**
Live Auction For Big "I" Advocacy
8:30PM **Hospitality Suites**

FRIDAY, OCTOBER 13

CONCURRENT SESSIONS

8:30AM – 11:30AM CE: **E&O: Roadmap to Policy Analysis Pt 1**
(3 Ethics CEUs*)
Speaker: Angie Heavener, CIC, CPIA
Your Agency In 2030 - The World Is Changing - Part 1
Sponsored By **nextgen**
Speaker: Mary Eisenhart Belka, CPCU, ARM
11:45AM – 12:45PM **Big "I" Luncheon**

CONCURRENT SESSIONS

1:00PM – 4:00PM CE: **E&O: Roadmap to Policy Analysis Part 2**
(3 Ethics CEUs*)
Speaker: Angie Heavener, CIC, CPIA
Your Agency In 2030 - The World Is Changing - Part 2
Sponsored By **nextgen**
Speaker: Mary Eisenhart Belka, CPCU, ARM

**Pending Approval By Nebraska Department Of Insurance.*

THANKS—2017 INDUSTRY PARTNERS

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

PLATINUM
Columbia Insurance Group
Donegal Insurance Group
EMC Insurance Companies
Farmers Mutual of Nebraska
Motorist Insurance Group

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

SILVER
Accident Fund Ins. Co of America
Liberty Mutual
Midwest Family Mutual
Progressive
Rain & Hail LLC
Rural Community Ins. Services

BRONZE
Auto-Owners Insurance
Berkshire Hathaway GUARD
Berkshire Hathaway Homestate EMPLOYERS
Farmers Alliance Companies
Midwest Regional Agency
Patriot National
RAS
Travelers
United Fire Group

COPPER
AFCO Credit Corp
AMERISAFE
Battle Creek Mutual
Capital Premium Financing
Chubb Group of Ins. Co.
CNA Insurance
Crop Risk Services

ePayPolicy
First Insurance Funding Corp
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
Paul Davis Restoration
Pennsylvania Lumbermens
Philadelphia Ins. Company
Producers XL
Risk Placement Services, Inc.
SAFECO Insurance
The Essential Step
The Hartford
Truckers Ins. Associates
Universal Surety Company
VGM Specialty Underwriters
Wright Flood
Yellow Van Cleaning Services

TRADE FAIR EXHIBITORS

AFCO Credit Corp
Battle Creek Mutual
Berkshire Hathaway GUARD
Burns & Wilcox
Capital Premium Financing, Inc.
Columbia Insurance Group
Crop Risk Services
Dairyland Auto Insurance
Diversified Crop Ins. Services
Donegal Insurance Group
EMC National Life
EMPLOYERS
The Essential Step
Goldleaf Surety Services, LLC
Grinnell Mutual Reinsurance Co.
Hagerty Insurance
HawkSoft, Inc.

Home Warranty, Inc.
IIA of Nebraska
The IMT Group
The Leavitt Group
Markel
Method Insurance Services
Midwest Insurance Agency Alliance
Midwestern Insurance Alliance
Motorist Insurance Group
Muench Insurance LLC
Nationwide
NCMIC Finance Corporation
North American Software Associates
OCI Insurance & Financial Services
Patriot Underwriters
Paul Davis Restoration
Philadelphia Insurance Companies

Producers XL
QBE NAU
Rain & Hail LLC
RAS
Risk Innovations LLC
Risk Placement Services, Inc.
Rural Community Insurance Services
SAFECO Insurance Company
Senior Insurance Marketing
Travelers
UIG
VGM Specialty Underwriters
Wright Flood

See the latest at www.iian.org!

LODGING INFORMATION

Embassy Suites: 1040 P St.* Phone: (402) 474-1111

Standard Room Rate: \$159.00 + tax
Or use an online hotel link available on the registration site.

Lodging blocks held until September 18, 2017



Register by
September 13
for "Early-Bird"
Discount

110th Annual
Convention
&
Trade Fair

Embassy Suites
Lincoln, NE

Register online at
www.iian.org

Multiple Attendee and Young Agent Discounts



OKTOBERFEST
OCTOBER 11-13, 2017

THURSDAY OCTOBER 12

RECEPTION & TRADE FAIR

4:30 – 7:30 PM

Get on your lederhosen or dirndl and join your industry friends for great food, fun, and networking at IIAN's "OKTOBERFEST" 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 want to dance! Make the rounds and visit every booth -- you'll have the chance to win one of five cold, hard cash prizes of \$100 each!

YOUNG AGENTS NETWORKING RECEPTION

4:30 – 5:30 PM

After class, join your peers for refreshments and fun and learn about **nextgen**, the Big "I" Nebraska young agents network -- and then join everyone over at the trade fair!

OKTOBERFEST TAPROOM & FEAST

7:00 - 8:30 PM

Taste six different Oktoberfest beers served by local breweries, while you peruse the great prizes up for bid to raise money for Big "I" Advocacy -- Husker football and volleyball tickets, KC Chiefs v. Buffalo Bills luxury suite tickets, Prairie Dunes golf outing, and the finer things in life -- Cuban cigars, fine wine, designer bags and jewelry, and more!

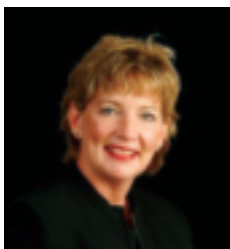
While you're enjoying an Oktoberfest feast, IIAN President Krae Dutoit will recognize those individuals and companies who have contributed the most to IIAN and our members, and achieved career milestones. Then wrap up the evening with the fastmoving Big "I" Advocacy live auction!

CONCURRENT SESSIONS

8:30 AM – 11:30 AM

Falling Through The CGL Cracks Part 1; D&O/Fiduciary (3 PC CEUs*)

Instructor: Angie Heavener, CIC, CPIA



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. You'll learn about a number of other potential problems and solutions that your clients may face:

- **The CGL** -- What's not covered and how you can cover it
- **D&O Liability** -- Private v. Public companies, types of claims & suits
- **Fiduciary Liability** -- One of the least understood risks, and who needs it

Personal Lines Hot Topics (3 PC CEUs*)

Instructor: Jerry Kennedy, CIC



You'll learn how to handle the latest in personal lines auto coverage challenges, from Car Sharing to Ride Sharing. Other current auto issues include coverage for partners, coverage for diminished value, and car rental exposures. **Homeowners hot topics** include troubles with trusts and LLC's, personal property

problems and solutions, home business issues, and condominium concerns. *Coverage comparisons include standard I.S.O. policy language, but also provide policy language from insurers writing personal lines in Nebraska.*

Applied User Training

Instructor: Maureen Boeing, CIC, CISR

Real-Time for Applied Epic/TAM

Save time and money, improve customer service, and increase your competitiveness by using Real-Time.

Streamline Workflow with eDocs and Claims Download

With Activity Notes, carriers can send insured copies of dec pages, billing notifications, underwriting memos and other policy information direct to Applied TAM and EPIC.

THURSDAY OCTOBER 12

CONTINUED CONCURRENT SESSIONS

1:30 PM – 4:30 PM

Falling Through The CGL Cracks Part 2; EPL/E&O/Cyber(3 PC CEUs*)

Instructor: Angie Heavener, CIC, CPIA

Another look at CGL cracks and how you can help your clients.

- **Employment Practices Liability** -- Are your insureds at risk? Learn the cost of EPL claims and legal charges, what to look for in a policy.
- **Malpractice (E&O) Liability** -- Review risks for a wide range of firms, and who needs it
- **Cyber Crime/Liability** -- Does the CGL cover it? Learn who needs it, where losses come from, and the growing risk

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

Personal Liability Exposures (3 CEUs*)

Instructor: Jerry Kennedy, CIC

In this afternoon session you will learn about a variety of liability exposures faced by yourself and/or your personal lines clients, from AirBnB Home Sharing, to watercraft rental. Other exposures include social media liability, social host exposures, and problems with pets. Contractual liability exposures from home, equipment and toy rental will be discussed. *Coverages provided by standard and company specific policy forms will be reviewed.*

Applied User Training

Instructor: Maureen Boeing, CIC, CISR
Manage Suspense with Applied Epic/TAM download

Suspense can be a very intimidating, daunting area if you don't identify the issues that are reoccurring.

Conducting a Service Audit in Applied Epic

We will look at policy actions and how they relate to workflows. In addition, we will discuss basic control points that could be monitored to guarantee data quality.

8:30 AM – 11:30 AM

Boost Your Online Marketing

Instructor: Sydney Roe, trustedchoice.com
Sponsored By nextgen - IIAN's Young Agents

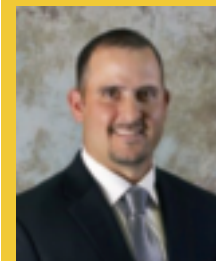
Learn proven strategies for taking your online marketing efforts to the next level (without blogging!):

- **Google and SEO** -- how to crush GEICO and State Farm
- **Your social media** -- how to turn it into a business asset with the time and talent you already have
- **Video marketing** -- people love it and it's easy to do -- find out how



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 Krae Dutoit and Vice President Greg Zimmer** will recognize those



volunteers who have given Board and Committee service. Be sure to register to vote at the convention registration desk.

1:30 PM – 4:30 PM

Increase The ROI of Your Marketing 8-10x

Instructor: Steve Maly

Geared To Young Agents - Sponsored By nextgen

This seminar will focus on how to use "education based marketing" to get the results you need. You'll learn how to educate customers about your industry as a whole and how you fit in. Give more value than anyone else in the marketplace. You get away from the "look at me" marketing that most

businesses implement and shift the conversation to how you can help them. You'll get a far better return on your marketing budget and efforts than more traditional marketing practices.



Special pricing for Young Agents plus the nextgen Young Agent networking reception immediately after class!

FRIDAY OCTOBER 13

CONCURRENT SESSIONS

8:30 AM – 11:30 AM

E&O: Roadmap to Policy Analysis -- Part 1 (3 Ethics CEUs*)

Instructor: Angie Heavener, CIC, CPIA

This course will address E&O loss control issues from a different point of view - how to more accurately match the coverage written to client needs, and minimize the chance of coverage denials, damage to agent-client relationships and reputations, and allegations of bad faith.

You'll be guided, step by step, through the process of how to read and understand insurance policy language -- and how to apply basic coverage analysis to identify possible gaps in coverage. You'll also learn what to look for in terms of insurance policy wording, punctuation, and formatting, including negative and positive implications of specific words.

1:00 PM – 4:00 PM

E&O: Roadmap to Policy Analysis -- Part 2 (3 Ethics CEUs*)

Instructor: Angie Heavener, CIC, CPIA

This course is designed to help you understand advanced coverage issues. Liability issues will include:

- proper designation of named insured in personal and commercial policies and how this can affect coverage for other insureds,
- coverage triggers for damage vs. defense,
- limitations for damage to property in insured's care,
- key definitions, and
- the difference between occurrence and claims made coverage.

Property issues include:

- insurable interest requirement,
- property subject to special limitations or sub-limits,
- coinsurance and other insurance to value requirements,
- real and personal property valuation, and
- loss settlement provisions.

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

Your Agency In 2030 - The World Is Changing -- Part 1

Sponsored By nextgen -- IIAN's Young Agents
Instructor: Mary Eisenhart Belka, CPCU, ARM, ARE, RPLU, CIC, CPIW



Where will your agency be in 2030? The insurance world is changing at a faster pace than ever! ***Are you and your agency prepared to embrace change and proactively work towards a successful future?***

This thought-provoking session will take you through all the threats and opportunities -- Insurance Tech and disruptors like Lemonade, a shrinking auto insurance premium base, "big data", the sharing economy -- and explain the "new metrics" of sales success and organic growth. **You'll learn how having a well-executed plan and business model can ramp up sales and profitability -- and a sustainable future for your agency.**

Whether you're a millennial taking over running your agency in the future -- plus being responsible for sales and operations - or a tenured agency principal or manager looking for a solid pathway to the future -- this program is for you.

1:00 PM – 4:00 PM

Your Agency In 2030 - The World Is Changing -- Part 2

Sponsored By nextgen -- IIAN's Young Agents
Instructor: Mary Eisenhart Belka, CPCU, ARM, ARE, RPLU, CIC, CPIW

Now that you know where your agency could be in 2030, how do you make it happen? How do you set goals and strategies, focus on profitability, differentiate your agency, target your clients, and compete in a digital world?

This session will give you a model for enabling producers and account managers to achieve their and your agency's goals, operations and sales management, marketing, and growing a client-centric agency. The afternoon will end with case studies of agencies who have achieved phenomenal success in every size market!