



**INDEPENDENT INSURANCE AGENTS OF IOWA
PRESENTS:**

EXPO 2010



Independent Insurance Agent

Agency Management and Automation/Technology Conference

A One-Day Extravaganza....Featuring Multiple Programs from the Country's Top Experts!

November 4, 2010 - Airport Holiday Inn - Des Moines, Iowa

About The 2010 Expo

This year we are changing things up a bit. You will have 12 programs to choose from, covering unique topics important to today's agency operations. At any 1 time you will have two options, meaning you could attend up to six different programs being offered. You may want to consider bringing more than one person from your agency to take full advantage of all the Expo is offering. The big difference is this Expo will feature a large selection of agency automation products all in one day!

We will have a number of exhibitors as well as an opportunity at lunch to sit down with an expert to visit one-on-one about things important to you.

This Expo will present a ton of information that you could never gather in one day anywhere else!

All of this for only \$79.00 (member fee) for the first attendee and each additional attendee from the same agency just \$69.00!

Agency Management Speakers

Wes Bissett – Wes is the President of The Bellemore Group, L.L.C. of Baltimore, MD, a public policy consulting and governmental relations firm. Mr. Bissett is a national expert on critical insurance industry issues. He served as a legislative consultant for U.S. Representative Robert Ehrlich, Jr. and graduated with honors from both Wake Forest University and George Washington University Law School.

Tammy Rogers – with the Meyvn Group which is an organizational development advisory firm. They specialize in human resources consulting, business solving and employment development.

Technology Speakers

Stephanie Blake of PaperWise

Chris Christensen of Vertafore (AMS)

Rusty Keighron of docStar

Doug Kuhles of Applied Agency Management Systems

Michael Roy of Artizan's CSR24

Don Schlieve of FSC StoneRiver

2010 IIAI Sponsors

Platinum – Allied Ins.; EMC Ins. Co.; The IMT Group; Independent Agents Service Corp.; Iowa Mutual Ins. Co.; Pekin Ins.; Progressive Insurance

Gold – Continental Western Ins. Co.; Grinnell Mutual; Rain & Hail LLC; United Fire & Casualty

Silver – Farmers Mutual Hail Ins. Co.; GuideOne Ins.; Indiana Ins.; Merchants Bonding; State Auto Ins.

Bronze – Accident Fund/United Heartland; ACUITY; Berkshire Hathaway Homestate Cos.; General Casualty Co.; LeMars Ins. Co. of Iowa; North Star Mutual Ins.; RDS Group; Rural Community Insurance Services; SECURA Ins.; Selective Ins.; Travelers; West Bend Ins.; Western National Ins.; and Westfield Ins.

Agenda

8:00 a.m. – 9:00 a.m. Registration, Exhibits Open and Coffee & Rolls

9:00 a.m. – 9:50 a.m. Effective Employee Management - Tammy Rogers' presentation will walk agency managers through the keys to effective management of staff. (AM)

9:00 a.m. – 9:50 a.m. FSC StoneRiver - Don Schlieve will review their program "Complete Automation Solutions for Independent Insurance Agents!" Including MI Rate, RT Version (comparative rate), FSC Managers (full agency management software system) and FSC INStream (comparative rater using the carrier website). (TA)

10:00 a.m. – 10:50 a.m. Secret to Implementing Change - Management expert Tammy Rogers will discuss how to overcome employee reluctance to accept change. (AM)

10:00 a.m. – 10:50 a.m. Artizan's CSR24 - Artizan Internet Services has designed a unique customer support system for independent agents called CSR24. Michael Roy will explain how their call support and online client access solutions can help improve service to customers. (TA)

11:00 a.m. – 11:50 a.m. Coaching Employees - How to coach your agency staff to reach top performance. Management expert Tammy Rogers will discuss employee coaching. (AM)

11:00 a.m. – 11:50 a.m. PaperWise - Stephanie Blake of PaperWise will present their program "Utilizing Document Management in your Agency." Why look into a third party solution? Efficiency, workflows, and consistency through document control will be reviewed. (TA)

11:50 p.m. – 1:00 p.m. Lunch Provided – *Have lunch with the presenters. A table marked with the name of the different speakers and their products will give you an opportunity to have lunch and visit with other interested agents and the speaker during lunch. Of course, tables without speakers will also be available.*

1:00 p.m. – 1:50 p.m. Privacy Issues - Dealing with privacy laws and how to manage motor vehicle driver information will be discussed. Wes Bissett attorney and national expert will be our guest. (AM)

1:00 p.m. – 1:50 p.m. docStar - Rusty Keighron will explain their document management system and how it can save time and money - while being tailored to meet your agency needs. (TA)

2:00 p.m. – 2:50 p.m. Do Not Call Law, Securing Email and Websites as Required by Law - legal expert Wes Bissett will present on these two important topics every agency must understand. (AM)

2:00 p.m. – 2:50 p.m. Document Management - Vertafore/AMS and Applied Systems will present during the same session how each agency management system handles document management. Chris Christensen of Vertafore (AMS) and Doug Kuhles of Applied will present. (TA)

3:00 p.m. – 3:50 p.m. Red Flag Rules and Office of Foreign Affairs - These new laws will impact your agency. Wes Bissett will review the latest on these Federal Laws. (AM)

3:00 p.m. – 3:50 p.m. Real Time Quoting - Both Applied and AMS will explain how their respective agency management systems can provide your agency real time quoting. Doug Kuhles of Applied and Chris Christensen of Vertafore (AMS) will cover these important topics. (TA)

4:00 p.m. Adjourn

** (AM) - Designed to focus on Agency Management issues.

** (TA) - Program is focused on Technology and Automation topics important to agencies.

Internet Registration Available – You can register via the Internet by logging onto our secured website at www.iiaiowa.org. To receive member fees, you must log in using your *ID* and *Password*. Click on *Events* and then click on *General Events Calendar*. There will be a link to the *Expo 2010*.

EXPO 2010 – REGISTRATION FORM

Agency _____

Address _____

City _____ ZIP _____

Phone _____

NO CECS OFFERED FOR THIS EVENT

Name

1. _____

2. _____

3. _____

RETURN WITH PAYMENT TO:

Independent Insurance Agents of Iowa

4000 Westown Parkway, Suite 200

West Des Moines, IA 50266

515-223-6060 -- 800-272-9312

Package Price \$79.00 First Attendee (\$95 after 10/21)

\$69.00 Each Add'l Attendee (\$85 after 10/21)

\$200.00 Non-Members (\$230 after 10/21)

Agency Management System

(i.e. AMS, MI-Assistant, Applied)
