



Convention Preview – Keynote Speaker: Robert O’Neill

It seems like we have tried everything we can think of to get our members re-engaged in live events since the onset of Covid in 2020. It has been challenging at best so this year we decided to go all in on our keynote speaker for the event to be held on August 29th & 30th at Prairie Meadows Convention Center. We have booked Rob O’Neill to come and speak to you all. Many of you may recognize the name but for those who do not, Rob was the Navy Seal responsible for the killing of Osama Bin Laden. He will speak on not only this mission but countless other missions as well. Below is a copy of Rob’s biography:

Robert J. O’Neill is one of the most highly decorated combat veterans of

our time. He served at SEAL Team Two, SEAL Team Four, and eight years at the legendary SEAL Team Six. Having taken part in and led over 400 combat missions, Rob operated in Liberia, The Balkans, The Persian Gulf and Indian Ocean, Ukraine, Iraq, Afghanistan, and Pakistan. Having been decorated 53 times, his awards include two Silver Stars for gallantry in action against the enemy, four Bronze Stars with Valor to denote heroism against the enemy, a Joint Service Commendation Medal with Valor, a Navy and Marine Corps Commendation Medal with Valor, three Presidential Unit Commendations and three Combat Action ribbons to name a few.

Some of Rob's qualifications include Military Free-Fall Jumpmaster, Tandem Tethered Bundle Master, Naval Special Warfare Scout / Sniper, Breacher, Master Naval Parachutist, Master Training Specialist, Diving Supervisor, Range Officer in Charge for Small Arms, Close Quarters Battle, Breaching, Laser System Safety Officer among many others.

Rob took part in the rescue for Operation Red Wings, which extracted the Lone Survivor, Marcus Luttrell, he was the lead jumper for the rescue operation that saved Captain Richard Phillips from Somali pirates and he was a Team Leader for Operation Neptune's Spear, the mission to kill Osama bin Laden.

Rob is co-founder of Special Operators Transition Foundation, specializing in assisting Special Operations Forces veterans with the successful transition from the service into their next great career in corporate America.

Rob is the author of the NY Times and London Times Best Selling Memoir THE OPERATOR: Firing the Shots that Killed Osama bin Laden and My Years as a SEAL Team Warrior.

It is guaranteed to be a great session however if this alone does not draw your attention, we have plenty of other great speakers lined up for the event. The always popular trade show with our company partners will be back along with golf and plenty of continuing education opportunities available. Please look for much more information to follow and if you have not attended convention in the past, please plan on joining us on August 29-30. For those of who have attended before, we look forward to seeing you in August.

commitment to community

Is this the year you will chose to participate?

The 2022-2023 Commitment to Community Marketing Reimbursement Program still has funds available! The program runs 9/1/22 – 8/15/23 and community involvement activities need take place in that time frame for reimbursement consideration.

Click [here](#) for program details. The maximum eligible reimbursement this year is \$1,000 with a total campaign budget of \$25,000. If you have questions if your event qualifies, submit your application/advertising mock ups or scripts to

Brenda@iiaaiowa.org for pre-approval. Please note that the following mandatory requirements are still in place:

- ALL event promotion must use Trusted Choice® logo or mention Trusted Choice® if doing a radio/television/podcast
- Trusted Choice® logo must be present on agency Websites and Facebook pages

We hope to see all funds used this year, so don't hesitate to contact us if you think you have an eligible event!

The Big "I" Goes to Washington DC

Late last month, a delegation from IIAI went to Washington, DC to discuss several issues with our Congressional members. We were pleased to have personal meetings with both of our Senators and all 4 of our Congressional delegates. One of our main talking points was to Oppose Federal Trade Commission (FTC) Non-Compete Proposal. The FTC has proposed a national prohibition on the use of most non-compete agreements. Although this proposal is targeted at employment agreements that block workers from securing employment or starting a competing business and is not intended to apply to other restrictive covenants utilized by many insurance agencies, the FTC's actions are concerning. This sweeping proposal is unprecedented and would preempt the laws of nearly every state.



The FTC is asserting it has the power to issue this and similar rules regulating competition, but only Congress can enact such significant changes in the law and never empowered the FTC in this manner. The Big "I" urges Congress to use its oversight authority to closely examine FTC's proposed rulemaking and guard against unauthorized regulatory overreach.

We discussed this and other insurance related issues and had great conversations on all of our issues.

Iowa wins IIABA Catalyst Award

Our association was recognized nationally while in DC at the Emerging Leaders Luncheon. Scott Wirtz, Luke Horak, and Steve Madsen all represented Iowa and were proud recipients of the award. This honor would not have been possible without your support to our PAC programs. Thank you all for contributing to PAC and if you haven't given in the past, please



InsurPac Catalyst Award (Iowa): This award recognizes the state that shows the most progress in areas of InsurPac innovation and participation. This year's winner increased donations by 30% and

"This state [Iowa] is perhaps more connected to their congressional delegation than any other state," Riedel said. "They can count two U.S. Representatives as members of the Big "I" family. And they use this to remind donors and potential donors of the good work that InsurPac does to elect our friends to Congress."

consider a donation.

finished with \$35,600 in contributions.

Committee Meetings

The Big “I” held our annual committee meetings last week and had great discussions with “you” our members about ways in which to move our association forward. Thank you for your participation in the committees and your commitment to our success. If you haven’t signed up for a committee and would like to participate in the future please contact Tom or Melissa at the association for details.



In early May, over 70 Young Agents and company partners from across the state gathered in West Des Moines to hear great speakers and talk to peers about their insurance experiences. The event turned out excellent and all the reviews were very positive. Thank you to all who attended and a special thanks to the Young Agents Committee

led by Derrick Parsons and Erin Dop.



Reminder – Care4Kids Events

The Iowa Insurance Division reached out to the Big “I” to ask for our assistance in their 2023 Care 4 Kids Initiative. I put this in a previous newsletter and did not hear from anyone. Check out the remaining dates and locations for these events and let me know if you would like to participate. This will include 6 events across the state to participate in a forum for day care providers on what type of insurance they need and how to best obtain these coverages. As opposed to telling people to contact an independent agent in their area, this forum will consist of a group of panels helping in various ways to assist them in their business needs. These 6 events will all be held on Saturday mornings and kickoff in April. I have agreed to participate in these events and would certainly welcome assistance from any of you if you see a date/location that works for you. Please contact me directly at Tom.omeara@iiaiowa.org or 515-402-4032 if you are willing/able to participate. The dates and locations are as follows:

June 24 – Council Bluffs

July 22 – Sioux City

August 26 – Cedar Rapids

September 23 - Davenport

Legislative Session Ends

Once again, the legislative session went into “overtime” this session. There were many bills passed by the Senate and House and sent to the Governor for signing. The Big “I” was represented daily at the Capitol and we were successful in getting many bills passed and equally as important, we were able to prevent adverse bills from making it through. Thank you to Larry Blixt and Jake Ketzner for all their hard work in representing our association.



● Important Reminder – Tax Free Computers and Software

With the end of legislative session now is a good time for a reminder that the tax-free computers for insurance agency will expire on December 31st, 2023. If you are thinking about purchasing a new system for your office, now is the time to make the purchase and save money on your tax.

No federal oversight of premium financing, thanks to Big "I"

The federal Consumer Financial Protection Bureau (CFPB) issued a long-awaited and sweeping data collection regulation that provided welcome news to the independent agent community.

The CFPB had been considering the adoption of burdensome mandates that would have disrupted premium finance transactions but opted not to do so in its *final rule*, pointing to arguments made by the Big “I” in a comment letter.

The rule is a long-delayed response to Section 1071 of the Dodd-Frank Act. Section 1071 amended the Equal Credit Opportunity Act and was intended to promote fair lending. This law requires most financial institutions to collect extensive data from any small business—those with \$5 million or less in gross annual revenue during the preceding fiscal year—seeking a loan and to submit that information annually to the CFPB.

The rule will require lenders to collect and report over many separate data elements concerning each small business credit application. The information includes those data fields expressly identified in the Dodd-Frank Act itself, such as the type and purpose of the loan or credit, the amount of credit applied for and the amount approved, the action taken, the location of the business, the gross annual revenue of the business, whether the business is minority-owned or women-owned, and the race, sex, and ethnicity of the entity's principal owners.

The initial version of the rule released in September 2021 caused strong concern for many in the insurance sector because the CFPB indicated its intention for the regulation to apply to premium finance transactions.

Although the proposed rule would have imposed these mandates on financial institutions and not on Big “I” members directly, it is likely that agents would have borne the brunt of the extensive data collection obligation or been compelled to end their relationships with premium finance lenders.

Following the release of the proposed rule, the Big “I” urged the CFPB to utilize its

expansive discretion to remove premium financing from the rule's scope. The final rule issued last week exempts premium finance transactions from its scope.



2023 Trusted Choice® Marketing Reimbursement Program Available to All Members

The Trusted Choice Marketing Reimbursement Program changes every year. This year's changes are more than in the past with the idea of expanding vendor options for members and making the details simpler.

The 2023 Marketing Reimbursement Plan will work as follows:

- Funds will be available to all members, regardless of previous use.
- Each member will have access to \$1,000 that will be paid via a 50% reimbursement. Member must spend \$2,000 to be eligible for full \$1,000 reimbursement amount. Can use with 1 or more vendors.
- Members will have a much wider array of vendors to choose from.
- Cobranded items are still included in the program, but members may now use funds towards additional services like marketing, SEO, social media, automation, etc.
- Funds will still be paid out exclusively via direct deposit.

Check out the details of this year's program [HERE](#). A completed Reimbursement Form may be submitted online at the website or emailed to Trusted.Choice@iiba.net.

aben
Agents & Brokers Education Network

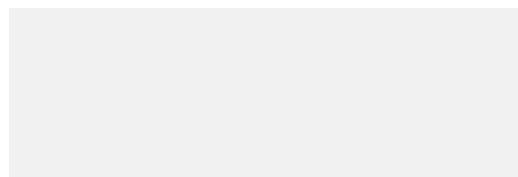
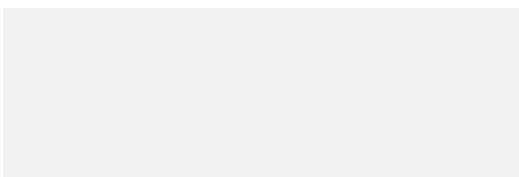
Summer Sale

Online CE
DISCOUNT 25% OFF
USE CODE SUMMER

SHOP NOW

The advertisement features a vibrant yellow background with a beach-themed illustration on the left. The illustration includes a yellow suitcase with 'It's Time Let's Go' written on it, a red and white striped beach umbrella, a pair of sunglasses, a hot air balloon, and a palm tree. The text is prominently displayed in the center and right, with a dark blue 'SHOP NOW' button at the bottom.

Click [Here](#) to look at class calendar





The Big 'I' Announces Leadership Transition

This week, Charles Symington, executive vice president, took charge of all day-to-day operations of the Independent Insurance Agents and Brokers of America (the Big "I").



Bob Rusbuldt, current president & CEO, will concentrate on issues related to the leadership transition and is relinquishing all operational responsibilities to Symington, who will officially assume the position of Big "I" president & CEO on Sept. 1 as planned.

Symington is committed to maintaining the association's preeminent position as the nation's top advocacy group for independent insurance agents and brokers, and is focused on strengthening relationships with industry stakeholders, including company partners, state associations and the agent and broker community.

Follow Us



Independent Insurance Agents of Iowa | 4000 Westown Parkway, Ste. 200, West Des Moines, IA 50266

[Unsubscribe nicole@iiaiaowa.org](mailto:nicole@iiaiaowa.org)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by angie@iiaiaowa.org in collaboration with



Try email marketing for free today!