



2026  
RURAL AGENTS  
CONFERENCE



AROUND  
THE  
WORLD  
*with the*  
**BIG i® | IOWA**

JANUARY 21 & 22



HOLIDAY INN DES MOINES AIRPORT  
6111 FLEUR DRIVE, DES MOINES, IA 50321

# AGENDA

## **Wednesday, January 21, 2026 (5 CE hours)**

8:00 a.m. Registration - Coffee & rolls

9:00 a.m. Welcome - Tyler Geiger IIAI Rural Agents Committee Chair, will get things started! IIAI's President, Dave Walters will welcome everyone.

9:10 a.m. Current Landscape of Iowa Insurance - Deputy Commissioner Jared Kirby - Iowa Insurance Division

9:40 a.m. Important News & Views on PAC with Jake Ketzner, Emerging Leaders and much more.

10:00 a.m. Break

10:15 a.m. Changes in Farm Practice - Steve Maulberger

11:45 a.m. Lunch Time - Get caught up with fellow agents and company friends over lunch.

12:45 p.m. Keynote - Comedian, Willie Farrell

1:45 p.m. Economics - Crop Ins., World Trade and Policies - Chad Hart

3:00 p.m. Break - grab a soda and take your taste buds on a trip!

3:15 p.m. The Essential Steps to Internal Perpetuation with IA Valuations - Craig Niess

4:30 p.m. Adjourn - Hospitality Rooms Open - join them for food, drinks and conversation!

## **Thursday, January 22, 2026 (4 CE hours)**

7:00 a.m. - 8:15 a.m. Breakfast

8:30 a.m. E&S Market Panel - Arlington Roe, Concorde General and WSIA (Wholesale & Specialty Insurance Assc.)

9:45 a.m. Break - share your journey's

10:00 a.m. Farm Liability - The "Family Farm" Market - Sam Bennett

11:30 a.m. Artificial Intelligence & Automations in Insurance - Rob Trube

12:45 p.m. Adjourn - Thank you for coming and have a safe trip home!

# HOTEL INFORMATION

Holiday Inn Airport | 6111 Fleur Drive, Des Moines | 515-287-2400  
King Bed \$119.00| Two Queen Beds \$119.00

Rooms have been reserved and you must make your reservations directly with the hotel by **Friday, January 2nd**.  
REMEMBER to say you are attending the IIAI Rural Agents Conference.

Additional Hotels in Area

AmericInn 515-285-5180

Fairfield Inn & Suites 515-309-4444

Quality Inn & Suites 515-287-3434

Hilton Garden Inn 515-285-7777

Hampton Inn 515-287-7300

Ramada by Wyndham 515-287-6464

# CONFERENCE SPEAKERS



**JARED KIRBY**  
Deputy Commissioner



**JAKE KETZNER**  
Big I Lobbyist



**CHAD HART**  
Prof. of Economics, ISU



**STEVE MAULBERGER**  
Great American Ins.



**E&S MARKET PANEL**



**ROB TRUBE**  
Strategy Simple



**SAMUEL T. BENNETT,  
CIC, CPRM, AFIS, TRIP,  
CRIS, CPIA**  
Harrison Agency, Inc.



**CRAIG NIESS**  
IA Valuations

# 2026 RURAL AGENTS CONFERENCE

# Registration

JANUARY 21 & 22, 2026  
APPLIED FOR 9 CE HOURS

## PLEASE COMPLETE ALL INFORMATION BELOW

MAIL TO: IIAI - 4000 WESTOWN PARKWAY, SUITE 200, WEST DES MOINES, IA 50266  
OR  
REGISTER ONLINE AT [WWW.IIAIOWA.ORG](http://WWW.IIAIOWA.ORG)

Agency \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

\$175 - IIAI Members & IIAI Affiliate Companies

\$225 - Non-Members

**Print name as it would appear on your license.**

Name \_\_\_\_\_ NPN \_\_\_\_\_ \$ \_\_\_\_\_

Total Enclosed \$ \_\_\_\_\_

### IIAI Refund Policy

No refund after January 14, 2026.

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**IIAI Office Use Only:** Date Paid: \_\_\_\_\_ Method of Payment: \_\_\_\_\_ Check #: \_\_\_\_\_