

# Independent Insurance Agents of Iowa

Presents:

## 2015 Rural Agents/ Small Town Agency Conference



Independent Insurance Agent



**January 28 & 29, 2015**  
**Holiday Inn – Airport**  
**6111 Fleur Drive**  
**Des Moines, Iowa**

Applied for **10** Hours of Insurance CECs

**Register Online Today** – You can register online by visiting our secured website at [www.iiaiowa.org](http://www.iiaiowa.org), click on *Education/Events*, click *Events* and then *Rural Agents Conference* and scroll to bottom to click on *Register*.



\*\*\*In accordance with Title III of the Americans with Disabilities Act, we invite all registrants to advise us of any disability and any requests for accommodations to that disability. Please submit your request as far as possible in advance of the program you wish to attend. If you have any questions, please call 800-272-9312 or 515-223-6060.



Independent Insurance Agent

# **AGENDA**

## **2015 RURAL AGENTS/SMALL TOWN AGENCY CONFERENCE DES MOINES -- HOLIDAY INN -- AIRPORT**

### **Wednesday, January 28, 2015**

- 8:00 a.m. **Registration – Coffee & Rolls**
- 9:00 a.m. **Scott Lerdal** – IIAI Rural Agents/Small Town Agency Committee Chairperson will get things started!
- 9:10 a.m. **Iowa’s Insurance Commissioner Nick Gerhart, JD** – Commissioner Gerhart will update the conference attendees on regulatory issues the Division is seeing or prosecuting.
- 9:30 a.m. **Unmanned Aircraft AKA Drones** – The use of unmanned aircraft in agriculture is of great interest. Carson Lyons of AIG Aerospace Insurance Services based in Atlanta, GA will be our guest. He’ll discuss operational, consequential and catastrophic exposures along with FAA regulations. This is a must attend session!
- 10:50 a.m. **Break – Network with fellow Rural & Small Town Agents – great place to pick-up new ideas!**
- 11:00 a.m. **Five Common Mistakes in Grain Marketing – Crop Insurance** – Edward Usset grain marketing economist for the Center for Farm Financial Management at the University of Minnesota will identify common mistakes in grain marketing. Pre and post harvest plans will be covered. If you write crop insurance this is an extremely important program.
- 12:10 p.m. **Group Lunch – Courtyard** – Get caught up with fellow agents and company friends over lunch.
- 1:00 p.m. **Rural Agents Panel** – A no holds barred discussion about all the issues impacting Iowa’s rural agents. Marketing ideas, best practices for writing crop insurance, automation, etc. All will be covered in a question and answer sessions where fellow agents will discuss what’s important. Featuring: Chris Fullenkamp, West Point; Scott Wirtz, Emmetsburg; Chris Yockey, Holstein; and Doug Follmann, Webster City. Moderator Scott Lerdal, Humboldt.
- 2:00 p.m. **Cybercrime=Cyber Liability** – Cybercrime has grown 17 times since 2009 with threats impacting business daily. Cyber liability expert John Immordino, will cover this hot topics. He will identify what is private information and review the state and federal law requirements to protect risk management ideas, coverages and differences in carrier policies.
- 3:15 p.m. **Break – Grab a soda and visit with friends. You’ll have a lot to talk about.**
- 3:30 p.m. **Coverage Problems, Homeowners, Dwelling & Farm Homes** – So many issues impacting dwellings, where you reside, crime clean-up, meth labs, and other problems that impact coverage. David Thompson, personal lines expert, will be our guest for this very important update.
- 4:30 p.m. **Adjourn -- Hospitality Rooms Open** – Dinner is on your own.

### **Thursday, January 29, 2015**

- 7:00 a.m. – 8:15 a.m. **Group Breakfast Feast – Courtyard** – Eggs, bacon, sausage, potatoes, juice and hot coffee!!
- 8:30 a.m. **Trucking Regulatory Issues – Commercial vs. Agriculture** – Who is regulated and subject to filings? Regulatory compliance issues impacting trucks, commercial and farming. Trucking regulatory expert Don Egli will have the answers.
- 9:30 a.m. **Independent Agents 2015 Tax Issues Update and Tax Issues You Need To Consider When Buying Or Selling A Book Of Business** – CPA’s Tom Ahlers and Mike Collins of Denman & Co will discuss those tax issues owners of agencies need to know. Always a popular session we have invited Tom and Mike back for more discussion on everyone’s “not” favorite topic taxes.
- 10:30 a.m. **Break – Time for a break and a cup of coffee.**
- 10:45 a.m. **Iowa Workers’ Compensation Update** – Dean Brooks and Bob Skow are teaming up to discuss workers’ compensation issues impacting Iowa risks including experience modifications, other states, coverage issues, sub-contractors, agri risk and more.
- 12:00 Noon **Adjourn** – Have a safe trip home!

## **SPEAKERS**

**Nick Gerhart, JD** – Nick became the Iowa Insurance Commissioner in 2013. Gerhart served as the Vice President of Compliance and Regulatory Affairs at the Sammons Financial Group. Previously, he served as the Vice President of Compliance Communications and Associate General Counsel at American Equity Investment Life Insurance Company. Gerhart, 37, has a Bachelor of Arts in History, where he graduated Cum Laude from the University of Northern Iowa. Gerhart earned a Juris Doctor from the Saint Louis University School of Law in 2001, and went on to attain his Masters of Health Administration in 2002.

**Edward Usset** – Ed serves as a Grain Marketing Specialist for the Center for Farm Financial Management at the University of Minnesota, and the coordinator of the Minnesota Master Marketer Program. He is author of the book, “Grain Marketing is Simple (it’s just not easy)”. Working with his colleagues at CFFM and in Extension, Ed has helped develop the award winning "Winning the Game" series of workshops. As Professor of Agricultural Economics he teaches several courses at the University including "Grain Marketing Economics" and "Futures and Options Markets.

**Carson Lyons** – Carson is currently Vice President, AIG Aerospace Insurance Services, Inc. based in Atlanta, GA. Carson joined AIG in 1999 and has held various positions of increasing responsibility in underwriting and management for General Aviation. More recently, Carson was named Global Product Line Manager for General Aviation and now oversees both the domestic and international portfolio for this business. In addition to this role, Carson has become one of the leading underwriting experts of unmanned aircraft systems and is the co-author of one of the first and leading UAS industry specific hull and liability coverage forms available in the United States. Carson graduated with a degree in Aviation Business Administration from Embry-Riddle Aeronautical University.

**David A. Thompson, CPCU, AAI, API, CRIS** – After receiving his college degree from Mercer University in Macon, Georgia and serving seven years as a commissioned officer in the U.S. Army and U.S. Coast Guard, David began his insurance career in a family-owned independent agency in Vero Beach, Florida where he was a licensed agent selling all types of insurance. In 1996 David accepted a training & education position with the Florida Association of Insurance Agents in Tallahassee, Florida where he presents continuing education seminars throughout the country on a variety of insurance subjects.

**John Immordino, CIC, RPLU, CRM** – John rejoined Arlington/Roe in 2012 as vice president, professional liability and brokerage. His focus is in placing coverage for professional liability, management liability and casualty risks. John has been placing Cyber Liability insurance for risks since 2004 when only a few carriers offered this product. John previously worked for a large independent insurance agency in Illinois, returning to Arlington/Roe with retail agency experience. In a prior capacity at Arlington/Roe he was a professional liability producer and the Illinois State Manager responsible for the growth of all of the company’s products and services in Illinois. He received his Certified Insurance Counselor (CIC) designation in 2006, his Registered Professional Liability Underwriter (RPLU) designation in 2008 and the Certified Risk Manager (CRM) designation in 2010.

**Don Egli, CDS** - Don Egli has been in the transportation industry since 1974, and comes from a trucking family. He started in the trucking industry as a truck driver, moving over the years into dispatch, operations, and finally safety and compliance, where he has spent the last 27 years. For the past ten years he has been the Director of Safety & Security for the Iowa Motor Truck Association. Don received his Certified Director of Safety (CDS) credential from the North American Transportation Management Institute. Don spends a majority of his time working with carriers on their safety and regulatory compliance issues, helping them to implement best practice policies and procedures, and working as a liaison between carriers and FMCSA, CVSA, and the Iowa Department of Transportation. Don is a member of the American Trucking Association’s Safety Management Council and the Commercial Vehicle Safety Alliance.

**Dean Brooks, CPCU, CLU, ALCM** – Dean has over 40 years of insurance experience. He has been an agency owner, insurance company senior executive, educator, expert witness and industry leader in forms development. Dean has served as IIAI’s President and on many IIABA national committees. During this time, he was recognized as one of the most influential leaders in the country in commercial forms development.

**Bob Skow, CPCU, CAE** – Bob is CEO with the Independent Insurance Agents of Iowa. He joined the Big “I” in 1990, after owning his own agency for 13 years. He is a former State Representative and is a graduate of Drake University.

**Tom Ahlers, CPA** – Tom joined Denman & Company in 1968 after receiving his Accounting Degree from Loras College. He was elected managing partner in 1982 and is the Coordinator of the Health Care Professionals Division. He promotes a team atmosphere - emphasizing communication not only between our clients and us, but among our partners as well. Tom also upholds the "3 A's: Able, Affable and Available."

**Mike Collins, CPA** -Mike graduated from Iowa State University in 1987 with a Bachelor of Business Administration degree in Accounting. Since joining Denman and Company in 1996 he has specialized in tax and accounting services for companies in the medical, dental, engineering, insurance, agribusiness, real estate and interstate transportation fields.

**Panel:** Chris Fullenkamp – West Point  
Scott Wirtz – Emmetsburg

Chris Yockey - Holstein  
Doug Follmann – Webster City  
Scott Lerdal – Humboldt – Moderator

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## ROOM RESERVATION

**2015 Rural Agents/Small Town Agency Conf.**  
**January 28 & 29, 2015 Holiday Inn Airport,**  
**Des Moines, Iowa**

Hotel accommodations for this year's Conference are at the Holiday Inn Airport, Fairfield Inn or Double Tree by Hilton. Rooms have been reserved and you must make your reservations directly with the hotels. **REMEMBER** to say you are attending the **Independent Insurance Agents Rural Agents Conference 2015.**

### *Holiday Inn Airport* - Conference Facility

6111 Fleur Drive \$93.00 King  
 Des Moines, IA \$93.00 Two Queens  
 Call 800-248-4013 **Cut-off January 6, 2015**

### *Double Tree by Hilton*

6800 Fleur Dr. \$124.00 King  
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### *Fairfield Inn*

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 Call 515-309-4444 **Cut-off December 28, 2014**

## MAIL IN REGISTRATION:

**2015 Rural Agents/Small Town Agency Conference**

**January 28-29, 2015**

**Applied for **10 Hours Insurance CECs****

Agency \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_

If not registering via Internet – [www.iiaiowa.org](http://www.iiaiowa.org)  
 please return check payable to:  
 IIAI - 4000 Westown Parkway, Suite 200  
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### Please fill out all information above.

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### Please Register – *print name as it would appear on your license.*

Name \_\_\_\_\_ Iowa Agent License Number \_\_\_\_\_ \$ \_\_\_\_\_  
 Name \_\_\_\_\_ Iowa Agent License Number \_\_\_\_\_ \$ \_\_\_\_\_  
 Name \_\_\_\_\_ Iowa Agent License Number \_\_\_\_\_ \$ \_\_\_\_\_

### **IIAI Cancellation & Refund Policy**

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

***There will be a \$25.00 fee for any cancellation less than 10 days prior to the Conference.***