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## President's Report

... and Poof, its convention time. Wow, where did the year go? Remember to save the dates of June 12 & 13<sup>th</sup> for our annual AWIA Convention in Sheridan, Wyoming. We have a great lineup planned for this year's convention. Some great educational opportunities, spectacular entertainment, sensational insurance companies support, and just plain fun. Check the website for more information and registration forms. Don't miss it.



Darren Hart, CIC

A number of members attended our annual Shrimp Bash in Cheyenne. Although, and thankfully, there weren't a large number of bills that required a lot of attention, it was a great time to socialize

with the legislators and the insurance department. Efforts were made to further AWIA's legislative agenda for the 2013 legislative session, with good response. We will be meeting with representatives this summer to continue that ball rolling. Anyone that would like to become involved in this effort is strongly encouraged to speak to the board or Susan. Also, should anyone have the desire to become active on your

*(Continued on page 2)*

## PIA National Director's Report

By the time you read this I'll have returned from the Federal Legislative Conference and Board meetings in DC. Meetings are in place with Enzi,

Barrasso and Lummis. They are always quite receptive to our concerns.

The majority of PIA issues are un-

changed this year. I'll be discussing Natural Disaster legislation including the Flood program, Crop Insurance and the current request from Federal Employees Union to serve as the "agents" for the program (when was the last time you saw the government run a program

*(Continued on page 3)*



Liz Luce, ARM. AAI

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**President's Report**

*(Continued from page 1)*

AWIA Board please let us know. We will need additional board members during our convention in June. If you have not been involved take this opportunity to help out.

I want to issue a personal invitation for all of you participating in CIC to take advantage of Commercial Casualty Institute in Casper, Wyoming May 16-18<sup>th</sup>, 2012. The instructors scheduled for this institute are some of our in-

dustry's best. We are very fortunate to have this lineup in our own backyard. This institute will be under the new format, starting first thing on Wednesday morning and adjourning Friday at noon. Testing will take place Friday after lunch. Let's fill this class up so we can continue to offer classes locally.

I look forward to seeing everyone in Casper and Sheridan.

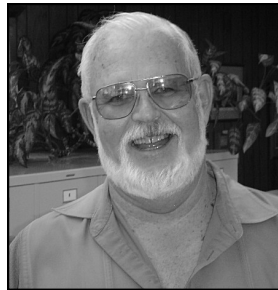


**Annual Shrimp Bash**

Another Shrimp Bash has come and gone. Another blizzard in Cheyenne has come and gone. Thank you to all of you who were able to make it to Cheyenne to support our efforts in keeping our name and issues in front of our legislators. We will keep our fingers crossed that the weather will cooperate for January 21, 2013! It will be full session and several items will be important to us.



**IIABA National Director Report**



**Gregg Jackson**

This article deals mostly with my trip to Orlando from 1/11/12 to 1/15/12 to represent all of you. The main, if not total, discussion was again on CAP. I know Susan will be getting of bunch of info on it, but my "off the top" reaction to it was that it is going to be fairly expensive, and I don't think it would be cost effective for almost all

of Wyoming Agents. An early adopter in the most expensive (Diamond) plan will need to come up with \$4497.00 down and \$1997.00 a month. There are 3 plans that are less expensive, but you will have to pay for each lead you receive that you accept, whether or not you write the account. When you remind yourself that the basic premise behind CAP is to regain some of the personal lines market that has been lost to direct writers; it cuts potential income down even more.

On a more personal note; I have decided that I will not stand for reelection as your IIABA National Director at our convention in June. I have REALLY enjoyed repre-

senting all of you and I have certainly met some of the great people in our industry. I have thought many times that everyone should have this experience.

Thank You!



(Continued from page 1)

more efficiently and with more service than the private sector?), as well as a host of other ongoing concerns, the Health Care Reform will be big on our legislators radar.

Health Care Reform affects those of us who sell health insurance, those of us who provide it for our employees and those who purchase the policies. It is a big bottom line item for all of us. It will be interesting to hear what

Enzi, Barrasso and Lummis have to tell us.

PIAPAC is actively supporting legislators who are open to listening and supporting our agents' agendas. Please, please give. Do you know if each of us would give just \$25 a year to support our PAC's, the impact we can make is huge.

PIA is starting to see the seeds of success from their E&O program. It's not yet available here but that should change in the near fu-

ture. To see what other products and services are available at discounted prices go to [www.pianet.com](http://www.pianet.com).

Looking forward to seeing all of you in Sheridan in June. And don't forget to give to PIAPAC!



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Thank you for supporting your national PACs

**Executive Vice President's Report**

The CISR schedule is posted on our web site under the Education tab. There will be several ethics classes offered and I will send an e-mail when that schedule is ready. We are looking for a few comments from any of you who have attended CISR classes and benefitted from the education. Please send those comments to [awia@vcn.com](mailto:awia@vcn.com). If you would prefer that your name not be used, please let me know that as well.

The 2012 Convention is being held in Sheridan, June 12 & 13 at the Holiday Inn. A registration form is included in this newsletter. All forms are also posted on our web site.

There will be a pre-convention Flood class on Monday, June 11th from 1-5 PM. The registration fee is included in a full convention registration. If you want to attend the flood class only, the fee is \$10 for members and \$25 for non-members. All other CE during the convention is limited to AWIA members and our company attendees and the fees are included in your full convention registration. You may also register separately for the classes. I am still working on some additional CE and you will be getting e-mail updates with specifics. The morning session on Wednesday, June 13th will be a 2 hour session explaining the

Consumer Agent Portal (CAP) -What is it and what will it do for me?

The afternoon session has not been finalized.

Sheridan has always been a great location for our annual conventions and this year will be no exception. Ventriloquist, Greg Claassen will be back for a return engagement and some new material. If you have seen Greg; I know you won't want to miss it and if you haven't seen him; come prepared to laugh until you cry!



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## Get The Point!

### *Project CAP Urges Independent Agents to Join the Cause to Recapture Market Share*

In an age when many lament the intrepid rise of direct writers and their effect on personal lines insurance, the IIABA and its strategic partners have stepped up to refocus attention on this critical market and reclaim the independent agent's rightful share. Created through an alliance of the IIABA, Trusted Choice®, State Associations and key insurance carriers, Project CAP is an industry-wide initiative with the vision and resources to elevate the independent agent's online presence and digital marketing expertise.

"Not long ago, independent agents owned a majority share of the personal lines insurance market," says IIABA Vice Chairman, Tom Minkler. "Today, it's more like 34 percent. And every point of that personal lines market adds up to about \$2.8 billion in written premium – or roughly \$300 million in agency commissions. That's *our* market. That's *our* point. We want the independent channel to get that point and more."

Most would agree that the independent channel still offers insurance consumers more choices, better service and greater advocacy than direct writers or captive agent carriers. But the way in which consumers seek out and evaluate options has changed. According to Project CAP CEO, Scott Deetz, the IA channel hasn't changed quickly

enough to keep up. "Roughly 75% of today's personal auto insurance shoppers begin their search for new coverage online," says Deetz, "but independent agents are virtually invisible. We're not showing up where customers are looking, so we're missing the chance to tell our story. That's where Project CAP comes in."

Scheduled for launch in mid-2012, the Project CAP consumer portal will address the insurance consumer's collective desire for knowledge, choice, and comprehensive service. While some other online options may also offer consumer research and rate comparisons, none present the unique combination of benefits that will be available here. Aside from the ability to evaluate dozens of insurance companies, the opportunity to select an independent agent who will advocate on their behalf is an advantage most shoppers will find irresistible.

Every agency participating in the new Consumer Portal will receive an online profile visible to all visitors to showcase your key producers and all the benefits they provide.

Whether consumers choose to request an online quote or not, they'll always have the option of reaching out to your agency for assistance in determining or completing the right coverage. In its effort to pro-

vide something for every IIABA agency, Project CAP has also become the industry source for the new Trusted Choice® Mobile App.

According to Project CAP, all of its agency programs, products and services are not only designed to employ the best practices of digital marketing, but to deliver real results in the real world *specifically* for independent insurance agents.

To help spread the word, Project CAP has established an informational website at [www.projectcap.info](http://www.projectcap.info) and also recently launched its own page on Facebook. IIABA association members who would like to receive regular updates on any of the above initiatives may sign up through either of these resources.

Independent agents who would like more information about Project CAP agency marketing programs are invited to call

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what my friends think I do



what my mom thinks I do



what society thinks I do



what customers think I do



what I think I do



what I really do



**Association of Wyoming Insurance Agents  
58th Annual Convention  
June 12 & 13, 2012  
Holiday Inn-Sheridan, WY**



**REGISTRATION FORM**

Name: \_\_\_\_\_ Name for Badge \_\_\_\_\_

Agency/Company \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City, State Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ FAX Number: \_\_\_\_\_ E-Mail \_\_\_\_\_

Spouse Name: (If Attending) \_\_\_\_\_

<i>Check Classification &amp; Designation</i>	<u>Agency Classification</u>	<u>Designations</u>	<u>Company Classification</u>
<i>Check All That Apply</i>	<input type="checkbox"/> Producer	<input type="checkbox"/> CPCU	<input type="checkbox"/> Company Personnel
	<input type="checkbox"/> CSR	<input type="checkbox"/> CIC	<input type="checkbox"/> Exhibitor
	<input type="checkbox"/> Other _____	<input type="checkbox"/> AAI	<input type="checkbox"/> Partner
		<input type="checkbox"/> ARM	
		<input type="checkbox"/> CISR	
		<input type="checkbox"/> CPSR	
		<input type="checkbox"/> OTHER _____	

	Before 6/1	After 6/1
<input type="checkbox"/> Full Registration from Member Agency*	\$200.00	\$225.00
<input type="checkbox"/> 2nd Registration Same Agency or Spouse	\$150.00	\$175.00
<input type="checkbox"/> Company Representative	\$200.00	\$225.00
<input type="checkbox"/> Children (3-18)	\$ 75.00	\$ 75.00

\*Agents must be AWIA members to register for convention

Check enclosed payable to AWIA  
\$ \_\_\_\_\_  
To pay by Credit Card check here [ ]  
and mail or fax to AWIA. You will receive an invoice via e-mail with a credit card option-a \$5 convenience fee will be added  
e-mail address \_\_\_\_\_  
Mail To: AWIA  
PO Box 799  
Sundance, WY 82729  
Phone 307 283-2052 Fax 775 796-3122

**Refund Policy:** Cancellations received before 6/01 will be given full refund. Those received after 6/01 but prior to 6/08 will be penalized \$75.00. **NO REFUNDS AFTER JUNE 8th**  
Registrations include all educational, social and meal functions. The sports activities have separate fees. Additional meal tickets may be purchased at the registration desk.  
**For room reservations- Holiday Inn -307 672-8931 Room Block will drop 5/11**  
**Please indicate on page 2 which events you plan to attend**

# Convention Event Registration

NAME \_\_\_\_\_

Whether you are registering for the full convention or individual events, please indicate which events you plan to attend. This will help us plan more accurately.

*I plan to attend the following events:*

## Pre-Convention Class NFIP Flood Class

### Monday, June 11, 2012 1-5 PM

4 hours CE-NFIP Flood Class - (Included in Convention Registration)

Members \$10/Non-members \$25

### Tuesday, June 12, 2012

Golf (Separate registration required) \$105 Tee Times beginning at 11 AM

Fishing (Separate registration required) \$40 Departing at 9 AM

6 PM Company Appreciation Night (Included in Convention Registration) Purchased Separately -\$35

8 PM Young Agent's Event (Free to YA)

### Wednesday, June 13, 2012

7:30 AM Breakfast with the Commissioner and National Officers (Included in Convention Registration) Purchased separately \$35

9:45- 11:45 2 hours CE What is CAP and what will it do for my agency? (Included in Convention Registration) Purchased Separately -\$30

11:45- 1 PM CIC/CISR Conferment Luncheon (Included in Convention Registration) Purchased Separately - \$35

1-5 PM 4 hours CE (Included in Convention Registration) Purchased Separately \$45

5 PM AWIA Agent's Closed Session - Free

6:30 PM Cocktails, Dinner and Entertainment (Included in Convention Registration) Purchased Separately -\$50



**POWDERHORN  
TUESDAY, JUNE 12, 2012  
Golf Registration**

NAME \_\_\_\_\_

I WISH TO PLAY WITH \_\_\_\_\_

OR

PLACE ME IN A FOURSOME [ ]

MY HANDICAP IS \_\_\_\_\_

GOLF FEE IS \$105 AND INCLUDES LUNCH

MY CHECK IS ENCLOSED [ ] Make payable to AWIA PO Box  
799 Sundance, WY 82729

I WOULD LIKE TO PAY BY CREDIT CARD [ ] MY E-MAIL  
ADDRESS IS \_\_\_\_\_

**FISHING WITH GREGG  
TUESDAY, JUNE 12, 2012  
Fishing Registration**

NAME \_\_\_\_\_

FUN FISHING [ ]

SERIOUS FISHING [ ]

FISHING FEE IS \$40 AND INCLUDES LUNCH

MY CHECK IS ENCLOSED [ ]

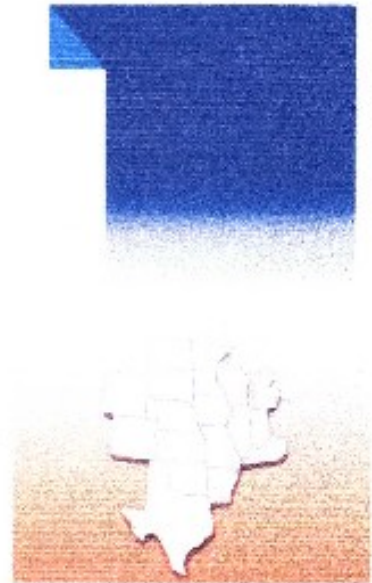
Make payable to AWIA PO Box 799 Sundance, WY 82729

I WOULD LIKE TO PAY BY CREDIT CARD [ ] MY E-MAIL  
ADDRESS IS \_\_\_\_\_

FISHING EQUIPMENT OTIONAL BUT MUST HAVE WYO-  
MING FISHING LICENSE IF YOU FISH

*Call for agenda items!  
We need your help.*

## Mid-America Insurance Conference



*Have you ever heard of MAIC?*

Since 1934, the Mid-America Insurance Conference (formerly Mid-America Technical Conference) has been serving the American agency system as a forum for discussion on topics such as property-casualty coverage, rules, forms, and other technical aspects within the insurance industry. These discussions often lead to recommendations by agents for positive change. In essence, the Mid-America Insurance Conference serves as both a sounding board for agents bent on improving the technical side of the insurance industry and the catalyst for change.

Each year, local independent agents from "Mid-America" states get together with company representatives, ACORD, Insurance Service Offices, and the NCCI to review important agenda items that producers submit. Thousands of agenda items have been considered, resulting in meaningful improvements in the coverage we are able to offer today. Some of these agenda items require extensive consideration, resulting in years of research and hard work before the necessary changes are implemented.

Send examples of coverage or policy concerns/problems & solutions for Agenda items **no later than July 31, 2012** to Andy Burkart, P.O. Box 1320, Sheboygan, WI 53081, Fax #920.458.1363 or email to [andrewb@burkart-heisdorf.com](mailto:andrewb@burkart-heisdorf.com).

**Check out our website for more information!**



[www.matcinsurance.com](http://www.matcinsurance.com)

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