

WWW.AWIA.COM

awia@vcn.com  
 PO Box 1321  
 Cheyenne, WY 82003  
 307-201-4801



Next Event Convention June 16, 17 & 18



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**Daniel York, CIC — AWIA President**



**Daniel York  
President**

I recently read an article about change and how we can look back on periods of history when the pace of change was accelerated. Surely, we are in such a time!

Not only will the world look differently after COVID-19, certainly the insurance industry will be changed forever. In the last 2 weeks we have seen entire work forces be transferred to work from home. Loss control visits are cancelled or conducted differently. Governing bodies and high-profile lawyers are pressuring insurance carriers to provide coverage where there was clearly none intended.

Despite all this, I am reminded that each of us has so much to be thankful for - not the least of which is the fact that we work in a generally stable industry that has been able to flex with the challenges. We have seen our

national associations step up and provide information, lobbying, and support. I believe that it is important that we hang together so that we don't hang separately as the saying goes.

At this point in time convention is scheduled as planned. Our state Association is doing well financially and Ken is busy relaying information and monitoring topics that are sure to come up in the legislative interim.

Please feel free to reach out with questions and suggestions, remain positive, work hard and stay safe.



**Adam Luce, AAI - PIA National Director**

I am sure you are like me, inundated with emails and correspondence on Covid 19 responses. So many people are working tirelessly to respond to these measures unseen in over 100 years.

PIA National is one of those organizations doing just that. Ken, "of course", forwarded the PIA Cares Act which give a synopsis of relevant business provisions in the CARES Act. If you

have a Facebook please add National Association of Professional Insurance Agents for regular updates in your newsfeed.

One of the first actions after shutdowns began was to reach out to PIA leadership for their thoughts on Congressional action to require insurance companies to cover the Pandemic closures under Loss of Income. I

*(Continued on page 2)*



- Partners**
- 2019-2020**
  
- Platinum**  
**(Title Sponsors)**
- Acuity**
- Liberty Mutual/**
- Safeco**
  
- Gold**
- Travelers**
- Capital Premium**
- Financing**
  
- Silver**
- AmWINS
- Burns & Wilcox, LTD-
- EMC Companies
- Genesee General
- Grange Insurance
- Great Plains Brokerage
- Imperial PFS
- MetLife Auto & Home
- Progressive Insurance
- Ringwalt & Liesche
- Risk Placement Services
  
- Bronze**



**Brad Jackson**  
**IIABA NATIONAL**  
**DIRECTOR**



Greetings all, I hope this finds you safe & healthy during these very challenging times. On that note, I hope that you all can really see the value of the IIABA, with the wealth of information coming to us on a daily basis. Some key dialogue / statements / features that have been sent out :

- Most states have imposed moratoriums on policy cancellations and non-renewals or have encouraged insurers to provide temporary accommodations or leniency for those challenged to make premium payments.
- The debate over business

interruption insurance and similar coverages and their applicability in the current crisis has escalated considerably in recent days. A variety of policymakers, trial lawyers, and insureds are pursuing efforts to force the insurance industry to assume responsibility for COVID-19 related losses.

- A handful of celebrity chefs have been among the most prominent voices calling for the industry to compensate businesses for virus-related losses. Some of these chefs have partnered with a high-profile Louisiana trial lawyer to form a coalition called the Business Interruption Group and held a conference call with President Trump earlier in the week.
- The carrier community has estimated the potential costs to the industry if such measures were enacted into law, and the numbers are staggering. Requiring insurers to compensate businesses with fewer than 100 employees for these

excluded losses (as is the case with the New Jersey and other state bills) would cost the industry \$220 billion to \$383 billion per month

- Those that recommend the retroactive application of business interruption coverage to pandemic-related losses also overlook the fact that such a proposal would not benefit most businesses. According to ISO estimates, only about 40% of all commercial property insureds and fewer than 30% of small businesses purchase the coverage.

See you at Convention in Casper.

Best to you all,

Brad



**PIA National Director's Report (cont.)**

*(Continued from page 1)*

think my opinion was the same as most of my colleagues in Wyoming and throughout the US. That action would bankrupt carriers and make loss of income coverage unaffordable.

I applaud the carriers best efforts to help in these trying times as they extend policies beyond their paid through dates, as well as extending Hired and Non-Owned to restaurants trying to stay afloat with delivery. Those are just a

couple examples of the efforts I have witnessed.

I wonder how our use of technology and our customer's habits will change in the aftermath of the pandemic, but in my humble opinion we as Insurance Agents operate in a dynamic industry and that keeps us better positioned to be adaptable to those changes and challenges in our future.



- [www.pianet.com](http://www.pianet.com)

As part of PIA's ongoing partnership with The Hartford's flood insurance program, we are proud to provide PIA members with the latest [Flood Agent eNewsletter](#) produced by The Hartford for its flood insurance agents.

In addition to The Hartford's eNewsletters, PIA members visiting [PIA's Flood Insurance Marketing Support Center](#) can download flyers to help their clients prepare for floods, deal with the aftermath of flooding, and how to prepare for a visit by an adjuster. PIA thanks The Hartford for these excellent materials.

**Ken Hauck, CIC, ARM, CPIA—EVP report**



**Convention 2020**

will be held June 16-18, 2020 at the Ramkota Hotel in Casper.

“2020 will be a very interesting time in the insurance industry.” When I stated that in December, little did I know how *interesting* it would be. COVID-19 is teaching us new things every day.

We’ve learned how to WFH. While I have WFH (or in my car, a hotel or an airplane) for half of my career, many of you have not.

Hopefully for you, you will enjoy it and learn how to be productive.

We’ve learned that many people expect the insurance industry to be the backstop for otherwise “uninsured” issues. Lawsuits have already been filed in several states regarding business interruption and all referring to the words “all risk”. That should be a lesson to all of us—your words are important—be careful, document.

We’ve learned that regulators in 38 states are demanding or requesting modifications to non-cancellations, late fees and renewals. Several major companies have already announced their moratorium.

And, we’ve learned that some state regulators are willing to modify the policy language regarding personal auto insurance and “delivery use” for workers.

**Education Corner**

**New!**

Look for the CE approved **live webinars** from the **Big "I" Virtual University** on AWIA’s website. Eight different 2 hr. classes and one 1 hr. class are approved. Each class will be presented about 12—20 times in the year 2020.

**NEW!**

**Pre-Licensing**

Training material from **Exam FX** is on AWIA’s website .... including securities.



**ABEN**

**CE courses continue to be offered on-demand for those of you who want more flexibility with your schedule. There are nine different classes (two qualify for a 10% discount for your Westport E&O policy).**

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

**Visit our Education Section in the web site to browse our course listing and sign up for the classes you need!**



**BILLION DOLLAR BUYER**

**Trusted Choice® is Going Primetime**

See your national brand at work: Watch **Billion Dollar Buyer** on **CNBC Primetime, 10PM ET.**



## Members in the news:

January, 2020.

The Insurance Journal, the National Property Casualty Magazine, has announced the 2019 Agents of the Year recipients. One of the 20 recipients for 2019 is **DeeAnn Hansen, CIC, CRIS from Wyoming Financial Insurance, Cheyenne, Wyoming.** Hansen is one of only two from the Midwest/Rocky Mountain West Region.

DeeAnn Hansen specializes in construction insurance with an emphasis on general contractors involved in street and road, underground utilities including water and sewer, vertical building, ready mix and the subcontractors working on those projects.

Hansen began her career as a policy typist. She later became a commercial lines account manager and then a commercial lines producer. She earned a Certified Insurance Counselor (CIC) designation in 1994 from the National Alliance for Insurance Education & Research and a Construction Risk and Insurance Specialist (CRIS) designation from International Risk Management Institute in 2014. Hansen and Wyoming Financial Insurance have been long-time members and supporters of the Association of Wyoming Insurance Agents.

Hansen has been very active in the Wyoming Contractor's Association, serving on the Associates Board and as Associate President in 2000 and again in 2012. She was recognized by WCA with numerous awards including 2014 Lifetime Associate Director, 2000 Associate of the Year, and 1998 Salesperson of the Year. In 2019 DeeAnn served on a workgroup for the Wyoming Legislature, the Contract and Leasing Workgroup, tasked with updating and standardizing state construction projects. In 2019 she was also asked to join the Next Gen Sector Partnership for the Laramie County Construction Industry.

Hansen says "Education has been vital to my career success in the insurance and risk management field. The value proposition of career-long education allows our firm to provide excellent customer service, which results in long-term clients and a steady flow of referrals."

*Insurance Journal* is the definitive source of information for the property/casualty industry and the widest read independent agent/broker publication in the nation's largest insurance markets. It's the local insurance news that agents and brokers rely on - making Insurance Journal the industry's top choice for breaking news.





# AWIA



## 87<sup>th</sup> Annual CONVENTION JUNE 16-18, 2020 Ramkota Hotel - Casper, WY

**Full Registration Member Agency ----- \$225.00**  
**2<sup>nd</sup> Registration same Agency or Spouse ----- \$150.00**  
**Company Representative ----- \$225.00**  
 (Registration includes all Meals, Receptions and Continuing Education)

Agency/Company Name: \_\_\_\_\_

Name on Badge-title/designations \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Method of Payment (circle one) Check enclosed Credit card, info below or call

Name on Card: \_\_\_\_\_ Card Number \_\_\_\_\_

Billing Address of card: \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code (3 or 4 digits) \_\_\_\_\_

Refund Policy: Cancellations received by 5/31/2020 will be given full refund, NO refunds after that date.

**AWIA Convention Room Rates \$89.00 at Ramkota Hotel, Casper – Call 307.266.6000**

Complete and return form to [awia@vcn.com](mailto:awia@vcn.com) or mail to  
**Association of Wyoming Insurance Agents**  
**PO Box 1321**  
**Cheyenne, WY 82003**  
**Phone 307 201.4801**  
**AWIA Federal ID#83 0313900**



# AWIA



**CONVENTION JUNE 16-18, 2020 – RAMKOTA HOTEL, CASPER WY**

## Sponsorship Opportunities for 2020 Partners

<b>2020</b>	<b><u>Convention Title Co-Sponsor</u></b>	<b>___ \$3000 Title Sponsor</b>
<b>Wed.</b>	<b><u>Night Cocktails sponsor</u></b>	<b>___ \$2500 <i>Platinum</i></b>
<b>Thurs.</b>	<b><u>Annual Dinner sponsor</u></b>	<b>___ \$2500 <i>Platinum</i></b>
<b>Thurs.</b>	<b><u>Night Entertainment sponsor</u></b>	<b>___ \$2500 <i>Platinum</i></b>
<b>Thurs.</b>	<b><u>Breakfast w/ Commissioner sponsors</u></b>	<b>___ \$2000 <i>Gold</i></b>
<b>Thurs.</b>	<b><u>Lunch sponsors</u></b>	<b>___ \$2000 <i>Gold</i></b>
<b>Thurs.</b>	<b><u>Reception sponsors</u></b>	<b>___ \$1500 <i>Silver</i></b>
<b>Wed.</b>	<b><u>Night Food sponsors</u></b>	<b>___ \$1500 <i>Silver</i></b>
<b>Wed.</b>	<b><u>Young Agents Event sponsors</u></b>	<b>___ \$1500 <i>Silver</i></b>
<b>Wed.</b>	<b><u>Golf sponsors</u></b>	<b>___ \$1500 <i>Silver</i></b>
<b>Wed.</b>	<b><u>Fishing sponsors</u></b>	<b>___ \$1000 <i>Bronze</i></b>
<b>Tues. &amp; Thurs.</b>	<b><u>Coffee Break sponsors</u></b>	<b>___ \$1000 <i>Bronze</i></b>

Indicate your event preference. See the attached listing for detailed descriptions.

**Yes, sign me up for the \_\_\_\_\_ Sponsorship**

Company Name: \_\_\_\_\_

Name on Badge-title/ designations \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Method of Payment (circle one)    Check enclosed                      Credit card, info below or call

Name on Card: \_\_\_\_\_ Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Complete and return form to [awia@vcn.com](mailto:awia@vcn.com) or mail to  
Association of Wyoming Insurance Agents  
PO Box 1321 Cheyenne, WY 82003

## Partners 2020-2021

### Association of Wyoming Insurance Agents

#### 2020 Convention Sponsorship Program

Program Printing Deadline May 30, 2020

#### ***Convention Title Co-Sponsor - \$3,000***

Includes Booth Registration and 4 full convention registrations (\$1,125 Value)

Listing in the Convention Program as a Title Sponsor and on AWIA website

Convention Signage *at all events* recognizing you as a Title Sponsor for the 2020 Convention

3 additional tickets for Wednesday night program and Thursday night program (\$450 Value) \*

Full page ad in AWIA newsletters

Annual Affiliate Membership (\$400 Value)

#### **Platinum Partner - \$2,500**

Includes Booth Registration and 3 full convention registrations (\$900 Value)

Listing in the Convention Program as a Platinum Partner and on AWIA website

Convention Signage recognizing you as a Platinum Partner for the 2020 Convention

2 additional tickets for Wednesday night program and Thursday night program (\$300 Value) \*

Half page ad in AWIA newsletters

Annual Affiliate Membership (\$400 Value)

#### **Gold Partner - \$2,000**

Includes Booth Registration and 2 full convention registration (\$675 Value)

Listing in the Convention Program as a Gold Partner and on AWIA website

Convention Signage recognizing you as a Gold Partner for the 2020 Convention

1 additional ticket for Wednesday night program and Thursday night program (\$150 Value) \*

Half page ad in AWIA newsletters

Annual Affiliate Membership (\$400 Value)

#### **Silver Partner - \$1,500**

Includes Booth Registration and 1 full convention registration (\$450 Value)

Listing in the Convention Program as a Silver Partner and on AWIA website

Convention Signage recognizing you as a Silver Partner for the 2020 Convention

1 additional ticket for Wednesday night program and Thursday night program (\$150 Value) \*

Quarter page ad in AWIA newsletters

Annual Affiliate Membership (\$400 Value)

#### **Bronze Partner - \$1,000**

Listing in the Convention Program as a Bronze Partner and on AWIA website

Convention Signage recognizing you as a Bronze Partner for the 2020 Convention

Annual Affiliate Membership (\$400 Value)

\*Give them to company personnel or AWIA agents who are not registered for the convention

## AWIA Convention 2020

### Which Events do you plan to Attend?

Tuesday, June 16 (subject to changes)

( ) 12:30 pm – 3:30 pm: CE: Ethics

AWIA members, sponsors, partners and exhibitors - \$0; non-members - \$35

( ) 4:00 pm – 6:00 pm: CE: TBD

AWIA members, sponsors, partners and exhibitors - \$0; non-members - \$35

Wednesday, June 17

9:00 am - 6:00 pm: Registration and Exhibit Booth Set up

( ) 9:00 am - Fishing/Pontoon/Fun Day at Alcova Reservoir: 9:00 am depart hotel lobby ~ separate regis. \$60

( ) 11:00 am - Golf: Tee time at the Three Crowns Golf Club ~ separate registration \$120

( ) 6:00 pm - Trade Show and Company Appreciation Night (single event price \$75, group pricing available)

( ) 8:00 pm - Emerging Agent's Casino Night- Everyone is welcome – no charge. Door Prizes. Silent Auction.

Thursday, June 18

( ) 8:00 am - Breakfast with the Commissioner in Exhibit Hall (single event price \$35)

( ) 9:30 am - 10:30 am – Wyoming Legislator Panel

( ) 10:45 am - 11:30 am – TBD

( ) 11:45 am - 1:15 pm Luncheon in Exhibit Hall, Trade Show booths open. (single event price \$35)

( ) 1:30 pm – 3:30 pm TBD

( ) 3:45 pm - 5:00 pm AWIA Agent's Only Annual Meeting followed by the new Board of Directors Meeting

( ) 6:00 pm - Reception (Evening events single price \$75)

7:00 pm – Awards Banquet

8:00 pm – Dave Munsick – The Song Teller ~ you don't want to miss this. Dave is from Dayton, WY.

**ALL EVENTS ARE INCLUDED IN A FULL CONVENTION REGISTRATION EXCEPT GOLF AND FISHING, fill out separate registration for those.**

To help us manage our events, please indicate above which events you plan to attend with your Convention registration and payment.

If not paying for full convention, make your selection and include payment for events you have indicated.



# Exhibitor Booth Registration

**AWIA CONVENTION 2020 – Casper, Wyoming**

PO Box 1321

Cheyenne, WY 82003

307.201.4801

[awia@vcn.com](mailto:awia@vcn.com)

## Exhibitor Booth \$450

(includes ONE full registration)

**(If you are a Title Co-Sponsor, Platinum, Gold or Silver partner, fill out for the included exhibitor booth and full convention registrations)**

Registrant \_\_\_\_\_ Designations \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/ State / Zip \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail \_\_\_\_\_

Booth contact person if different: \_\_\_\_\_

Title Co-Sponsor, Platinum, Gold and Silver Partners booth is **included** in sponsorship. Title Co-Sponsor, Platinum, Gold and Silver, please indicate level paid for \_\_\_\_\_. I will need electrical power: yes { } no { }

Please enclose check made out to AWIA with registration if needed

Exhibits can set up anytime on Wednesday June 17 and can remain open through Thursday lunch, June 18

Please complete the attached complete convention registration form for each additional person at extra charge or there will be an option later to purchase separate meal tickets

If you wish to golf or fish, you need to complete a separate form for those events.

We will hold a Young Agent's Event following the June 17<sup>th</sup> opening night trade show and reception in the exhibit hall.

# Association of Wyoming Insurance Agents

PO Box 1321 Cheyenne, WY 82003 Phone: 307 201-4801 e-mail awia@vcn.com

## 2020-2021

July 1 - June 30

### AFFILIATE MEMBER APPLICATION

### ANNUAL DUES \$400

(incl. with Title, Platinum, Gold or Silver sponsorship)

COMPANY NAME \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

PHYSICAL ADDRESS \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_ FAX NUMBER \_\_\_\_\_

E-MAIL \_\_\_\_\_

WEB ADDRESS \_\_\_\_\_

Affiliate members are non-voting and cannot hold office

AWIA tax ID# 83 0313900



# 2020 AWIA Convention Golf Tournament GOLF TOURNAMENT ENTRY FORM

**DATE:** June 17, 2020  
**TIME:** Registration at 10:00 PM. T-times start at 11:00AM  
**PLACE:** Three Crowns Golf Club  
1601 King Blvd.  
Casper, WY 82604

### 2020 Golf Committee

Brad Jackson  
Pam Hauck

### CONTACT:

**Ken Hauck**  
**M: 307.274.6119**  
**O: 307.201.4801**

### \* Mailing Address

**AWIA**  
PO Box 1321  
Cheyenne, WY 82003  
307.201.4801  
\* Send Entry Forms &  
payment to this address

Goody bag items are  
welcome if you have them!

We anticipate 25-30 players.

**ENTRY FEE:** \$120.00 per player (includes: green fees, cart & box lunch)  
Payment due no later than June 12, 2020.

Send Check to AWIA, PO Box 1321, Cheyenne, WY 82003

**Format:** Tournament will be played in a four-person scramble format.  
If you do not enter a team list, you will be placed with others

**Handicap:** Please submit your handicap or approx. score for 18-holes  
(to ensure teams are evenly matched)

### ENTRY FORM:

NAME \_\_\_\_\_

Agency or Company \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Handicap or SCORE FOR 18-HOLES: \_\_\_\_\_

### List Additional Team Members if sponsoring the team:

Player 2 Name: \_\_\_\_\_ HDCP \_\_\_\_\_

Agency or Company \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Player 3 Name: \_\_\_\_\_ HDCP \_\_\_\_\_

Agency or Company \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Player 4 Name: \_\_\_\_\_ HDCP \_\_\_\_\_

Agency or Company \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

# Gregg Jackson Memorial Fishing Event

## Wednesday, June 17, 2020

### Day at the Lake, Fishing, Picnic & Fun Registration

Name \_\_\_\_\_ Company \_\_\_\_\_

Fun Day/Fishing at ALCOVA RESERVOIR (30 minutes west of Casper)



FEE: \$60 INCLUDES LUNCH

MY CHECK IS ENCLOSED [  ]

Make payable to:

AWIA PO Box 1321

Cheyenne, WY 82003

Fishing Committee:

Daniel York

Trudy Lawrence

Sherri Wilkinson

I WOULD LIKE TO PAY BY CREDIT CARD [  ]

Name on card \_\_\_\_\_

Billing Address of Card \_\_\_\_\_

City, State, Zip Code \_\_\_\_\_

Credit Card number \_\_\_\_\_

Expiration \_\_\_\_\_ Security Code (3 or 4 digits) \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

Enjoy a relaxing fun day at the Lake fishing, cruising & picnic.

Two 10-person pontoons are booked.

If you fish, you must have a Wyoming fishing license.

# Credit Card Payment



Event: 2020 Convention Events

AMOUNT TO CHARGE ON CARD \_\_\_\_\_

Name on card \_\_\_\_\_

Address for this card \_\_\_\_\_

City \_\_\_\_\_

Zip Code \_\_\_\_\_

Amount to be charged \_\_\_\_\_

Credit Card number \_\_\_\_\_

Expiration \_\_\_\_\_ 3 or 4 number Security code \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Call for Credit Card by Phone: AWIA 307-201-4801



## 2020 AWIA Convention

RAMKOTA HOTEL

Casper, Wyoming

### Tuesday, June 16 (subject to change)

12:30 pm - 3:30 pm: Ethics

AWIA members, sponsors, partners and exhibitors - \$0; non-members - \$35

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9:00 am - Fishing/Pontoon/Fun Day at Alcova Reservoir: 9:00 am depart fr hotel lobby ~ separate registr. \$60

11:00 am - Golf: Tee time at the Three Crowns Golf Club ~ separate registration \$120

6:00 pm - Trade Show and Company Appreciation Night (single event price \$75, group pricing available)

8:00 pm - Emerging Agent's Casino Night- Everyone is welcome - no charge. Door Prizes. Silent Auction.

### Thursday, June 18

8:00 am - Breakfast with the Commissioner in Exhibit Hall (single event price \$35)

9:30 am - 10:30 am - Wyoming Legislator Panel

10:45 am - 11:30 am - TBD

11:45 am - 1:15 pm Luncheon in Exhibit Hall, Trade Show booths open. (single event price \$35)

1:30 pm - 3:30 pm ~ TBD

3:45 pm - 5:00 pm ~ AWIA Agent's Only Annual Meeting followed by the new Board of Directors Meeting

6:00 pm - Reception (Evening events single price \$75)

7:00 pm - Awards Banquet

8:00 pm - Dave Munsick - The Song Teller ~ you don't want to miss this. Dave is from Dayton, WY.

# Trusted Choice® Big "I" MEMBER RESOURCES



[www.trustedchoice.com/agents](http://www.trustedchoice.com/agents)

Trusted Choice® is designed to amplify your local marketing efforts and highlight the value that independent insurance agents bring to consumers. **All members automatically get access to these materials.**

Login with your Big "I" credentials at [www.trustedchoice.com/agents](http://www.trustedchoice.com/agents)

Need help resetting your password? Email us at [trusted.choice@iiaba.net](mailto:trusted.choice@iiaba.net)

## TOOLS TO STRENGTHEN YOUR ONLINE PRESENCE

**Digital Reviews** Is your website optimized? Need some help with social media? Our Digital Reviews provide a one-on-one consultation and detailed report. Gain insight on improving your agency website, how to optimize for SEO and the user experience, as well as a review of your social media outlets. Learn how to create or improve your website and/or social media accounts. You'll walk away with an actionable report that spells out your next steps.

**Partnership with Web.com** Trusted Choice has partnered with industry leader web.com to provide Big "I" members with a preferred partner for website services. Three modern, conversion focused templates were created specifically with the needs of independent insurance agents in mind. Web.com has a full support team available to onboard and assist participants with transitioning to a new platform. Prices start at \$59/month with a reimbursable one time set up fee of \$450. Visit [reboot.independentagent.com](http://reboot.independentagent.com) for more info!

## REIMBURSEMENT & REFERRALS

**Marketing Reimbursement** Trusted Choice can reimburse agents up to \$1,500 for marketing expenses incurred in 2020. Reimbursement is available in the following ways: Up to \$750 for co-branding consumer facing items with the Trusted Choice logo, \$500 for upgrading your website through our partnership and up to \$250 for signing up for an Advantage subscription on [trustedchoice.com](http://trustedchoice.com) for 3 months.

**Get Referrals** Want to boost your inbound sales referrals? Need to grow your book of business this year? Claim your Advantage Profile at [TrustedChoice.com](http://TrustedChoice.com)- our consumer website that receives traffic from millions of consumers each year. TrustedChoice.com delivers referrals to Big I members through their online portal: [trustedchoice.com/advantage](http://trustedchoice.com/advantage)

**CONTACT US:** [trusted.choice@iiaba.net](mailto:trusted.choice@iiaba.net)

[www.trustedchoice.com/agents](http://www.trustedchoice.com/agents)



TRUSTED CHOICE® & BIG "I" RESOURCES



# ALL INCLUDED IN YOUR BIG "I" MEMBERSHIP

*Gain a competitive edge by utilizing our tools to strengthen your online presence, reimbursement benefits, referral support initiatives and education-rich training programs.*

## FREE BRANDING RESOURCES

### Content to Share

Access our database of premade consumer marketing materials including articles, images and infographics for use on social media or to share with potential and current clients. More content is always being developed.



**SOCIAL MEDIA GRAPHICS**



**ARTICLES**



**INFOGRAPHICS**



### Customized Advertisements

Let us customize a campaign ad in a format of your choice, from radio, TV and various print materials. Trusted Choice marketing materials are designed with your agency in mind, and our in-house designer will customize these materials for you.



**VIDEOS**



**PRINT ADS**



**EMAIL BLASTS**



**DIRECT MAILERS**



### Trusted Choice Logo Download

Take advantage of the National branding power of Trusted Choice by accessing a variety of logo options for use on your agency website, printed materials and in other marketing efforts.



## TRAINING PROGRAMS

### Advertising 101

This online training offers step-by-step strategies to create the right message, form a plan and create the perfect pitch! Advertising 101 is a nine-part series designed to help you understand, design and execute a successful advertising campaign.

- **Learn about** advertising goals, market research, budgeting, strategy, media, advertising agencies, ad content and measurement.

### The Power of 30 Seconds™

A training series designed to help you maximize the experience of customers calling your agency on the phone.

- The training has three sections that focus on workflow, soft skills and automation.
- Once you complete the training, feel free to take a short quiz and receive a certificate of completion.



<You've been  
hacked.>



## The cyber threat is real.

### Turn to Big "I" Markets to protect your clients today.

The threat of cyber crime is no longer coming; it's here. 62% of all cyber attacks worldwide are directed at small and medium businesses, and an estimated 1-in-5 small and medium businesses will fall victim to a cyber attack.

That's why Big "I" Markets has partnered with Coalition to bring you a cyber liability solution that stands apart from the crowd. This product can be quoted within **4 minutes or less** using the online Big "I" Markets platform, making it easy to quote for every commercial lines client. All questions, endorsements and cancellations are done through live chat where the conversation can be emailed for your files, making the process fast and easy.

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Learn more at [www.bigimarkets.com](http://www.bigimarkets.com).



Big "I"  
MARKETS

The logo for PIA Connection features the letters 'PIA' in a stylized red font with a grey figure inside the 'I', followed by a large red 'C' and the word 'Connection' in a black serif font.

## National Association of Professional Insurance Agents

### A TRIA for Cyberattacks?

*A Federal Backstop for Insuring Against Cyberattacks Is Proposed*

### Honoring the Best: The PIA National Awards

*Selective Named Company of the Year*

*Connie Boyd Named Company Representative of the Year*

*Tompkins Insurance Agencies Receives Social Media Award*

### New PIA National Officers Installed

*PIA Affiliates Honored for Membership Growth*

### PIA Supports Long Term Renewal of TRIA

*PIA Submits testimony to Senate Banking, Housing and Urban Affairs Committee.*

### The Future of Insurance: Agents and Brokers

*Insurance futurologist David A. Smith assesses the potential of ongoing trends to impact agents and brokers in a rapidly changing insurance landscape.*

### Three Brand Elements That Attract Customers

*Peter van Aartrijk dissects the brand-building process as it applies to insurance agencies.*

### PIA Member Benefit Spotlight

*PIA's 2019 Agency Marketing Guide Now Available Online.*

## To View This Issue of *PIA Connection*, Go Here:

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**Editor's Note:** This is the e-mail version of our association's magazine, *PIA Connection*.

**For PIA news updated daily, be sure to visit [www.PIANET.com](http://www.PIANET.com).**

Enjoy *PIA Connection*!



## PIA Cyber Insurance Now Available to Sell by Independent Agents

*Enhanced Cyber Coverage Tailored to Small and Mid-Sized Businesses*

**WASHINGTON** – The National Association of Professional Insurance Agents (PIA National) today announced that PIA members are now able to sell the PIA enhanced cyber insurance product to their clients.

PIA and ABA Insurance Services (ABAIS) have worked together with Great American E&S Insurance Company (rated A+ by A.M. Best) to create a tailor-made, robust cyber insurance program that responds to the most common cyber threats facing small and mid-sized businesses.

The PIA enhanced cyber insurance policy covers both first- and third-party loss for those most common cyber risks that may affect small and mid-sized businesses. These include:

1. Fraudulent funds transfers
2. Extortion/ransomware
3. Social engineering
4. Business interruption
5. Data breach/privacy
6. Network security
7. Website media liability

“In the past, retail agents have been able to purchase PIA’s cyber insurance product for their own agencies,” said PIA National Executive Vice President & CEO Mike Becker. “We are now extending the same enhanced coverage to business customers of PIA members at a price that beats the street cost of policies without the PIA coverage enhancements.”

In addition to the coverage parts provided under the PIA cyber insurance policy, the additional policy enhancements include:

Expanded definition of multimedia wrongful acts – unauthorized use of website links, frames, formats, fonts, style, characters, titles.

Coverage for HIPAA fines.

Extended notice of Data Compromise (data breach event) from 5 to 30 days.

Extended notice of Claim from 60 to 90 days after the end of the Policy Period.

Extended notice of Non-Renewal from 60 to 90 days in advance of the Policy Expiration.

“In this digital era, it’s not a question of if you will be hacked, but when,” said ABAIS Senior Product Manager David Rupnow. “It is now more important than ever that businesses protect themselves from computer, network, and internet-based risks.”

In order to sell the PIA enhanced cyber product, PIA membership is required.

Agents who would like to protect their own agency can purchase PIA cyber insurance through their local PIA affiliate producers using a simplified, slot-rated quoting process. The policy premium is significantly discounted from those rates found in the standard market and includes the enhancements noted above. PIA membership is not required to purchase PIA cyber insurance for your agency.

Agents interested in offering cyber insurance to their clients or learning more should visit: [www.pianet.com/sellcyber](http://www.pianet.com/sellcyber).

ABA Insurance Services offers EPLI, Cyber, and Nonprofit D&O to small and midsized businesses and nonprofit organizations exclusively through independent agents. Our easy to use platform, ProCision®, allows you to rate, quote, and bind policies online in minutes from A+ (A.M. Best) rated Great American Insurance Group. More information can be found at [abais.com](http://abais.com).

This press release is available at: <https://pianet.com/news/press-releases/2019/piacyberinsurancenowavailabletosellbyagents022619>

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**\*All donations are appreciated and needed. However, donations drawn on personal bank accounts and on the accounts of sole proprietorships and partnerships offer PIAPAC the best means to support candidates directly according to federal election laws. Corporate contributions may be used for administrative purposes.**

Name As It Appears On Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Amount \$ \_\_\_\_\_ per Month / Quarter / Semi-annual / One-time

Signature: \_\_\_\_\_

Please note that contributions over \$200 a year require the following information per federal election law:

Occupation: \_\_\_\_\_

Place of Business: \_\_\_\_\_

Contributions to PIAPAC are not tax deductible as charitable contributions for federal income tax purposes. Contributors are free to donate more or less than the amounts suggested above. All contributions are voluntary; individuals may decline to contribute without fear of reprisal. Contributions are not permitted from non-PIA members. Any contribution from non-PIA members will be returned. The FEC requires PIAPAC to disclose the name, address, occupation, and employer of contributors whose calendar year aggregate donations exceed \$200.

**PIAPAC, 400 North Washington Street, Alexandria, Virginia 22314**  
For more information, please contact Jennifer White  
at [jenniferwh@pianet.org](mailto:jenniferwh@pianet.org), 703-518-1364 (phone) or 703-836-1279 (fax)

2014GenCon



**Independent Insurance Agents & Brokers of America, Inc.**  
 20 F Street NW, Suite 610 - Washington, DC 20001  
 202.863.7000 - F:202.863.7015 - InsurPac@IIABA.net

Name: \_\_\_\_\_ Title/Occupation: \_\_\_\_\_

Business Name: \_\_\_\_\_

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

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

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

**Suggested Contribution: \$**

I am a Young Agent

**One-Time Payment (Check or Credit Card)**

- \$5,000 Millennium Club   
  \$1,000 Centennial Club   
  \$250 Pioneer Club   
  \$100 Young Agent  
 \$2,500 Platinum Club   
  \$500 Gold Club   
  \$150 Founders Club   
  \$\_\_\_\_\_ (Other)

**OR**

**Monthly Payments (credit card withdrawal on the 15th of each month)**

- Start Month: \_\_\_\_/2015   
  \$250 Month   
  \$50 Month   
  \$10 Month  
 End Month: \_\_\_\_/\_\_\_\_   
  \$100 Month   
  \$25 Month   
  \$\_\_\_\_ Month

No end date

**Personal Check (payable to "InsurPac")**

**Credit Card:**  American Express   
 VISA   
 Mastercard

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_

**\*\*\*\*All forms of payment must be by personal check, credit card or non-incorporated agency check.**

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Contributions or gifts to InsurPac are not deductible as charitable contributions for purposes of federal income tax. Federal law requires us to use our best efforts to collect and report the name, mailing address, occupation and employer for each individual whose contributions aggregate in excess of \$200 in a calendar year. Your contribution should be considered strictly voluntary.