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Agent Newsletter | February 12, 2020



Independent Insurance Agents of Iowa



BIG "I" PACs NEED YOUR SUPPORT

The Big "I" has two political action committees (PACs); one for donating to state office holders and the other for Federal. The donations you make are used to support candidates and elected officials who work with our organization on issues of great importance to your livelihood. Because most insurance is regulated at the State level it remains our main focus. Everything from auto insurance to workers' compensation issues are debated almost annually at the State Capitol - insurance specific issues along with regulatory laws remain front and center. Insurance is a heavily regulated industry, and specifically the marketing of insurance by agents is often in the "cross hairs" of plaintiff lawyers which adds to the dynamic of court decisions that can significantly impact your ability to make a living. The IIAI PAC uses the donations by supporting members of the Iowa legislature, along with the Governor who have worked in defense of the insurance issues of importance to Iowa's independent agent community. At the Federal level - if you sell crop insurance, health insurance or flood insurance you have a great deal at risk. Our Federal PAC called InsurPac supports members of the U.S. House and Senate who work closely with us on the Federal issues of greatest concern to agents. We think donating to the 2 PACs is like buying career insurance - without a diligent effort by the Big "I" on your behalf, your career and the value of your book of business is at risk. We fell short of our PAC goals in 2019. The Iowa Big "I" has been the lone political voice in the state for independent agents - combined with the fact we have had great legislative success. The reality of the situation is too few agents give too few dollars. If every agent who works in each agency who is a member of this association gave \$25 to both PACs we would have almost 7 times more money! We make the process easy - you can use a credit card if you like. One thing we ask - remember that by law we cannot accept corporate donations. We can accept individual, partnership, or LLC donations. We appreciate your consideration and look forward to working on your behalf at both the State and Federal Capitols in 2020. Donation form for IIAI/PAC and InsurPac is enclosed. Please contact Tom O'Meara at the Association or Terry McDonald, our PAC Chairperson, if you have any questions.

Agents Sons/Daughters Eligible for the 2020 IIAI Scholarships

Children of all full-time agents, whose employer is a member of the Independent Insurance Agents of Iowa, are eligible to apply for one of our six, \$1,000 college scholarships. The scholarships are awarded to high school seniors or current college students. We must have a fully completed application postmarked no later than March 1, 2020. A committee of Iowa agents will review the applications early in March. Scholarship winners must be the son or daughter of active agents of the Association. Please note that all supporting documents must be submitted along with the application. See enclosed.

Need a Commercial Carrier? Consider Big "I" Markets

Make Big "I" Markets your first stop for small commercial coverage. Through the platform, you have access to three big carriers with big appetites and great coverages in most states. As always, Big "I" members can access these products with no fees, no volume commitments and ownership of expirations. Carrier partners are:

Travelers Select®

Travelers Select offers a robust variety of coverages for small businesses. A proprietary business owners policy product called Master Pac®, workers compensation, commercial auto and commercial umbrella are all available with a broad array of industry-specific coverage options and extensions. Review the full Travelers Select eligibility guide (<http://bit.ly/2v9qQ1V>). Travelers is available in all states except Alaska, Florida, Hawaii and Rhode Island.

CNA Small Business

CNA Small Business currently offers a market for a broad variety of businesses, including health care, financial institutions, professional services, business services, technology, retail, real estate, wholesalers and manufacturing. BOP, workers compensation, commercial automobile, umbrella and miscellaneous professional liability products are all available. Review the full CNA eligibility guide (<http://bit.ly/2S3RrX4>). CNA is available in all states except Alaska, Florida and Hawaii.

Chubb

Chubb Small Commercial Insurance (SCI) leverages superior underwriting expertise and world-renowned claims and account services and financial strength to offer solutions for small businesses with up to \$10 million in revenue in more than 500 business classes across the following industries: clubs and associations, cultural institutions, financial services, healthcare, real estate, retail stores, service businesses, technology and wholesale businesses. BOP, workers compensation, commercial auto and umbrella products are available. Review the full Chubb eligibility guide (<http://bit.ly/2vWJF94>). Chubb is available in all states except Alaska, Hawaii, Louisiana and Washington. Additional regional limitations may apply.

To submit a quote, log in to Big "I" Markets and select Small Commercial from the drop-down menu. Contact Claire McCormack, Big "I" Markets commercial underwriter, by email claire.mccormick@iiba.net or by phone at 800-221-7917, ext. 5415, with any questions.

GO TO DC AND HELP THE BIG "I" LOBBY CONGRESS ON YOUR BEHALF

As you are aware, there is a lot going on in Washington D.C. these days. There are many positive, and some negative implications for independent agents. Crop insurance, flood insurance, tax overhaul, and health insurance are just a few of the items the Big "I" is dealing with this year. Join us in lobbying your Congressional leaders May 13-15 in Washington, D.C. This Legislative Conference gives agents an opportunity to shape your future as major decisions are being made on your profession!

MIDWEST ELITE FORCE SALES TRAINING

The most comprehensive insurance sales training course available!

May 4-6, 2020 | August 3-5, 2020

November 2-4, 2020 | February 8-10, 2021

Check out details at this link <http://bit.ly/2OostQ6>.

Transforming New Producers Into Sales Superstars!

The Elite Force program is designed to be complete training for new producers who have a basic understanding of sales and need the foundation of a strong education to transform them into production superstars.

Developed by independent agents for independent agents, the Elite Force program teaches the full psychology of the sale, not just the tricks or gimmicks. The program covers everything from prospecting to data gathering and closing - including time management, negotiation skills, teamwork, relationship building, credibility building and more.

Membership Has Its Privileges

The question is with any membership, Is it worth it?

Ultimately, the value of anything depends on how much you use it. Here at the Independent Insurance Agents of Iowa we would hope every independent agent in the state sees high-value in belonging to the Big "I". A lot of what we do is difficult to place a specific dollar value on, for example, what is a good regulatory climate for agents to operate in worth to you? How much better are things financially because we are here in the state and are active at the Federal level lobbying for your interests? How much is it worth to you to have reasonable licensing fees and requirements to have an agent's license...or even a better question is how much worse would it be if we weren't here? Does our presence and the fact we are here create better contracts between agents and their business partners? Does ownership of your expiration help make your agency assets worth more?

Does our newsletter; bulletins; education opportunities; training; conferences; conventions; website; Virtual University; Ask the Expert service and technical affairs review of coverages and policy forms help make you better at what you do? Is errors and omissions insurance more affordable? Is the fact we help maintain a stable of expert witnesses to help defend agents in lawsuits worth value to you and your agency? Is the branding campaign where we communicate with consumers, the media, regulators, legislators and insurance companies the value that independent agents bring to the marketplace worth something to you? We hope you find great value in all the things the Big "I" is doing on your behalf. Most importantly, it is the strength in numbers that helps us make a difference on your behalf, thank you for your support. Together we do make a difference!



Big "I" Agents Council for Technology

When you're looking for technology solutions for your agency, turn to the Big "I" Agents Council for Technology. The industry's leading technology experts provide blueprints on disaster planning, cybersecurity, customer experience, and other emerging trends to help your agency. Look to ACT when you are looking for best practices or if you want to influence the industry's technology direction, join an ACT meeting or virtual workgroup. For more information go to <https://www.independentagent.com/ACT>

Ask the Expert >> What is the significance and use of the separation of insureds clause?

Response 1: In the ISO commercial general liability policy, the separation of insureds condition clarifies that the word "insured" throughout the policy applies severally and not collectively. In older CGL editions, the condition was referred to as the "severability" clause.

Essentially, think of it as though a separate policy was issued to each insured, except when applying limits. The one exception to this is when an injured employee sues a fellow employee, there is no coverage for the employee being sued, even though "employees" are an insured under the policy because of the fellow employee exclusion in the Who is an Insured section of the CGL.

There are other ramifications for the separation of insureds condition but overall, it's a net positive and is standard in the ISO CGL, business auto policy and business owners policy. Some umbrella policies do not have such a condition and, in fact, may contain a "cross-liability" exclusion, so be careful with umbrellas.

Response 2: This article by The Balance (<http://bit.ly/384WYW1>) provides a good explanation of the Separation of Insureds clause found in the standard ISO general liability policy.

Response 3: In general, the purpose of the clause is to provide coverage to the innocent insured. Separation of insureds can prevent clauses in the policy form, such as exclusions, certain items noted in the application or other issues from applying to a particular insured. Without it, a coverage issue for one insured could cause all insureds to lose their coverage.

Response 4: It means that each insured is entitled to their own defense and coverage judged on their characteristics and situation. However, having two definitions of an insured does not increase the policy limits.

For example, a property manager and property owner are insured under the same CGL policy. The property manager does something that results in a claim and the carrier denies coverage for willful acts or some other reason. However, what was a willful act on the part of the property manager might not have been a willful act on the part of the property owner who incurs the vicarious liability of the acts of the property manager. Therefore, the carrier may deny coverage to the property manager but must provide defense and coverage to the property owner.

Lieutenant Governor Adam Gregg Highlights 2020 Rural Agents Conference



The 2020 Rural Agents Conference was held January 22nd & 23rd at the Holiday Inn in Des Moines and was kicked off by Lieutenant Governor Adam Gregg. The Lieutenant Governor highlighted the importance of our industry in the State and the important role independent agents play in all 99 counties throughout Iowa. A big thank you to all the agents and company representatives who attended and made the Conference a huge success. The conference included several great speakers and many hospitality suites where agents and company vendors could visit. Our keynote speaker was Grinnell Mutual President and CEO, Jeff Menary. His presentation was heart-felt, inspiring, and thought-provoking and made all of the audience stop and think about life, opportunities, and leadership. Again, thank you all for attending and we look forward to another great conference in 2021.

THE HALL OF FAME . . . A NEW DECADE OF CELEBRATION

The Iowa Insurance Hall of Fame (IIHOF) is pleased to announce a new structure to ensure we continue to celebrate our industry, honor our leaders and recognize student scholars. Beginning in 2020, the IIHOF Dinner and Ceremony will take place in the Fall. Please mark your calendar for October 28, 2020 at the Ron Pearson Conference Center in West Des Moines.

New bylaws will ensure better processes for leadership. Changes to the committee structure will provide flexibility to insurance industry personnel to be involved in the Hall of Fame as their time schedules permit. The Board established term limits and a series of committees with prescribed duties that will offer greater opportunities for insurance personnel to participate. We want to have Board and Committee members from all areas of the industry.

The Board is very excited to announce the addition each year of an Honorary Chair to raise awareness of the Hall of Fame, assist in securing additional funding for the event and scholarships, and seek worthy candidates for induction into the Hall of Fame. We hope to announce our inaugural Honorary Chair soon!

A key goal in 2020 is to raise funds to assist in underwriting the annual Dinner and Ceremony thus permitting more insurance industry folks to attend the event at a reasonable cost. The Board also seeks to increase the annual scholarship awards. This is the one event each year where all facets of the industry come together. It's our desire to make it a special evening for all those who participate!

We request that all companies, agencies and trade associations encourage their members to participate as they are interested and able. We are especially seeking personnel who can assist with the annual event, website updates and maintenance, and committee membership. There are lots of opportunities to be a part of this great organization at all levels of time commitment.

Please share this information with your members or staff. We are in the process of updating our website with the newly revised Bylaws along with other timely information. Go to <https://iihof.org> to read more or contact Susan E. Voss, President of the IIHOF at vsusan@msn.com.

Thank you and please support your Hall of Fame!

LET ASK AN EXPERT HELP YOU FIND AN ANSWER TO A TOUGH QUESTION!

If you are faced with a question and don't know where to turn, check Big "I" Virtual University's Ask An Expert. The site utilizes a volunteer faculty of experts who can usually answer, or find an answer, to your question. Members have free access to insurance, business and technology articles, many full sample ISO forms, white papers and information on issues affecting today's insurance marketplace. Articles cover Personal, Commercial and Life & Health. The information is broken down into categories to aid your search. If you are unable to locate an article addressing your question, follow the directions to submit your question. Remember when submitting questions, to attach any applicable policy forms. Please refrain from submitting any questions regarding claims being litigated or likely to be litigated.

In Memory of Paul Draper

Paul Draper of Marion passed away on February 6, 2020. Paul was a member of Sheets, Forest Draper and his career spanned years in the insurance industry. We extend our condolences to his family and friends.

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