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# Agent Newsletter | September 24, 2020



## Independent Insurance Agents of Iowa

### IIAI Annual Meeting

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Although we did not have our Annual Convention this year, we held our Annual Meeting via a Zoom meeting on September 17<sup>th</sup>. During this meeting it was announced that the 2020 Nominating Committee had selected Katie Rosenboom of Somers as their nomination for the open at large Board of Director position. Katie was voted on and approved as IIAI's newest Board member. **Congratulations to Katie and we look forward to working with her in the upcoming years.**

Also during the meeting an election of officers took place and **Steve Madsen from Marshalltown became IIAI's 115<sup>th</sup> President.** The following agents were selected to lead your Association for the 2020-2021 year.

Steve Madsen, President, Marshalltown  
Dave Rowley, President-Elect, Estherville  
Eldon Hunsicker, National Director, Ottumwa  
Scott Wirtz, Treasurer, Emmetsburg  
Luke Horak, 1<sup>st</sup> Vice-President, Washington  
Chris Gentry, 2<sup>nd</sup> Vice-President, Ollie  
Dave Walters, Emmetsburg  
Steve Goodhue, Ames  
Billy Blake, Oskaloosa  
Katie Rosenboom, Somers  
John Dalton, Past-President, Council Bluffs.

Thank you to all the agents from across the state for taking the time to join us on the call.

### Complimentary Access to the ViClarity Business Continuity Plan (BCP) Self-Assessment Ends October 15th

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The logo for ViClarity, featuring the word 'ViClarity' in a bold, red, sans-serif font.

Business Continuity Plans (BCP) are an essential component to having a healthy and stable business. These types of plans help to ensure your business can thrive through even the most dire of situations, such as fires, tornadoes or pandemics,

like the one rattling our country to this day.

IIAI has partnered with ViClarity, a global risk solutions provider, to offer our members with access to valuable BCP planning and review tools. We urge you to take advantage of this opportunity and register for use of the free self-assessment by October 15. Check our website for more information.

## Big "I" Sends Letters to Capitol Hill on NFIP and PPP

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The Big "I" sent two letters to Capitol Hill advocating for issues important to independent insurance agents.

First, the Big "I" joined others in the insurance industry and many other interested stakeholders in advocating for Congress to extend the National Flood Insurance Program (NFIP), which is currently scheduled to expire on Sept. 30. Specifically, the Big "I" is urging Congress to reauthorize the NFIP as part of legislation to fund the government beyond the expiration of the current package, which also falls on Sept. 30.

The [letter](#), addressed to U.S. House of Representatives and Senate leadership, notes that, "allowing the program to lapse would be devastating to the policyholders across the nation who have already been impacted by COVID-19 and are facing an increasing number of severe flooding events. With a lapse in the program's authorization, policyholders would not be able to obtain coverage, or—importantly—buy or sell properties of all kinds."

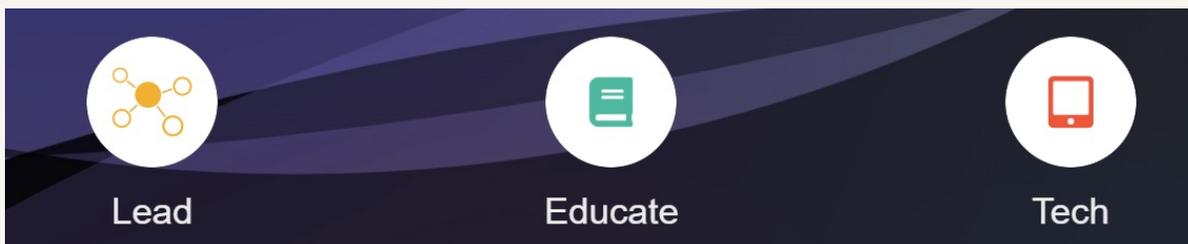
The letter goes on to urge Congress to reauthorize the program before Sept. 30 to provide continuity and certainty to the millions of policyholders who rely on a functioning NFIP.

The Big "I" also joined a number of organizations in sending a [letter](#) to Senate Majority Leader Mitch McConnell (R-Kentucky) and Senate Minority Leader Chuck Schumer (D-New York) urging support for S. 4117, "The Paycheck Protection Program Small Business Forgiveness Act," sponsored by Sens. Kevin Cramer (R-North Dakota) and Kyrsten Sinema (D-Arizona).

This important legislation would ensure our nation's small business owners who took Paycheck Protection Program (PPP) loans, including Big "I" members, can focus their time, energy, and resources on their business and communities, instead of allocating significant time and resources into completing complex PPP forgiveness forms. Specifically, S. 4117 would forgive PPP loans of less than \$150,000 upon the borrower's completion of a simple, one-page forgiveness document.

## Big "I" LET's Virtual Summit: Registration Now Open

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Join IIBA's virtual Fall Leadership Conference for three power-packed days of quick-hitting content for independent agents and valued partners. Pick and choose content to help you lead better, market smarter, provide valuable education, and leverage technology to protect and streamline your business. The Summit will be on October 19-22, 2020. *This program is FREE for members thanks to the support of Big "I" company partners.* [Register here](#)

## Trusted Choice® Make-A-Wish Campaign Launched

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Trusted Choice® independent agents believe in protecting what people value most. Since 2011, Trusted Choice® has donated over \$3.5 million to help grant the wishes of children facing critical illnesses. By supporting Make-A-Wish, we can help provide more children with an invaluable and life-changing experience.

This year, Trusted Choice® is running its ninth social media campaign to donate up to \$100,000 to Make-A-Wish. The campaign tells the unique and life-changing stories of three Wish Kids and the extraordinary impact of granting their wishes. The newly refreshed #EnsureHope campaign will run until Oct. 6.

States, partners and Big "I" members can support the cause by clicking the link in #EnsureHope social posts. With one click to our [Ensure Hope landing page](#), Trusted Choice will donate \$5. Trusted Choice® will donate an additional \$5 for those that share it on social media.

What we need from you is to help us expand our reach and get the word out about this year's campaign. [This media kit](#) includes sample social media copy and an email template that you can use to spread the word. It's that simple!

We value your partnership and hope you will consider joining us in sharing the power of #EnsureHope.

For more information on how to get involved, please contact Kasey Connors [kasey.connors@iiba.net](mailto:kasey.connors@iiba.net).

## **Women Lead Change Central Iowa Conference**

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The Women Lead Change Central Iowa Conference is being held virtually on Wednesday, October 28<sup>th</sup>, 2020. Women Lead Change has become a comprehensive, statewide, nonprofit organization devoted to promoting women's leadership, offering resources such as learning and networking opportunities and events, including the Central Iowa Conference. The conference will feature a number of nationally recognized speakers, including Elizabeth Gilbert, author of the book Eat Pray Love, as well as, Kindra Hall, Amelia & Emily Nagoski, Caroline Criado Perez, and Katrina Adams.

This conference is **not** just for women. The Women Lead Change conference provides engaging opportunities for women and men alike to think about how gender plays into work and life decisions. With the help of dynamic speakers and active corporate sponsors, attendees can connect and unite in thoughtful conversation and further their own understanding of the unique characteristics that add value to the business world and beyond.

Click here to learn more: Women Lead Change (WLC) [Central Iowa Conference](#)

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# **SIGN UP TODAY FOR CE WEBINARS**



[click for more information](#)

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## Blurred Lines

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How advances in technology impact personal lines coverage. Have a plan in place when your business undergoes a transition.

It shouldn't be news to anyone that technological advancements are shaping the world around us. But because new technology changes the way we live, work and play, independent agents need to keep up to date.

Here are a three ways technological trends are impacting personal lines coverage:

**Cyber threats:** From instant application approvals to auto-renewals, the use of technology is changing the insurance industry. With this changing environment come additional risks and new coverages, such as cyber or data breach coverage. Your clients use technology to make their lives easier, but it also puts them at greater risk of a cyberattack. Victims may find that they downloaded a document that contained ransomware that disabled their computer system, while others may unknowingly find themselves sent to a phishing website. Damages from these types of attacks can cost thousands of dollars. Are your clients covered for such perils?

Also, in the event of a cyberattack, do your customers have adequate coverage and limits? Personal cyber coverage is becoming more common. But as it grows in popularity, it is also becoming common for cyber coverage to be excluded from standard homeowners' policy and only available by endorsement or a standalone policy. Do the standard homeowners' policies you write provide cyber coverage? If not, did you offer it?

**Teleworking:** Another technological trend is telecommuting, which has become the standard operating mode for at least 50% of the U.S. population, according to Forbes. However, traditional homeowners' policies contain broad exclusions for home business pursuits.

Coverage for personal liability arising out of business pursuits is typically excluded, which prompts the question: Is your customer covered for business performed at home? Agencies should determine whether they have clients who telework or run businesses from home and offer endorsements to existing homeowners and renters policies to cover these pursuits.

**The Gig Economy:** There are more than 1 million rideshare drivers working for

companies like Uber and Lyft in the U.S. Meanwhile, HomeAway offers 2 million global home listings and Airbnb offers 500,000 in the U.S. alone. Other examples of the gig economy include ad hoc food delivery, package delivery and manual laborers.

Do you know whether your clients are participating in the gig economy? If so, are they covered for property damage, personal liability, injuries requiring health care and loss of income? Agents should start asking these questions before a claim comes in. Recognizing and reacting to these trends will prepare you to satisfy your duties as a 21st-century personal lines agent or broker. Importantly, staying ahead of the curve when it comes to technology leads to better agency achievement, and higher client satisfaction and retention.

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