

July 2023



# TARGETING THE FUTURE

★ **REGISTRATION OPEN** ★

## BIG I ANNUAL CONVENTION & TRADE SHOW

AUGUST 29 & 30, 2023 | PRAIRIE MEADOWS EVENT CENTER

**BIG**  **IOWA**

### **Don't Be Late – Register Today for the Big “I” Annual Trade Show & Convention**

The event will be held on August 29-30 at Prairie Meadows in Altoona. We have booked Rob O'Neill to come and speak. Many of you may recognize the name but for those who do not, Rob was the Navy Seal responsible for the killing of Osama Bin Laden. He will speak on not only this mission but other countless missions as well.

It's guaranteed to be a great session, however, if this alone does not draw your attention, we have plenty of other great speakers lined up for the event. We will have continuing education opportunities and golf available. NEW this year a charity bag toss sponsored by the Young Agents along



with always popular trade show is just another reason not to miss this year's Convention. Please [register](#) today to save your seat at the Convention.

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## **Nominating Committee and Annual Membership**

The Nominating Committee consisting of Scott Wirtz, Luke Horak, Jane Regan, Jayne Templeton, and Luke Madsen met in June. Their role is to provide guidance on a new slate of officers for 2023-24 as well as select nominations for a new at-large member for the IIAI Board of Directors. These selections will be announced at the 2023 Annual Meeting to be held at Prairie Meadows on Wednesday, August 30th at 8:15 a.m. We hope you can join us!

# **commitment to community**

## **Commitment to Community Marketing Reimbursement Program Funds Still Available – Only 3 Weeks Left for Submissions!**

We hope to see more event submissions coming in! This Marketing Reimbursement Program runs 9/1/22 – 8/15/23. The focus is on agency involvement in community activities that take place within the noted time frame for reimbursement consideration.

Click [here](#) for program details. The maximum eligible reimbursement this year is \$1,000 with a total campaign budget of \$25,000. If you have questions if your event qualifies, submit your application/advertising mock ups or scripts to [Brenda@iiaaiowa.org](mailto:Brenda@iiaaiowa.org) for pre-approval. Please note that the following mandatory requirements are still in place:

- ALL event promotion must use Trusted Choice® logo or mention Trusted Choice® if doing a radio/television/podcast
- Trusted Choice® logo must be present on agency Websites and Facebook pages

Don't hesitate to contact us if you think you have an eligible event!



## **Looking for a Market? Check Out Big 'i' Markets**

One of your membership benefits is access to Big "i" Markets (BIM). Every year National Big "i" updates the list of markets available for our state. The options available cover personal and commercial lines and limited life & health products.



By contracting with carriers at a national level, BIM is able to offer a marketplace at the state level. Marketing is done through the BIM website. For more information you can click [here](#) to access flyers about the program and how to register for it. You will need your Independent Insurance Agents of Iowa username and password to sign in to use this site. Click [here](#) for a list of markets available in Iowa.

While BIM may not be the answer to save every account, it definitely is worth checking out to see if you can offer your client a standard market before having to explore a surplus lines market.

For more information on markets, eligibility, availability, commission and quoting; sign in to Big I Markets [HERE](#).

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## Welcome New Big "I" Member

Congratulations to Nicole Peffers from our Big "I" office staff on the recent birth of Kase Gene Peffers. Nicole will be out of the office for an extended period. In the meantime, please contact Angie Cooper at 515-402-4035 or [Angie@iiaiaowa.org](mailto:Angie@iiaiaowa.org).

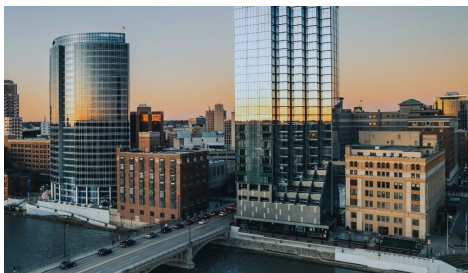
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## The Big I Employee Benefits Program | Full Service Group Benefits for Member Agents

The program is underwritten by The Guardian Life Insurance Company of America, a multi-line insurance group with many years of experience in the business and administered by a dedicated service team just for Big "I" Members. Offering Group Life, Group Short & Long Term Disability, Group Dental and Group Vision, the program offers varying lines of coverage options to meet the diverse needs of our members and also provides guaranteed issue with certain requirements being met. Whether you are a new member or an existing one, we quote and add coverage on a continuous basis.

Contact Christine Munoz at [Christine.munoz@iiaiba.net](mailto:Christine.munoz@iiaiba.net) or 800-848-4401 for more information.

To obtain a quote, please [click here](#) for the census form.



## **YALI Registration Is Open**

The Big "I" national Young Agents Committee (YAC) is excited to share that registration for the *Young Agents Leadership Institute* (YALI) is now open! YALI will take place Sept. 7-9, during the Big "I" Fall Leadership

Conference in Grand Rapids, Michigan, Sept. 6-10.

Complete your registration and reserve your hotel accommodations as



soon as possible. The room blocks fill up quickly and we want to ensure you will be with the full Big "I" group once you arrive in Grand Rapids. We have an *exciting schedule* planned—you won't want to miss it!

Experts and peers will provide insights on how to work with teams, understand hard markets, tackle difficult conversations, and build lasting relationships with peers and industry leaders. The State Idea Share session on Saturday has been extended as well, so you will have even more time to connect with other emerging leaders from across the U.S.

Prior to the official start of YALI, the Young Agents of Michigan will be hosting a Big I Michigan Young Agent Charity Golf Outing. Profits from the event will help the Big I Michigan's MI Future Foundation, which provides programs and scholarships to high school and college students pursuing careers and degrees in the independent agency system. Please contact *Aleisha Wenzlick* with any questions on this event.

If you have any questions about registration or the YALI schedule, please contact *Jamie Behymer* or reach out to your representative on the *national YAC*. We hope to see you in Grand Rapids this September!

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### **Virtual University**

The Big I VU is the smarter way to build your knowledge base through online education and research with more than 18,000 pages to help you find answers to tough insurance questions.

*Condos & How to Insure Them* - The unit owner's coverage must dovetail seamlessly with the association's coverage, the same information is required for both parties regardless which person or entity is the agent's client.

Can't Find the Answer? Ask an Expert! When you've done the research and still can't find the answer. *Submit your question* to the VU experts that are at your service. A Big "I" member benefit.

A promotional banner for a summer sale on continuing education (CE). The background is a bright yellow sky with a palm tree, a beach chair, a hot air balloon, and a beach ball. On the left, there's a yellow suitcase with 'Let's Go' written on it. The text 'aben Agents & Brokers Education Network' is in the top left corner. The main text reads 'Summer Sale Online CE' in large, stylized letters, followed by 'DISCOUNT 25% OFF' and 'USE CODE SUMMER' in bold red letters. A blue button with white text says 'SHOP NOW'.

Click [Here](#) to look at class calendar

## Most-Read Articles in Independent Agent in June

June brought the hard market into full focus, with companies pulling back from the property and auto insurance markets thanks to inflation, construction costs and catastrophe losses. [Learn More](#)

## Best Practices

Do you want to know what agencies are doing to achieve superior results? Use the *annual Best Practices research* to gain metrics, benchmarks, and formulas. Benefit from apples-to-apples comparisons by taking a look at where your agency fits in one of the six revenue categories.



# 10.17.23

# SAVE THE DATE

## Iowa Insurance Hall of Fame Induction Ceremony

**Tuesday, October 17, 2023, 5:00 PM**

The Meadows Event Center | Altoona, Iowa

Registration details & more exciting IIHOF news to come!

[www.iihof.org/](http://www.iihof.org/)



[Connect with IIHOF on Facebook!](#)



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