

Independent Insurance Agents of Iowa
ANNUAL CONVENTION

September 15 & 16 | Prairie Meadows Convention Center

We're Back . . .



Register today for
only \$129!

up to
**6 HOURS
OF
CECS!**

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MESSAGE FROM THE PRESIDENT



The Independent Insurance Agents of Iowa Annual Convention continues to be one of the largest gatherings of Independent Agents and their business partners throughout the country. While this year looks a little different we believe the event that is planned for you will be a great experience for everyone who attends. The location this year will once again be at Prairie Meadows Convention Center in Altoona, Iowa, Wednesday, September 15th and Thursday, September 16th.

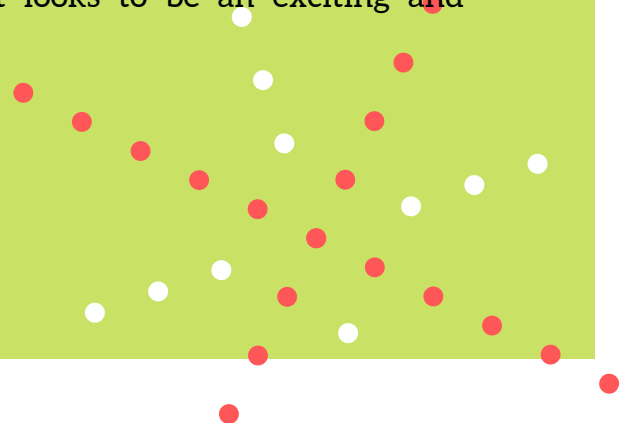
Day one of this event will offer you a choice of a golf tournament to be held at the Legacy Golf Course in Norwalk, or an insurance education class held at Prairie Meadows. Whichever of these events you choose to participate in, we are certain you will enjoy.

This year's keynote speaker is Joseph Dittmer - Joe is a 41-year veteran of the insurance industry. On September 11, 2001, Joe was attending a normal business meeting on the 105th floor of Two World Trade Center. One of only seven survivors of the meeting of 54 insurance executives, Joe's sharing of his experience of that day gives an informational, historical, inspirational and even motivational insight into one of the most incredible events in U.S. and World History.

This will conclude two great days of information that you will want to share with everyone in your office. Our registration fee of \$119.00 is a bargain for this two-day event. I hope to see you at this year's Big "1" Convention September 15th and 16th. It looks to be an exciting and rewarding experience for all.

Sincerely,

Steve Madsen
IIAI President



SCHEDULE AT A GLANCE

WEDNESDAY, SEPTEMBER 15, 2021

9:00 a.m. - Golf - **Legacy Golf Course** is an 18-Hole Championship Public Golf Course located in Norwalk, Iowa. See registration for more details.

12:30 p.m. - 1:00 p.m. - Lunch (grab & go, seminar attendees only)

1:00 p.m. - 4:00 p.m. - Workers' Compensation Seminar - **Bob Skow, CPCU, CAE**, - **3 Hours CECS** - Bob will discuss the latest changes in the workers' compensation world.

Dinner on your own

THURSDAY, SEPTEMBER 16, 2021

7:00 a.m. - 8:00 a.m. - Breakfast - Bishop A/B

8:15 a.m. - Annual Meeting & National Anthem - Bishop A/B - Members Only

8:30 a.m. - 11:45 a.m. - 10 Objectives Every Successful Agency Must Practice - **Kelly Donahue-Piro** - Agency Performance Partners - Bishop C

No need to recreate the wheel! In the 700 agencies we have worked with, Agency Performance Partners has been able to nail down 10 practices successful agencies practice consistently. The key to success is consistency in practicing these 10 objectives:

1. Routine work and development of agency culture
 2. Development of a forever recruiting strategy.
 3. Consistent agency meetings on site and off site
 4. Identification of agency leadership within all team members
 5. Detailed performance feedback
 6. Goal setting with incentive plans and clear goal tracking
 7. Relentless pursuit of maximizing agency technology.
 8. Constant training and development of people
 9. Investments in marketing and branding
 10. Clear identification of agency target markets
- Come to our session to see real world examples of how top growing agencies are implementing these strategies.

8:30 a.m. - 11:45 a.m. - How to Understand Commercial Property Underwriting & COPE - **Chris Boggs, CPCU, ARM, ALCM, LPCS, AAI, APA, CWCA, CRIS, AINS** - IIABA - **3 Hours CECS** - Skinner Ballroom

There is no "magic" to commercial property underwriting. The "magic" is in knowing how these four key elements direct the property underwriter's decision one, to extend coverage, and two, how to price the property. Join us as we detail all four parts of COPE: Construction, Occupancy, Protection and Exposure.

12:00 p.m. - Lunch - Bishop A/B
- President's Address
- Awards
- Swearing in of the Officers
- **Keynote Speaker** - Joseph Dittmer

GRAND PRIZE DRAWING
(will be drawn after keynote speaker)