

Young Agents On The Move

IIAV Young Agent Newsletter

August 2014



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Announcements

Atlantic Specialty Lines would like to introduce its newest team members:

Sarah Raine – Assistant Account Manager

Marianne Tucker – Assistant Account Manager

Carla Durante – Assistant Account Manager

Dear IIAV Young Agent,

We hope everyone has a wonderful Labor Day Weekend! Stay safe!



Property Damage: When is Recovering ACV the Only Option?

by Bill Wilson

An agent's insured has multiple rental properties. During a recent inspection, the insured found hail damage to a roof and reported the claim to his agent, but was not sure of the date the hail caused the damage.

[Read the full article here.](#)

Great Agency Websites

by Marty Agather

In this whitepaper, the author discusses the need for effective and dynamic agency website presence. He details, from a non-technical aspect, the major components of design, attracting visitors, and encouraging action. This whitepaper provides an overview of the skills required, and options available to independent agents as a part of their website development strategy.

[Read the full article here.](#)

Save the Date: Up & Coming Young Insurance Professional Panel

Interested in seeing who some of the up and coming insurance professionals are in the Greater Richmond area? Then you don't want to miss IIAV's Up and Coming Insurance Professional Panel, hosted by the Young Agents' Committee on November 20 from 3:30-5:00 pm at the VCU School of Business in Richmond, VA.

This panel includes:

- Ryan Andrew, The Andrew Agency
- Jason Angus, The Hilb Group

They would also like to congratulate **David Adcock** on his 15 years with the company.

If you have any announcements please email kpreisner@iav.com.

Monthly Quote

"Don't ask yourself what the world needs. Ask yourself what makes you come alive and then go do that. Because what the world needs is people who have come alive"

~Howard Thurman,
American Author & Civil Rights Leader

Upcoming Classes

- [View Upcoming Classes](#)
- [View All Classes](#)

Sign up for classes and events online at www.iav.com.

To register at member prices, you **MUST** enter your member ID and password. If you do not have this information, please call IAV at 804-747-9300.

Contact

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- Glen Harris, Markel/FirstComp
- Crystal Miller-Johnson, Associated Ins. System Services
- Drew Monroe, Prosper Insurance Group
- Denise Perlman, Markel/FirstComp
- Shane Powers, Imperial PFS
- Chris Rogerson, Hanover Insurance

There will be a social following the panel from 5:00-7:00 pm at Triple Crossing Brewery in Richmond.

It is \$10 to attend this event.

[Register Here!](#)

Please contact Kristina Preisner, kpreisner@iav.com or 804-747-9300 with any questions.

Have You Registered for the 2014 Young Agents' Conference?

The 2014 IAV Young Agents' Conference is getting closer. This year's event is taking place on October 9-10 in Virginia Beach at the Sheraton Virginia Beach. We are also celebrating our 10th Anniversary!

Here is what we have lined up for you:

THURSDAY, OCTOBER 9, 2014

9:00-9:30 - Registration

9:30-12:30 - Winning Google's Game: How to Increase Your Visibility in Search Results and Make More Sales, with Ryan Hanley, Hanley Media Lab

12:30-1:15 - Lunch

1:30-3:30 - Cyber Liability Educational Seminar, with Sharon Koches, CPCU, RPLU, AAI, AU, ITP, IIANC (CE Pending)

4:30-6:30 - Trade Show

6:45-8:00 - Networking Dinner

8:00-10:00 - Beach Party with live music from Red Stapler Band

FRIDAY, OCTOBER 10, 2014

9:00-10:00 - Breakfast

10:00-12:00 - Common Mistakes Found During Agent Investigations, with Mike Beavers, SCC (2 VA L&R)

Hotel Information:

Hotel reservations should be made separately by calling Sheraton Oceanfront at 757-425-9000. The group name is IIAV Young Agents Conference. There is a special room rate of \$109/room available till September 17, 2014.

[View more information here.](#)

Thank you to our sponsors:

- **Platinum:** AmTrust; Progressive
- **Gold:** Amerisafe; Berkley Mid-Atlantic Group; First Atlantic Restoration; Liberty Mutual; and Markel/FirstComp
- **Silver:** Alfa Insurance; Commonwealth Underwriters; Jackson Sumner & Associates; Johnson & Johnson; Keystone; Loudoun Mutual; and Penn National
- **Bronze:** Bailey Special Risks; Central Insurance; Imperial PFS; and Stonewood

To find out more about this event or become a sponsor please contact Kristina Preisner at kpreisner@iiv.com.

Virginia Goes “Live” with Trusted Choice CAP Quoting

Virginia has now been added to the many other states in the Trusted Choice Project CAP Marketing program enabling consumers to actually seek and receive auto and/or homeowners quotes and select an IIAV member agency with whom to do business.

Currently, many carriers are already "up and running" with this online quoting set up including Central Mutual, State Auto, Safeco, MSA, Selective, Travelers and Mercury. Others are nearly ready and should soon be on board, including Alfa, Stillwater, Grange, and Maine Mutual.

To see what the consumer may access, visit www.trustedchoice.com. The consumer may opt to go forward with a request for a quote or the consumer may seek to FIND AN AGENT. If you view the FIND AN AGENT option using the ZIP CODE as a locator, you'll quickly notice some IIAV member agencies show up more boldly than others with logos and preferred positioning. These agencies have already enrolled to receive the leads for the nominal monthly fee.

If you'd like for your agency to begin receiving leads from consumers actually seeking quotes and to buy coverage please visit www.projectcapmarketing.com. You may enroll in this lead-receiving program for a nominal monthly fee as mentioned.

IIAV will continue to share with you state agency participation information including the number of online inquiries, number of generated leads, and other important marketing data.

Hope to See You at The Upcoming Regional Socials

We had 50 people join us for the Richmond Social on August 14.

[View the photos here!](#)

We hope you can make the social in your area. Each social will take place from 5:00-7:00 p.m.

- [September 18 – Tidewater Networking Social](#) at The Yard House in Virginia Beach
- [October 23 - Roanoke Networking Social](#) at Parkway Brewing Company in Salem
- [November 13 – Northern Virginia Networking Social](#) at Dogfish Head Alehouse in Fairfax

Please register ahead of time for these free events so we know how many people will be attending.

To find out more about these events or to get more involved with the Young Agents' group, please contact Kristina Preisner at kpreisner@iav.com.

Agribusiness Conference Rolls into Richmond in September

The Emmett J Vaughan Agribusiness Conference is coming to Richmond, VA, on September 8-9, 2014.

The Agribusiness Conference is designed for insurance professionals who want specialized training in basic farm coverages to niche agribusiness risks. The conference is unique because it affords participants the opportunity to obtain insurance education on farm/agribusiness risks and to earn the AFIS (Agribusiness and Farm Insurance Specialist) designation.

Space is limited and only a few spots remain.

Please invite a colleague, or forward this e-mail if you cannot attend.

[View more details and register here.](#)

Thank you for supporting this Conference, and we hope to see you in Richmond!