



Young
AGENTS

ON THE MOVE

YOUNG AGENTS'
Newsletter

October 30 , 2015 - In This Issue:

Succeeding Through Tech

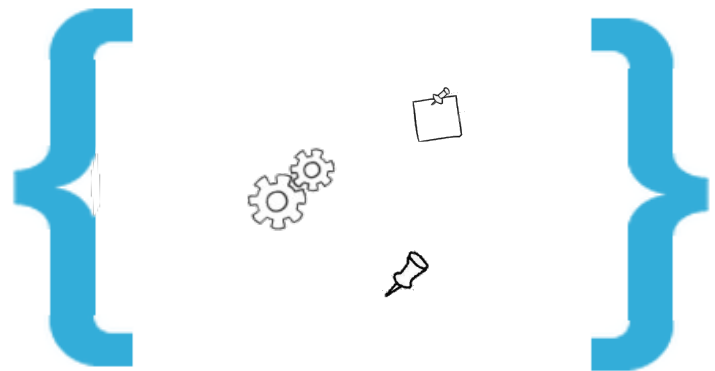
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Sign up for classes and events
online at www.iiav.com

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

IIAV October Young Agents' Newsletter:

*How Independent Agents Can Succeed
Through Tech*

How Independent Agents Can Succeed Through Tech

by Jacquelyn Connelly

"If I want to pick up the phone and call you, you have to be able to answer my call. If I want to meet with you, you have to be able to provide that in-person experience. If I want to gain access to my auto ID card

Contact

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Quote of the Month

"So, if you feel a smile begin, don't leave it undetected, let's start an epidemic quick, and get the world infected!"

~ *Russell H. Conwell,*

*American Baptist minister, orator,
philanthropist, lawyer, and writer*

Announcements

Congratulations to Ryan Atkinson, Atkinson Insurance Agency, and his wife Kaitlin on the birth of their second child, Sydney Jane Atkinson, on October 8th.

on my mobile phone when I'm pulled over, you have to be able to accommodate that too."

Welcome to the mindset of today's consumer, says Reid French, CEO of Applied Systems. The buzzword that best illustrates the insurance experience they want in a digital age? "Omni-channel"-and French says there's nothing standing in the way of agents responding in kind.

[READ FULL ARTICLE HERE](#)

Autonomous Cars: Is the Industry Ready?

by *Katie Butler*

Who will be rated: computer or human drivers? What will fewer cars on the road mean for carriers? And how will young agents guide the industry through the transformation that autonomous cars will bring to personal auto?

Those were some of the questions participants pondered during the Technology Tomorrow Land panel at last week's Big "I" Fall Leadership Conference in New Orleans. The panel explored autonomous cars, cyber security, drones and favorite tech gadgets, among other topics.

Panelists included David Walker, Big "I" immediate past chairman; Jason Gross, senior consultant, Nationwide; Jonathan Kolbo, product manager, EZLynx; and Dale Steinke, digital marketing manager, Safeco Bricks & Clicks program. Two members of the national Young Agents committee-Doug Fairbanks of Hartland Insurance in Hartland, Michigan and Joe Hamilton of the Hal Rakowski Insurance Agency in Lakeside, California-moderated the discussion.

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



[READ FULL ARTICLE](#)

5 Ways to be "Visually" Different than the Agency Down the Street

by *Jeff Teschke*

Insurance is like electricity. Or water. Or any other commodity.

At least that's what most "non-insurance" people think, right?

Of course, we know this isn't true and that one size policy doesn't fit all. But, as independent insurance agencies, is it even possible to break through the "save 15%" noise to get others outside the industry to see it like we do?

I think so.

[READ FULL ARTICLE](#)

ACSR Scholarships Up for Grabs

Jackson, Sumner, & Associates has teamed up with VAIA-IIAV to offer 5 ACSR individual class scholarships.

The Accredited Customer Service Representative (ACSR) is a nationally recognized designation program and a respected credential within the insurance industry. It is designed to improve the customer service and technical skills of your insurance staff.



This Scholarship covers the cost of (1) ACSR Designation classroom or webinar course for an employee of a member agency of the Independent Insurance Agents of Virginia. To be considered for this scholarship, the licensed agent must complete the application requirements below and return by **November 5, 2015**.

Scholarship recipients will be notified the last week of November. If awarded a scholarship, it must be used within 12 months of the date awarded.

[CLICK HERE TO APPLY](#)

[PRINT APPLICATION](#)

For more information you can email Kristina Preisner, kpreisner@iav.com

Virginia Association of Insurance Agents is a 501 (c)3 non-profit education foundation. The mission of VAIA is to provide insurance education and training programs to facilitate insurance literacy and an awareness of career opportunities.

[Here is What You Missed at IIAV's Young Agents Conference](#)



The Independent Insurance Agents of Virginia held its annual Young Agents' Conference on October 8-9, 2015 at the Omni Hotel in Richmond, Virginia.

The conference kicked off with an interactive E&O Mock Trial presented by Richard Lund, Vice President of Corporate Solutions, Westport Insurance Corp. and Doug Palais, Esq., J.D., Vandeventer Black LLP. The afternoon session, "Stand Out: How to Attract the Modern Insurance Consumer", was led by Ryan Hanley, Digital Marketing Lead, TrustedChoice.com.

After the educational sessions, conference attendees got to network with over 25 different vendors at the trade show. The Agency & Company Dinner followed, where the 2015 IIAV Young Agent of the Year award was presented to Eric Smith, MBA, Lindsey Business Group, Centreville, VA and the 2015 IIAV Young Agents' Company Person of the Year was presented to Allison Shumate, Markel, Richmond, VA.

Save the date for next year's conference taking place October 7-8, 2016 in Virginia Beach.

Thank You to Our 2015 Sponsors:

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[VIEW EVENT PHOTOS](#)

IIAV Holiday Social Registration Now Open

Come celebrate the holidays with IIAV on December
3 from 5:30-7:30 pm. This event is hosted by the IIAV
Young Agents' Committee as a way to celebrate the
holiday season and to show gratitude to the
companies who have partnered with them on events

throughout the year.

The social is open to all IIAV members and their guests. There will be appetizers, tasty beverages, music and lots of fun. Friends and family are encouraged to attend. It is \$10 pp to attend.

This year we are collecting unwrapped children's gifts for Trevor's Treasures.

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