

Out of the Gate

October 24-26, 2021

Marriott Virginia Beach Oceanfront

IIAV CONVENTION & TRADESHOW
REGISTER HERE





Out of the Gate

IIAV CONVENTION & TRADESHOW

KEYNOTE



Meridith Elliott Powell

This program is specifically designed to meet the needs of independent agents, no matter your role, organization, or experience level. All members of the agency team as well as those on the company side will walk away with more knowledge and insight than we can possibly say.

CONVENTION AGENDA

SUNDAY, OCTOBER 24, 2021

8:00pm - 10:00pm **Welcome Reception**

MONDAY, OCTOBER 25, 2021

8:00am - 9:30am **First Time Attendee Breakfast**

8:00am - 9:30am **Breakfast available**

9:30am - 11:00am **KEYNOTE: Change Redefined: Strategies to Turn Uncertainty into Competitive Advantage** (see description to the left)
Meridith Elliott Powell, Business Growth Expert

11:15am - 12:00pm **Emerging Technology Trends for the Modern Agency**
Jeff Kite, President & Founder, Kite Technology

Mr. Kite's session will start with a brief review of current Cyber events, and a look at how they actually occurred. What did a person do or NOT do. Following that, he will cover specific action steps you can take to be more secure and reduce the possibility of becoming a victim. Terms like SSO, MFA, VPN and others will be explained using easy-to-understand analogies.

12:15pm - 1:30pm **Lunch with Commissioner Scott White – The State of the Industry**
(1 hr. Ethics CE)

IIAV is pleased to welcome back Virginia Commissioner of Insurance, Scott A. White. Over lunch, Commissioner White will share with us his perspective on the state of the insurance industry in Virginia. He will also share his vision for the coming year as well as what he believes are the greatest challenges currently facing Virginia's insurance profession.

1:30pm - 3:00pm **Free Time**

Post-Time: 3:00pm **Trade Show - "A Day at the Races"**
Finish-Line: 6:00pm

6:00pm **Enjoy a night on the town**

CHANGE REDEFINED: STRATEGIES TO TURN UNCERTAINTY INTO COMPETITIVE ADVANTAGE

Competitive, challenging and constantly shifting - that is today's marketplace! To grow and compete you need a new set of strategies a new approach. You need to see the big picture. Understand external trends. Implement strategy with one-hand tied behind your back.

Success belongs to the professional who is ready to buck the status quo. One who sees change as opportunity rather than a threat. The professional who can balance razor like focus with the flexibility to leverage uncertainty. It's time - Courageously ask the hard questions. Increase your agility. Redefine then claim your position in the marketplace.

This high-powered keynote will cover:

- The innovative secrets to thriving in uncertainty
- Powerful strategies to anticipate change and create opportunity
- Cutting-edge tactics to increase your value in the marketplace
- Proven strategies for accelerating growth and gaining competitive advantage
- Vigorous plan for flawless execution



Register at www.iiav.com/acinfo



CONTENT LEADERS



DEPUTY COMMISSIONER MIKE BEAVERS



RON BERG



LORRAINE D'ANGELO



JEFF KITE



STEVE ROBINSON



DAVE TRALKA



COMMISSIONER SCOTT WHITE

TUESDAY, OCTOBER 26, 2021

8:00am - 9:30am **Breakfast available**

9:30am - 10:30am **KEYNOTE: The Cyber Liability Insurance Market**

Steve Robinson, Area President, and National Cyber Practice Leader, Risk Placement Services

Mr. Robinson will provide an overview of the state of the cyber insurance market, including the impact ransomware events have had on underwriting, pricing, and capacity. He will also discuss some of the information security acronyms independent agents should understand as they help their insureds navigate this constantly changing landscape.

10:30am - 11:30am **Key Considerations of Agency Perpetuation and Acquisition**

Dave Tralka, President and Chief Executive Officer, InsurBanc, a division of Connecticut Community Bank, N.A.®

Come explore the current state of the M&A market. Agency owners and principals will learn the key components of financially planning and preparing for a perpetuation or acquisition and financing options. Agency owners will gain a better understanding of the value of their agency and the options to enhance the value of their businesses.

12:00pm - 1:30pm **The Virginia Workers' Compensation**

Commission-Who Ya Gonna Call? (1 hr. Ethics CE)

Lorraine D'Angelo, Ombudsman, Virginia Workers' Compensation Commission

Over lunch meet Lorraine (Lori) D'Angelo, the newly appointed Ombudsman at the Virginia Workers' Compensation Commission. The Ombudsman position was created by the Virginia General Assembly at their 2020 session (Delegate Kilgore, HB1558). Ms. D'Angelo will discuss the purpose of the position and how it will help the citizens of Virginia, including insurance agents, better navigate what can be a very confusing workers' compensation system. In addition to the discussion, there will be an opportunity for questions and answers.

2:00pm - 3:00pm **BREAKOUT SESSIONS (Choose one)**

A Regulator's Perspective (1 hr. Ethics CE)

Mike Beavers, Deputy Commissioner of Agency Regulation, Virginia Bureau of Insurance

Mr. Beavers will present a different view from inside the agency. The vast majority of agents work hard to serve their clients, build their business, and follow the rules. What about the "other guys?" The ones who take shortcuts, ignore the rules, cause problems not only for their customers but their companies as well? In addition, he will discuss some of the major violations the bureau sees, sprinkle in a number of case examples, and very briefly touch on some of the recent changes to licensing, cyber, and other pertinent issues.

Cyber Hygiene for Independent Insurance Agents (1 hr. OGI CE)

Ron Berg, Executive Director - Agents Council for Technology, IIABA

Mr. Berg will discuss how and why cybercriminals target businesses, including independent insurance agents, the cyber regulatory environment (including the new Virginia Cyber Security Law), and the various resources and methods independent agents can use to deal with all of the opportunities that the "cyber world" presents.

3:00pm - 6:30pm **Free Time**

6:30pm - 7:30pm **Reception**

7:30pm - 11:00pm **Awards Dinner & Entertainment**



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IIAV CONVENTION & TRADESHOW

REGISTRATION

Full registration includes the following. À la carte registration is also available.

- All educational sessions
- Three receptions
- Breakfast & Lunch on Monday and Tuesday
- Dinner and entertainment on Tuesday
- Resource & Solution Center admission

To receive the discounted rate, register and pay by Sept. 24 using the registration form or online at:

IIAV.COM/ACINFO

Mail registration to:
Independent Insurance Agents of VA
8600 Mayland Drive
Richmond, VA 23294

ACCOMMODATIONS

Marriott Virginia Beach Oceanfront
4201 Atlantic Avenue, Virginia Beach, Virginia 23451

This brand new property is at the very north end of the Virginia Beach Boardwalk, just down the hill from the historic Cavalier Hotel. The Marriott has exceptional amenities including indoor/outdoor swimming pools, a large 24-hour fitness center, and 305 guest rooms and suites all with sweeping ocean views. Deadline for room reservations is Friday, Oct. 1, 2021. After this deadline, rooms are available on a space and rate available basis. Reservations may be made online at iiv.com/ACinfo or by phone at (757) 937-4200. Please identify yourself as a member of the IIAV 2021 Convention in order to receive the block rate. Rates are \$179 - \$199, Wednesday through Saturday, October 20 - 30, 2021.

RECREATION

Visit Virginia Beach visitvirginiabeach.com

With endless possibilities at every twist and turn, Virginia Beach is a truly wonderful destination. Let the cool sand squish between your toes and the roar of the surf drown out all other thoughts, this is where your mind will relax and the excitement of the 2021 IIAV Annual Convention & Tradeshow will reenergize you!

DRESS CODE

Be comfortable! All convention sessions are casual. *Some restaurants may have a special dress code, please inquire when making reservations.* Friday Reception & Entertainment is business casual.

SPECIAL EVENTS

The Welcome Reception is on Sunday evening. The Tradeshow is Monday, with exhibitors, prizes for many agent participants plus, IIAV will award a trade show "grand prize" to one lucky winner who can demonstrate a fully subscribed "Passport!" To close out the convention, enjoy a reception, dinner and entertainment!

CROWD RELEASE

By registering to attend and by your presence, you consent to be photographed, filmed, and/or otherwise recorded. Your registration constitutes your consent to such photography, filming, and/or recording and to any use, in any and all media throughout the universe in perpetuity, of your appearance, voice, and name for any purpose whatsoever in connection with this IIAV event.

CONVENTION SPONSORS

(as of June 15, 2021)



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We are the unrelenting advocates of independent insurance agents in Virginia – quality education, information, resources, legislative advocacy, and agency protection.

Independent Insurance Agents of Virginia
8600 Mayland Drive, Richmond, VA 23294
(804) 747-9300 or (800) 288-4428 | iiv.com

WHY ATTEND?

"The 2019 IIAV Convention was such a great experience for our agency! As a new IIAV member, we loved networking with other independent agents, meeting representatives that we have done business with over the years, and making new connections with new companies and vendors was very exciting! As a new independent agent, coming from a direct writer background, we love being a part of this professional and supportive organization who is there to support us and help us grow in every step of our new path!"

Lynn Cary-Wheeler
Cary-Wheeler & Associates, Inc.

"The Trade Show is the reason our agency will be returning to the entire convention with multiple attendees.

We found the networking and youthful energy very engaging last year. We made some very good connections as well as reaffirming some current relationships with carriers and agents too. In addition to all this, it was fun!"

John W. Atkins, III, CIC,
Lewis Insurance Associates

"I've been attending the IIAV conventions for over 30 years. This is the event to attend for sharing new knowledge, opportunities, and strengthening business relationships! They are always fun, informative, and valued."

Ted Hoover, CIC
Leavitt Group

REGISTER HERE
ONLINE



A La Carte Registration

2021 IIAV CONVENTION & TRADESHOW
OCTOBER 24-26, 2021 | MARRIOTT VIRGINIA BEACH OCEANFRONT

REGISTER ONLINE **HERE** OR COMPLETE THIS FORM AND EMAIL, FAX, OR MAIL TO IIAV (SEE BOTTOM OF FORM)

ATTENDEE INFORMATION (please print)

Licensed agents must register as such in order to receive available CE credits.

Name _____ Designation(s) _____
 Badge Name _____ St. License # or NP # _____
 Position in Agency (circle one) Principal Producer Office Manager Account Manager
 Agency/Company Name _____
 Business Address _____
 City/State/Zip _____
 Office Phone _____ Cell Phone _____
 Email _____
 Spouse/Guest Badge Name (Not a licensed agent) _____
 Child's Badge Name (under 18) _____ *Meal options below
 Emergency Contact _____

PAYMENT

Check payable to IIAV
 MC VISA Discover AmEx
 CC# _____
 Exp. Date _____ Sec. Code _____
 Total \$ _____

 Billing Address

 City, State, Zip

 Name on Card

 Signature

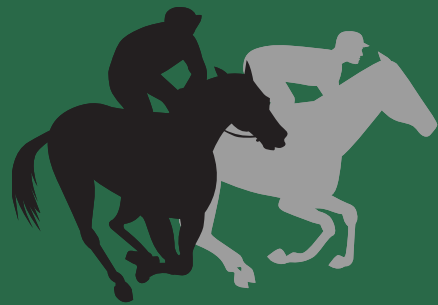
REGISTRATION (please check where appropriate)

	Member by 8/31	Member after 8/31	Non- Member by 8/31	Non- Member after 8/31	Quantity
Sunday, 8:00 pm WELCOME/NETWORK RECEPTION.....	<input type="checkbox"/> \$55	<input type="checkbox"/> \$65	<input type="checkbox"/> \$65	<input type="checkbox"/> \$75	_____
Monday, 8:00 am FIRST TIME ATTENDEE BREAKFAST.....	<input type="checkbox"/> \$30	<input type="checkbox"/> \$40	<input type="checkbox"/> \$40	<input type="checkbox"/> \$50	_____
Monday, 8:00 am BREAKFAST.....	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60	<input type="checkbox"/> \$60	<input type="checkbox"/> \$70	_____
Monday, 9:30 am KEYNOTE: Change Redefined: Strategies to Turn Uncertainty into Competitive Advantage.....	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60	<input type="checkbox"/> \$60	<input type="checkbox"/> \$70	_____
Monday, 11:15 am SESSION: Emerging Technology Trends for the Modern Agency.....	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60	<input type="checkbox"/> \$60	<input type="checkbox"/> \$70	_____
Monday, 12:15 pm Lunch with Commissioner Scott White (1 hr. OGI CE).....	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60	<input type="checkbox"/> \$60	<input type="checkbox"/> \$70	_____
Monday, 3:00 pm TRADESHOW: "A Day at the Races".....	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60	<input type="checkbox"/> \$60	<input type="checkbox"/> \$70	_____
Tuesday, 8:00 am BREAKFAST.....	<input type="checkbox"/> \$30	<input type="checkbox"/> \$40	<input type="checkbox"/> \$40	<input type="checkbox"/> \$50	_____
Tuesday, 9:30 am KEYNOTE: The Cyber Liability Insurance Market.....	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60	<input type="checkbox"/> \$60	<input type="checkbox"/> \$70	_____
Tuesday, 10:30 am SESSION: Key Considerations of Agency Perpetuation and Acquisition.....	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60	<input type="checkbox"/> \$60	<input type="checkbox"/> \$70	_____
Tuesday, 12:00 pm SESSION: The Virginia Workers' Compensation Commission-Who Ya Gonna Call? (1 hr. Ethics CE).....	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60	<input type="checkbox"/> \$60	<input type="checkbox"/> \$70	_____
Tuesday, 2:00 pm SESSION: A Regulator's Perspective (1 hr. Ethics CE).....	<input type="checkbox"/> \$50	<input type="checkbox"/> \$50	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60	_____
Tuesday, 2:00 pm SESSION: Cyber Hygiene for Independent Insurance Agents (1 hr. OGI CE).....	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60	<input type="checkbox"/> \$60	<input type="checkbox"/> \$70	_____
Tuesday, 6:30 pm RECEPTION.....	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60	<input type="checkbox"/> \$60	<input type="checkbox"/> \$70	_____
Tuesday, 7:30 pm AWARDS DINNER & ENTERTAINMENT.....	<input type="checkbox"/> \$80	<input type="checkbox"/> \$90	<input type="checkbox"/> \$90	<input type="checkbox"/> \$100	_____

REGISTER HERE or Mail registration form with payment to
 IIAV, 8600 Mayland Drive, Richmond, VA 23294

Email registration to TChester@iiaav.com or fax to (804) 747-6557

Cancellation Policy: No refunds made after Friday, September 24 however, substitutions are accepted at any time.
 Refunds for cancellations made prior to September 24 will be charged a \$25 processing fee. No refunds issued for no-shows.



Full Registration

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Badge Name _____ St. License # or NP # _____

Position in Agency (circle one) Principal Producer Office Manager Account Manager

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Business Address _____

City/State/Zip _____

Office Phone _____ Cell Phone _____

Email _____

Spouse/Guest Badge Name (Not a licensed agent) _____

Child's Badge Name (under 18) _____ *Meal options below

Emergency Contact _____

PAYMENT

Check payable to IIAV

MC VISA Discover AmEx

CC# _____

Exp. Date _____ Sec. Code _____

Total \$ _____

_____ Billing Address

_____ City, State, Zip

_____ Name on Card

_____ Signature

REGISTRATION (please check where appropriate)

	Member by 8/31	Member after 8/31	Non- Member after 8/31	Non- Member by 8/31	Quantity
Full Registration (Agent, Company or Exhibitor)	\$295	\$370	\$395	\$470	_____
Spouse/Guest (Not a Licensed Agent)	\$150	\$225	\$175	\$250	_____
Young Agent (Under age 41)	\$195	\$270	\$210	\$300	_____
First Time Agent Attendee	\$195	\$270	\$210	\$300	_____
Additional Attendees with same Agency/Company/Exhibitor	\$195	\$270	\$210	\$300	_____
*CHILDREN (under 18) additional each for meals	\$60 Adult Meals Qty _____		\$40 Child Meals Qty _____		_____

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to Turn Uncertainty into Competitive Advantage

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Tuesday, 2:00 pm SESSION: A Regulator's Perspective How many attending? _____
(1 hr. Ethics CE)

Tuesday, 2:00 pm SESSION: Cyber Hygiene for Independent How many attending? _____
Insurance Agents (1 hr. OGI CE)

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