



CELEBRATING INDUSTRY HEROES

IIAV Conference & Exposition



I'm attending the IIAV Conventory/Exhibition because I want to: *Love & Earn money!*

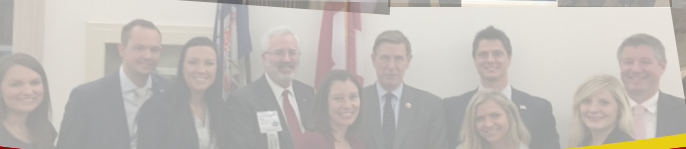
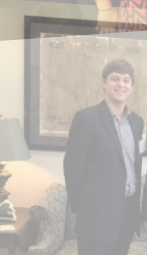


I'm attending the IIAV Conventory/Exhibition because I want to: *Just want to enjoy the fun of the conference!*

CELEBRATING INDUSTRY HEROES



I'm attending the IIAV Conventory/Exhibition because I want to: *Be around those I truly appreciate!*



June 27-30, 2018
Hilton Virginia Beach Oceanfront



Join us in Celebrating Industry Heroes. Yes, we mean YOU!

June 27–June 30, 2018
Hilton Virginia Beach Oceanfront

ALL agency and company personnel, as well as **first-time attendees**, are most welcome. This event is beneficial to all agencies – captive or independent. All employees are encouraged to attend including principals, producers, and account managers.

Keynote

The Hero Effect— Being Your Best When It Matters Most!



Kevin Brown

In a fresh and entertaining style, Kevin shares ideas, strategies, and principles that will inspire and equip participants to show up every day and make a positive difference. At the heart of Kevin's message is a simple, yet powerful philosophy for life that drives every thought, every action, and ultimately every result we achieve both personally and professionally. Your team will be motivated to reach beyond what is required and do something remarkable!

This program is designed to help participants:

- Achieve greater results by eliminating the “ordinary” and mastering the habit of excellence.
- Own the moments that matter by owning your attitude, actions, and results.
- Create meaningful relationships and deliver an extraordinary experience for every “customer” at work and at home.

Conference Agenda

Wednesday, June 27, 2018

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

Thursday, June 28, 2018

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

9:30-10:30 am **Keynote**

The Hero Effect—Being Your Best When It Matters Most! (see description to the left)
Kevin Brown, *Professional Speaker, Kevin Brown Enterprises, LLC*

10:45-12:00 pm **Session**

Implementing The Hero Effect Into Your Agency/Company [1 OGI, #217276]

Jim Roman, *President, Association Leadership Institute*

In an industry that is plagued with stereotypes and increasing customer demands, it can be hard to show up every day to make a positive difference. Perhaps you started your career to “help people,” but you have gotten caught up in the problems and challenges connected to “helping people,” and have lost your motivation.

This highly interactive presentation, while utilizing Jim's no-nonsense approach, will leave you re-energized to make a difference in your industry. He will give you actionable steps that can be easily implemented into your business, while giving you clarity into what matters most.

During this presentation, you will be given steps to:

- Reignite your purpose and passion and learn how to put your “why” to work.
- Align your actions with your values to deliver exceptional service.
- Be a game changer in your industry to make an impact.

12:30-2:00 pm

Session with Lunch

State of the Industry followed by a panel discussion [1 OGI, #217275]

Panelists

- **Charles Symington**, *Senior Vice President, External & Government Affairs, IIBA*
- **Douglas B. Megill**, *Chairman, IIAV*
- **Robert N. Bradshaw, Jr.**, *MAM, President & CEO, IIAV*
- **Adam Winfree**, *Young Agent Chair, IIAV*

Get an update on what's happening in Washington from one of the nation's most effective lobbyists, Charles Symington. You'll get a “behind the scenes” look at the fast moving, and sometimes chaotic, events in our nation's capital. Following that, participate in a Big I overview and town hall meeting of the state association. Panelists will discuss the association's goals and objectives. Help chart the future of our 120 year old association.

2:00-3:00 pm

Reconnect with home/office

3:00-6:30 pm

Tradeshow: Your Resource & Solution Center

- Contest for booth with best “hero” theme
- Contest for child with best “hero” costume
- Super Power Reception

6:30 pm

Company dinners or on your own

Friday, June 29, 2018

9:00-10:30 am

Breakfast

Meet the Virginia Commissioner of Insurance [1 OGI, #217272]

IIAV is pleased to host new Virginia Commissioner of Insurance, **Scott A. White**. Join us for breakfast for a chance to get to know him, to hear his vision as he moves forward in his new role, and to find out what is currently facing Virginia's insurance profession.

10:45-12:00 pm

Session

Hiring Heroes and Keeping Them

Joel D. Cavaness, CPCU, ARM, *President, Risk Placement Services, Inc.* "I want to grow up and be an insurance agent!" isn't a phrase you'll hear very often. Finding the next generation of talent is a serious challenge facing our profession; and once hired, how do we keep the younger members of our team engaged? Sometimes it's a matter of perspective and expectations; in this session, we'll explore the differences in both. Attendees will leave with strategies to align expectations on both sides, improving the ability to attract and keep young professionals on track, allowing your organization to continue to grow and thrive.

12:15-2:15 pm

Concurrent Sessions with Lunch (choose one)

Certificates and Other Crap That'll Cost You [2 P&C, #217273]

Christopher J. Boggs, CPCU, ARM, ALCM, LPCS, AAI, APA, CWCA, CRIS, AINS, *Executive Director, Virtual University, IIABA*
Joseph L. Hudgins, CPCU, *Technical Consultant, IIAV*

Without using hyperbole, thousands of certificates of insurance (COIs) are issued every day, and again without hyperbole, most of them are issued improperly. In fact, your agency may have issued an improper certificate as recently as this morning.

What is it about COIs that can get an agency in trouble? If there were just one or two things, it would make your job a whole lot easier, but in reality, there are many different ways a COI can get you in trouble. A "simple" COI is a potentially dangerous weapon that can be used against your agency.

Dig into the possible dangers of COIs and answers questions such as:

- What is the problem with issuing a COI with no holder?
- Should the COI include all the requested Additional Insureds?
- What wording should NEVER be used on a COI?

Lions & Tigers & Websites, Oh My! [2 P&C, #217274]

Douglas M. Palais, Esq., J.D., *Vandeventer Black, LLP*

Websites are the face of your company and indispensable to its success. However, the legal pitfalls associated with operating one are numerous as ever, and missteps can be costly. This course introduces participants to some of these pitfalls and how they can be identified and avoided. Objectives include:

- Identifying advertising language that may create legal obligations.
- Recognizing potential security risks and how to obtain help mitigating them.
- Understanding statutory and regulatory requirements of running a website in the insurance industry.

2:00-4:00 pm

Fun and Games on the Beach

6:30 pm

Reception/Dinner & Entertainment

by The Janitors

Saturday, June 30, 2018

8:30-9:30 am

Collaborate & Connect Continental Breakfast

Connect one last time and say farewell to your new and old friends over a quick bite before you hit the road.

Content Heroes



Christopher
Boggs



Robert
Bradshaw



Joel
Cavaness



Joseph
Hudgins



Douglas
Megill



Douglas
Palais



Jim
Roman



Charles
Symington



Scott
White



Adam
Winfree

7 Total Hours of CE
Offered During
The Conference!

Registration

Full registration includes

- All educational sessions
- Three receptions
- Breakfast on Thursday, Friday, and Saturday
- Dinner and entertainment on Friday
- Resource & Solution Center admission

À la carte registration is also available.

To receive the discounted rate, register and pay by May 1 using the enclosed registration form or online at iiav.com/2018AC.
Mail registration to IIAV, 8600 Mayland Drive, Richmond, VA 23294.

Accommodations

Hilton Virginia Beach Oceanfront, 3001 Atlantic Avenue, Virginia Beach, VA 23451

Cool off in the Hilton Virginia Beach Oceanfront's rooftop zero-edge pool or take a dip in the Atlantic Ocean. With a Superior Room renovation currently in progress you will be one of the first to experience a totally refreshed venue.

Reservations

Deadline for room reservations is Tuesday, June 5, 2018. After this deadline, rooms are available on a space and rate available basis. Reservations may be made online iiav.com/2018AC or by phone at (757) 213-3000. Group code is IIA. Rates are \$214-\$254 per night, Wednesday through Friday, June 27-29, 2018.

Recreation

Visit Virginia Beach visitvirginiabeach.com

Wake up early to spectacular panoramic views because you want to be the first to welcome the sun to earth. The roar of the surf echoes around you drowning out all other thoughts in your mind. Letting the sand squish between your toes and the cool waters wash it away as your skin becomes sun-kissed, this is where your mind will relax and the excitement of the 2018 IIAV Annual Conference & Exposition will begin. With endless possibilities at every twist and turn, Virginia Beach is a truly wonderful destination immersing yourself in every experience you set out to capture. A collection of moments are in store and like the magical touch of King Neptune you are transformed - Live the Life at Virginia Beach.

Dress Code

Be comfortable! All convention sessions are casual. Some restaurants may have a special dress code; please inquire when making reservations. Friday Reception/Dinner & Entertainment by The Janitors is business casual.

Special Events

Welcome Reception on Wednesday evening. Resource & Solution Center (formerly the tradeshow), Thursday, with contests for the booth with the best "hero" theme and the child with the best "hero" costume.

To close out the convention, enjoy music from The Janitors after the Friday Reception/Dinner.



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 | iiav.com

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& Exhibitor
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are Available**

Contact the
event manager at
acinfo@iiav.com



2018 IIAV Conference & Exposition

June 27-30, 2018 | Hilton Virginia Beach Oceanfront

FULL REGISTRATION

Register online at iiav.com/2018ac or complete this form and email, fax, or mail to IIAV (see bottom of form).

ATTENDEE INFORMATION (please print)

Name _____ Designation(s) _____
 Badge Name _____ St. License # or NP # _____
 Position in Agency (check one) Principal Producer Office Manager CSR
 Agency/Company Name _____
 Business Address _____
 City/State/Zip _____
 Office Phone _____ Cell Phone _____
 Email _____
 Spouse/Guest Badge Name _____
 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 5/1	Member after 5/1	Non-Member by 5/1	Non-Member after 5/1	Quantity
Full Registration (Agent, Company or Exhibitor)	<input type="checkbox"/> \$295	<input type="checkbox"/> \$370	<input type="checkbox"/> \$395	<input type="checkbox"/> \$470	_____
Spouse/Guest (Not a Licensed Agent)	<input type="checkbox"/> \$150	<input type="checkbox"/> \$225	<input type="checkbox"/> \$175	<input type="checkbox"/> \$250	_____
Young Agent (Under age 41)	<input type="checkbox"/> \$195	<input type="checkbox"/> \$270	<input type="checkbox"/> \$210	<input type="checkbox"/> \$300	_____
First Time Agent Attendee	<input type="checkbox"/> \$195	<input type="checkbox"/> \$270	<input type="checkbox"/> \$210	<input type="checkbox"/> \$300	_____
Additional Attendees with same Agency/Company/Exhibitor	<input type="checkbox"/> \$195	<input type="checkbox"/> \$270	<input type="checkbox"/> \$210	<input type="checkbox"/> \$300	_____

*CHILDREN (under 18) additional each for meals \$60 Adult Meals Qty _____ \$40 Child Meals Qty _____

Wednesday, 8:00 pm Welcome/Dessert/Network Reception How many attending? _____
 Thursday, 8:30 am Breakfast/Keynote: The Hero Effect—Being Your Best When It Matters Most How many attending? _____
 Thursday, 10:45 am ★ Session: Implementing The Hero Effect Into Your Agency/Company How many attending? _____
 Thursday, 12:30 pm ★ Session with Lunch: State of the Industry followed by a panel discussion How many attending? _____
 Thursday, 3:00 pm Resource & Solution Center (tradeshow with hors d'oeuvres and beverages) How many attending? _____
 Friday, 9:00 am ★ Breakfast with Scott White, Virginia Commissioner of Insurance How many attending? _____
 Friday, 10:45 am Session: Hiring Heroes and Keeping Them How many attending? _____
 Friday, 12:15 pm Concurrent Sessions with Lunch (choose one)
 ★ Certificates and Other Crap That'll Cost You How many attending? _____
 ★ Lions & Tigers & Websites, Oh My! How many attending? _____
 Friday, 2:00 pm Fun and Games on the Beach How many attending? _____
 Friday, 6:30 pm Reception/Dinner & Entertainment by The Janitors How many attending? _____
 Saturday, 8:30 am Collaborate & Connect Continental Breakfast How many attending? _____

★ CE Sessions

Mail registration form with payment to IIAV, 8600 Mayland Drive, Richmond, VA 23294
Email registration to Tchester@iiav.com or fax to (804) 747-6557.

Cancellation Policy: No refunds made after Friday, May 18, however, substitutions are accepted at any time.
 Refunds for cancellations made prior to May 18 will be charged a \$25 processing fee. No refunds issued for no-shows.



2018 IIAV Conference & Exposition

June 27–30, 2018 | Hilton Virginia Beach Oceanfront

À LA CARTE REGISTRATION

Register online at iiav.com/2018ac or complete this form and email, fax, or mail to IIAV (see bottom of form).

ATTENDEE INFORMATION *(please print)*

Name _____ Designation(s) _____
 Badge Name _____ St. License # or NP # _____
 Position in Agency *(check one)* Principal Producer Office Manager CSR
 Agency/Company Name _____
 Business Address _____
 City/State/Zip _____
 Office Phone _____ Cell Phone _____
 Email _____
 Spouse/Guest Badge Name _____
 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 5/1	Member after 5/1	Non-Member by 5/1	Non-Member after 5/1	Quantity
Wednesday, 8:00 pm Welcome/Dessert/Network Reception.....	<input type="checkbox"/> \$55	<input type="checkbox"/> \$65	<input type="checkbox"/> \$65	<input type="checkbox"/> \$75	_____
Thursday, 8:30 am Breakfast/Keynote: The Hero Effect— Being Your Best When It Matters Most	<input type="checkbox"/> \$60	<input type="checkbox"/> \$70	<input type="checkbox"/> \$70	<input type="checkbox"/> \$80	_____
Thursday, 10:45 am ★ Session: Implementing The Hero Effect Into Your Agency/Company	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60	<input type="checkbox"/> \$60	<input type="checkbox"/> \$70	_____
Thursday, 12:30 pm ★ Session with Lunch: State of the Industry followed by a panel discussion	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60	<input type="checkbox"/> \$60	<input type="checkbox"/> \$70	_____
Thursday, 3:00 pm Resource & Solution Center (tradeshow with hors d'oeuvres and beverages).....	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60	<input type="checkbox"/> \$60	<input type="checkbox"/> \$70	_____
Friday, 9:00 am ★ Breakfast with Scott White, Virginia Commissioner of Insurance	<input type="checkbox"/> \$30	<input type="checkbox"/> \$40	<input type="checkbox"/> \$40	<input type="checkbox"/> \$50	_____
Friday, 10:45 am Session: Hiring Heroes and Keeping Them	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60	<input type="checkbox"/> \$60	<input type="checkbox"/> \$70	_____
Friday, 12:15 pm Concurrent Sessions with Lunch <i>(choose one)</i> ★ Certificates and Other Crap That'll Cost You	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60	<input type="checkbox"/> \$60	<input type="checkbox"/> \$70	_____
★ Lions & Tigers & Websites, Oh My!	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60	<input type="checkbox"/> \$60	<input type="checkbox"/> \$70	_____
Friday, 2:00 pm Fun and Games on the Beach.....	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60	<input type="checkbox"/> \$60	<input type="checkbox"/> \$70	_____
Friday, 6:30 pm Reception/Dinner & Entertainment by The Janitors	<input type="checkbox"/> \$80	<input type="checkbox"/> \$90	<input type="checkbox"/> \$90	<input type="checkbox"/> \$100	_____
Saturday, 8:30 am Collaborate & Connect Continental Breakfast	<input type="checkbox"/> \$30	<input type="checkbox"/> \$40	<input type="checkbox"/> \$40	<input type="checkbox"/> \$50	_____

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