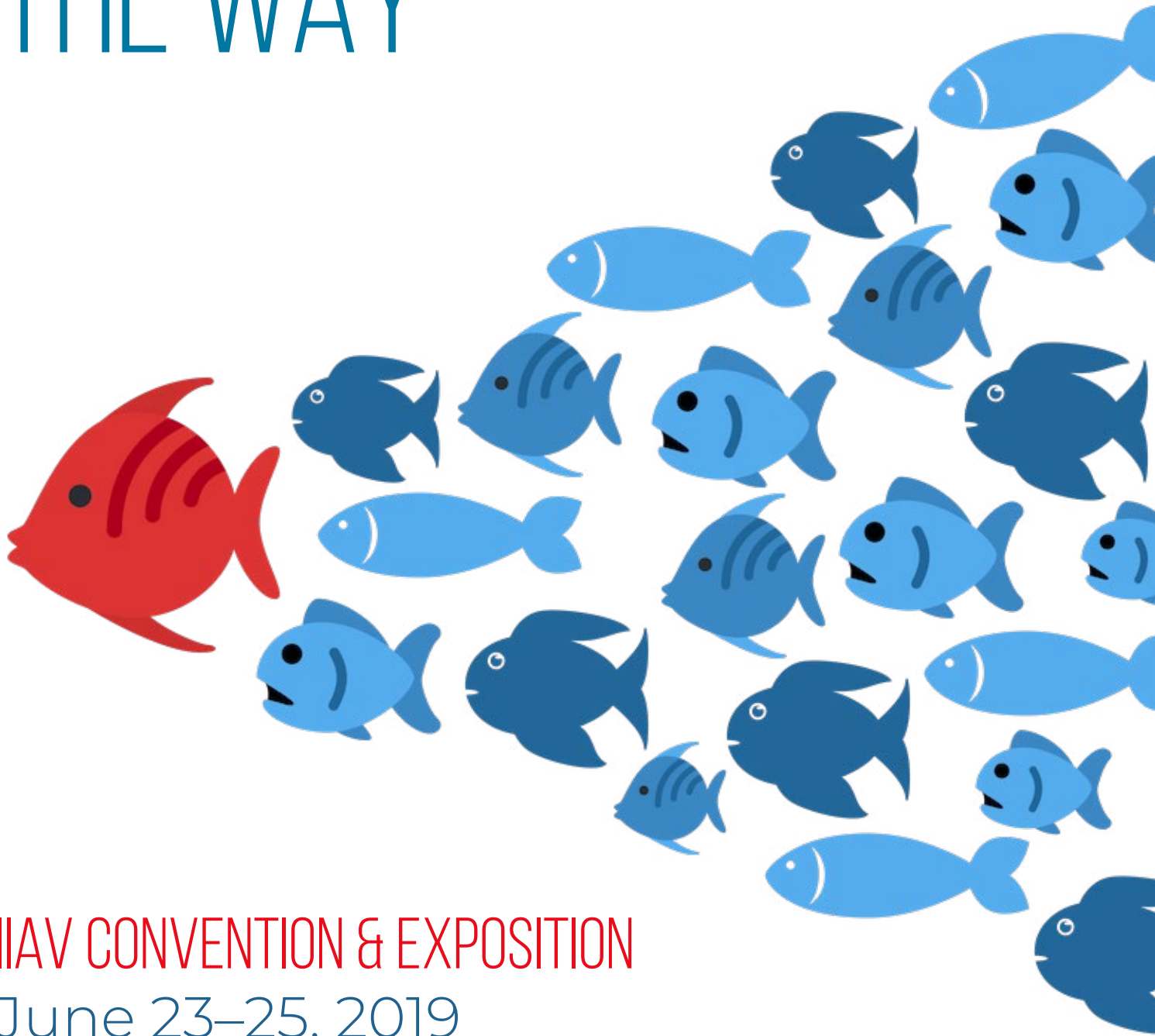


LEADING THE WAY



IIAV CONVENTION & EXPOSITION

June 23–25, 2019

Hilton Virginia Beach Oceanfront



LEADING THE WAY



KEYNOTE

CREATING CULTURES OF EXCELLENCE



DARREN WOODSON

ESPN Analyst, Former Dallas
Cowboy, Entrepreneur & Speaker

What are the cultural differences between mediocre teams and winning teams, whether they are in sports or business? In this speech, Darren Woodson (5-time Pro Bowl safety and 3-time NFL Super Bowl Champion with the Dallas Cowboys) describes what leaders must embrace in order to build a culture of excellence with their teams. Learn how to embrace change, competition, and confrontation within your organization.

Cultures of excellence embrace:

- (hard) change
- (honest) confrontation
- (healthy) competition
- and...individuals with (heartfelt) character

JOIN US!

This program is for you. We're bringing you content that is designed specifically to meet your needs, 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, JUNE 23, 2019

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

MONDAY, JUNE 24, 2019

8:00 am–6:00 pm **Registration Open**

8:00 am–8:45 am **Breakfast & First Time Attendee Reception/Orientation**

8:50 am **Sponsors Spotlight**

9:00 am–10:00 am **KEYNOTE: Creating Cultures of Excellence** (see description to the left)
Darren Woodson, *ESPN Analyst, Former Dallas Cowboy, Entrepreneur & Speaker*

10:15 am–11:15 am **Session: Creating a Millennial-Friendly Agency—Tips for Attracting and Retaining Generation Y Agents**

Claudia St. John, *SPHR, SHRM-SCP, President, Affinity HR Group, Inc.*

"Generation Y" or "Millennial" workers are now the largest generation in the workforce and occupy more than 20% of leadership positions. At the same time, they are becoming harder to attract and retain, particularly in a very tight labor market.

The good news is that there are things you can do to create a Millennial-friendly agency that require a minimal financial investment and that will maximize your ability to attract and retain Gen Y workers.

11:30 am–12:15 pm **Leadership 360**

Panelists

▶ **Zack Brandau**, *Executive Vice President, Core Assurance Partners*

▶ **Drew Monroe**, *Owner, Prosper Insurance Group*

▶ **Brittany Totty**, *CPCU, CIC, AAI, Vice President, Invincia Insurance—
A Towne Insurance Agency*

▶ **Benjamin G. Winters**, *CIC, Vice President, Winters-Oliver Agency*

A rapidly changing professional landscape requires leadership that can keep pace.

Traits such as innovation, creativity, vision, and agility are among the many needed to successfully navigate constant change. During this discussion, you'll hear from leaders who have put those skills to work with great success. They're leading the way in their own organizations, but also in our profession as a whole.

12:15 pm–2:00 pm **Fun on the Beach ~ Hospitality Tent Open**

3:00 pm–6:00 pm **Tradeshow: Your Resource & Solution Center**

6:00 pm **Company dinners or on your own**

TUESDAY, JUNE 25, 2019

8:00 am–6:00 pm **Registration Open**

8:00 am–8:45 am **Breakfast**

8:50 am **Sponsors Spotlight**

9:00 am–10:00 am **Session: The Five Secrets to An Unstoppable Memory**

Ron White, *Two-Time National Memory Champion*

Ron White is one of the top memory speakers in the world. He is a two-time USA Memory Champion and held the record for the fastest to memorize a deck of cards in the USA. He has appeared on Good Morning America, History Channel's Stan Lee's

Superhumans, National Geographic, Martha Stewart, Dr. Oz and more. His presentation will show you how to increase your performance and confidence by providing the techniques you need to develop a more powerful memory. As an author, speaker and business owner for over 25 years, Ron knows how to relate memory training to maximizing productivity and profits.

10:15-11:15 am

Session: The Sales Process—A Practical Approach

Bill Anderson

This session will be an introduction to a practical concept of building your book of commercial business. It is a simple 5 step process:

1. First we will work through the concept of being a specialist. Business owners want to work with an agent who knows their business. The only way an agent can do that is to narrow down their focus and become a specialist in a few types of businesses.
2. Next we will focus on using tools available to select a list of prospects.
3. Then we prioritize the businesses on the list so that there will be productive prospecting.
4. Then we must establish a marketing plan to reach the businesses chosen to reach.
5. The final step is the most difficult one—just do it.

A person can be taught steps 1-4. But, it takes grit and determination for step 5. Those who are highly successful do it over and over again. Join us on a discussion on steps 1-4 and what it takes for step 5.

11:30 am-12:30 pm

**Session: When Mitigating Risk Meets A Disaster—
What Are the Unintended Consequences?**

Suzanne Novak, Owner & President, ERUdyne

This session will share a new perspective on how to prepare for a disaster in your home, your workplace, and/or your community. How prepared should you be? What happens if you over-prepare? What happens when you avoid the tough discussions? In the dynamic world we live in, it is imperative that we do our best to manage chaos before it becomes a crisis so when something happens we are ready to respond and recover.

12:45-1:45 pm

Breakout Sessions

**Session: A Deeper Dive: When Mitigating Risk Meets
Disaster—A Case Study of Unintended Consequences**

Suzanne Novak, Owner & President, ERUdyne

This highly interactive session continues the discussion presented earlier with a focus on how the insurance agent can help yourself, your customers and your community. We will look at some major disasters in our Nation and discuss the impact insurance had on the recovery process. What impact did it have on a family trying to recover from an incident beyond their control.

Session: Cyber Exposure & Risk Mitigation

Candace Funsch, Production Underwriter, Evolve MGA

Travis Whitmill, Vice President, Evolve MGA

Can you survive a cyber-attack? This seminar is designed to teach you about the top two cyber claims with real-life claims examples, exposures, and the pre-risk management steps you can take to prevent a cyber incident. After this seminar, you will be able to effectively take proactive steps to ensure the safety of your agency in the event of a cyber-attack.

2:00-5:00 pm

Fun on the Beach ~ Hospitality Tent Open

6:00-7:00 pm

Reception

7:00-10:00 pm

**IIAV Birthday Celebration Dinner / Awards / Entertainment /
VAIA Silent Auction**

CONTENT LEADERS



BILL
ANDERSON



ZACK
BRANDAU



CANDACE
FUNSCH



DREW
MONROE



SUSAN
NOVAK



CLAUDIA
ST. JOHN



BRITTANY
TOTTY



RON
WHITE



TRAVIS
WHITMILL



BENJAMIN
WINTERS



REGISTRATION

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

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

TO RECEIVE THE DISCOUNTED RATE, REGISTER AND PAY BY MAY 1 USING THE REGISTRATION FORM OR ONLINE AT

IIAV.COM/ACINFO

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 Monday, June 3, 2019. After this deadline, rooms are available on a space and rate available basis. Reservations may be made online at iiav.com/ACinfo or by phone at (757) 213-3000. Please identify yourself as a member of IIAV 2019 Annual Convention in order to receive the block rate. Group code is IIA. Rates are \$219-\$259, Saturday through Tuesday, June 22-25, 2019.

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 2019 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 with a DJ is business casual.

SPECIAL EVENTS

The Welcome Reception is on Sunday evening. The Resource & Solution Center (formerly the tradeshow) is Monday, with contests for the booth with the best "under the sea" theme and the child with the best "beach bum" costume. To close out the convention, enjoy music and the silent auction to support VAIA.

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 March 20, 2019)



PLATINUM



GOLD



SILVER



BRONZE



Sponsorship & Exhibitor Opportunities are Available

Contact the Event Manager, Tami Guthrie, at acinfo@iiav.com



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



2019 IIAV CONVENTION & EXPOSITION

JUNE 23-25, 2019 | HILTON VIRGINIA BEACH OCEANFRONT

FULL REGISTRATION

REGISTER ONLINE AT IIAV.COM/ACINFO 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 (check 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 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="radio"/> \$295	<input type="radio"/> \$370	<input type="radio"/> \$395	<input type="radio"/> \$470	_____
Spouse/Guest (Not a Licensed Agent)	<input type="radio"/> \$150	<input type="radio"/> \$225	<input type="radio"/> \$175	<input type="radio"/> \$250	_____
Young Agent (Under age 41)	<input type="radio"/> \$195	<input type="radio"/> \$270	<input type="radio"/> \$210	<input type="radio"/> \$300	_____
First Time Agent Attendee	<input type="radio"/> \$195	<input type="radio"/> \$270	<input type="radio"/> \$210	<input type="radio"/> \$300	_____
Additional Attendees with same Agency/Company/Exhibitor	<input type="radio"/> \$195	<input type="radio"/> \$270	<input type="radio"/> \$210	<input type="radio"/> \$300	_____

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

Sunday, 8:00 pmWelcome/Network Reception.....	How many attending?	_____
Monday, 8:00 amBreakfast & First Time Attendee Reception/Orientation.....	How many attending?	_____
Monday, 9:00 amKEYNOTE: Creating Cultures of Excellence.....	How many attending?	_____
Monday, 10:15 amSession: Creating a Millennial-Friendly Agency— Tips for Attracting and Retaining Generation Y Agents.....	How many attending?	_____
Monday, 11:30 amSession: Leadership 360.....	How many attending?	_____
Monday, 3:00 pmTradeshaw: Your Resource & Solution Center.....	How many attending?	_____
Tuesday, 9:00 amSession: The Five Secrets to An Unstoppable Memory.....	How many attending?	_____
Tuesday, 10:15 amSession: An Introduction to Sales Training.....	How many attending?	_____
Tuesday, 11:30 amSession: When Mitigating Risk Meets A Disaster— What are the Unintended Consequences?.....	How many attending?	_____
Tuesday, 12:45 amBreakout Sessions (choose one)Session: A Deeper Dive: When Mitigating Risk Meets Disaster— A Case Study of Unintended Consequences.....	How many attending?	_____
Session: Cyber Exposure & Risk Mitigation.....	How many attending?	_____
Tuesday, 2:00 pmFun on the Beach.....	How many attending?	_____
Tuesday, 7:00 pmDinner / Awards / Entertainment / VAIA Silent Auction.....	How many attending?	_____

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 17, however, substitutions are accepted at any time. Refunds for cancellations made prior to May 17 will be charged a \$25 processing fee. No refunds issued for no-shows.



2019 IIAV CONVENTION & EXPOSITION
 JUNE 23-25, 2019 | HILTON VIRGINIA BEACH OCEANFRONT

A LA CARTE REGISTRATION

REGISTER ONLINE AT IIAV.COM/ACINFO 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 (Not a licensed agent) _____
 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
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 Breakfast & First Time Attendee Reception/Orientation	<input type="checkbox"/> \$30	<input type="checkbox"/> \$40	<input type="checkbox"/> \$40	<input type="checkbox"/> \$50	_____
Monday, 9:00 am KEYNOTE: Creating Cultures of Excellence	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60	<input type="checkbox"/> \$60	<input type="checkbox"/> \$70	_____
Monday, 10:15 am Session: Creating a Millennial-Friendly Agency— Tips for Attracting and Retaining Generation Y Agents	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60	<input type="checkbox"/> \$60	<input type="checkbox"/> \$70	_____
Monday, 11:30 am Session: Leadership 360.....	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60	<input type="checkbox"/> \$60	<input type="checkbox"/> \$70	_____
Monday, 12:15 pm Fun on the Beach	<input type="checkbox"/> \$0	<input type="checkbox"/> \$0	<input type="checkbox"/> \$0	<input type="checkbox"/> \$0	_____
Monday, 3:00 pm Tradeshow: Your Resource & Solution Center.....	<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, 9:00 am Session: The Five Secrets to An Unstoppable Memory	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60	<input type="checkbox"/> \$60	<input type="checkbox"/> \$70	_____
Tuesday, 10:15 am Session: An Introduction to Sales Training	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60	<input type="checkbox"/> \$60	<input type="checkbox"/> \$70	_____
Tuesday, 11:30 am Session: When Mitigating Risk Meets A Disaster— What are the Unintended Consequences?.....	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60	<input type="checkbox"/> \$60	<input type="checkbox"/> \$70	_____
Tuesday, 12:45 pm Breakout Sessions (choose one)					
Session: A Deeper Dive: When Mitigating Risk Meets Disaster— A Case Study of Unintended Consequences.....	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60	<input type="checkbox"/> \$60	<input type="checkbox"/> \$70	_____
Session: Cyber Exposure & Risk Mitigation	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60	<input type="checkbox"/> \$60	<input type="checkbox"/> \$70	_____
Tuesday, 2:00 pm Fun on the Beach	<input type="checkbox"/> \$0	<input type="checkbox"/> \$0	<input type="checkbox"/> \$0	<input type="checkbox"/> \$0	_____
Tuesday, 7:00 pm Dinner / Awards / Entertainment / VAIA Silent Auction.....	<input type="checkbox"/> \$80	<input type="checkbox"/> \$90	<input type="checkbox"/> \$90	<input type="checkbox"/> \$100	_____

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 17, however, substitutions are accepted at any time.
 Refunds for cancellations made prior to May 17 will be charged a \$25 processing fee. No refunds issued for no-shows.