



Independent Insurance
Agents of Virginia

2025 YOUNG AGENTS CONFERENCE

REVOLUTIONIZING RISK

- Learning
- Networking
- Fun



with Keynote Speaker
Donna Highfill

October 22–24, 2025

The Williamsburg Lodge
Williamsburg, Virginia

In conjunction with



NATIONAL
AFRICAN AMERICAN
INSURANCE ASSOCIATION
CENTRAL VIRGINIA



WELCOME

Welcome to the 2025 Young Agents Conference, where young insurance agents are revolutionizing risk!

This conference is jam-packed with industry insights, top-notch tools, and best practices that will help young agents learn, connect and grow.

Rub elbows with IIAV Partners and company reps to make valuable business connections.

With just the right blend of business brilliance and fun, you will walk away with great tools and connections.

What is a 'Young' Agent?

You might be wondering about the Young Agents and who they represent? The technical definition is an insurance professional under the age of 41 or who has been in the industry for less than 5 years that works with a Big "I" member agency.

All company representatives, regardless of age are also encouraged to interact with the future leadership of the Big "I".

With that being said....We are ALL young at heart, and everyone is welcome to join the fun and networking at Young Agent hosted events.



Independent Insurance Agents of Virginia's (IIAV) Young Agents are thrilled to partner with National African American Insurance Association (NAAIA) to host the 2025 Young Agents Conference and Tradeshow at The Williamsburg Lodge, uniting two influential industry groups for an unforgettable event!

NAAIA members can participate at the IIAV member rate!

This collaboration exemplifies our commitment to fostering innovation and excellence within the Virginia insurance industry.

Together, we are empowering the next generation of industry leaders and shaping the future of our profession.

SCHEDULE

OCTOBER 22 (WEDNESDAY)

8 am – 3 pm	Golf (Optional) – The Green Course
3 pm – 5 pm	Registration – Stop by to check in for the conference, collect your materials, and connect with members of NAAIA and IIAV Young Agents Committee.
6 pm – 8 pm	Welcome Reception and Mixer – Enjoy engaging conversations, delicious food, and fun activities that make networking effortless and enjoyable. Connect with industry leaders, forward-thinking peers, and potential mentors who can help shape your success.

OCTOBER 23 (THURSDAY)

8 am – 9 am	Registration & Breakfast
8 am – 10:45 am	Keynote Speaker Donna Highfill – Empowering Every Voice: Influence and Inspire Across All Levels
11 am – 12 noon	Guest Speaker First Sergeant Peter Lazear – Virginia State Police Insurance Fraud Program Overview – HEAT (Help Eliminate Auto Theft) and Insurance Fraud Programs (Course# 229111 approved for 1 Ethics credit)
12 noon – 1 pm	Lunch with Greg Dean – Join us for an engaging lunchtime speaker session featuring Greg Dean, IIAV's 2024 Young Agent of the Year.
1:30 pm – 3:00 pm	Interview session with Courtney Hart (Formerly FCCI Insurance) and Mike Crowley (Formerly Markel)
3 pm – 3:30 pm	Break – Check in with the office or connect with our featured speakers. Then get ready as the trade show kicks off in just 30 minutes – don't miss it!
3:30 pm – 5:30 pm	Trade Show – Whether you're looking to expand your network, gain fresh insights, discover new opportunities, or strengthen existing relationships, this trade show is the perfect platform to help you cultivate the connections that will drive your success.
6:30 pm – 8:30 pm	Reception & Awards Dinner – Join us for an unforgettable evening reception and awards dinner, a highlight of our conference designed to celebrate achievement, foster connections, and inspire the future of the Virginia insurance industry.
8:30 pm – 10:30 pm	Visit Williamsburg – Discover Williamsburg After Hours—an evening of exploration and connection! Enjoy a night out on the town, where you can wander through charming streets, browse boutique shops, and indulge in local entertainment activities at your own pace.

OCTOBER 24 (FRIDAY)

7:30 am – 8 am	Yoga (optional)
8 am – 9 am	Breakfast
9 am – 11 am	Keynote Speaker Robert N. Bradshaw, Jr., MAM – 2025 Session of the VA General Assembly (Course# 228777 2 Ethics credits)
11 am – 12 noon	Young Agents Committee Meeting – plans for the coming year – Get Involved!

CONFERENCE SESSIONS

Keynote Speaker: Donna Highfill

Empowering Every Voice: Influence and Inspire Across All Levels

To Revolutionizing anything begins with the capacity to lead from any position, influence those around you, and possess the confidence to do both. This interactive session concentrates on building self-belief, understanding our core values, gaining clarity on what we stand for and fostering courageous decision-making.



Guest Speaker: First Sergeant Peter Lazear

Virginia State Police Insurance Fraud Program Overview – HEAT (Help Eliminate Auto Theft) and Insurance Fraud Programs

Join us for an informative session on investigating insurance fraud in the Commonwealth, exploring emerging trends, and enhancing collaboration with law enforcement. Featuring real-world examples, updated statistics, and insights on pending legislation, this session is essential for professionals in insurance, claims, or risk management.



Guest Speaker: Greg Dean

Lunch with Greg Dean

Join us for an engaging lunchtime speaker session featuring Greg Dean, IIAV's 2024 Young Agent of the Year. Greg is a seasoned insurance professional with over 19 years of industry experience. Having owned his own Farmer's agency until 2018, he now serves as a Commercial Producer with Atkinson, bringing valuable insights into the world of insurance and business growth.



Keynote Speaker: Robert N. Bradshaw, Jr., MAM

2025 Session of the VA General Assembly Elections Make a Difference!

With only a few weeks before the state elections, we will learn about issues of importance to agents from the most recent session of the Virginia General Assembly. We will get the good, the bad and the ugly....and the "you won't believe this..." from this past session, along with some "entertaining" videos of the political process in action.



Panel Discussion

Enlightening interview with industry veterans Courtney Hart (formerly FCCI Insurance) and Mike Crowley (formerly Markel)

This discussion will explore the insurance industry's challenges, innovations, and leadership strategies. A Q&A session will follow, allowing attendees to engage directly with these experienced professionals and gain valuable insights. Don't miss this opportunity to learn from respected voices in the field.



Courtney Hart



Mike Crowley

CONFERENCE DETAILS

Registration Fees

The fees below are for registration to the conference activities. Exhibitors and Sponsors, please see the Exhibitor Guide registration instructions.

Registration Type	Member	Non-Member
Full Registration	\$225	\$275
Full Registration Guest	\$200	\$250
Welcome Reception Only	\$75	\$85
Trade Show Only	\$75	\$85
Awards Banquet Only	\$75	\$85
Thursday Sessions Only	\$175	\$200

REGISTER [HERE](#)

Use QR Code to Register



Your registration includes a follow-up 60-minute Workshop with Keynote Speaker Donna Highfill.

Tuesday, December 2, 2025 | 11:00 am to 12:00 pm
[Access here](#)

Join Donna Highfill for an insightful and empowering webinar designed to deepen your learning and tailor your growth plan. In this interactive session, we will work together to develop a belief in who we are, an understanding of what we stand for, the resulting courage to make a decision and the dynamic ability to move others.

Special Offer!

Donna Highfill is offering consulting to help you achieve your goals! Whether you need help to increase your confidence, have a desire to move up or are looking for an increased ability to influence others, Donna can help.

Cost for IIAV Members: Free 20-minute consultation call; \$125/45-minute session. Contact Donna at donna@donnahighfill.com,

The Williamsburg Lodge

The Williamsburg Lodge
310 S. England Street
Williamsburg, VA 23185
(757) 220-7976



Room Reservations

Room Rate: \$249 per night
Cut-off date for discounted room rate is
October 3, 2025



Reserve Your Room [Here](#)
or use the QR Code

Overnight Guests receive access to a discounted admission ticket to the historic area and Double Marriott Bonvoy points.

Parking

The Hotel has self-parking, the rate is \$10.



GET INVOLVED

IIAV Young Agents host numerous events throughout the year so insurance professionals can build relationships with others in their industry. These events include networking socials, educational seminars tailored to those newer to the industry and community service activities.

Politics also matter to Young Agents. They are active on both the state (VAPAC) and national level (InsurPAC). Influence the Vote.

One of the BEST parts about being active in the Young Agents Program is being able to meet and get to know people just like you! We are all in it together! So come out and get involved with this great group of individuals.

Just send [Anna McEachern](#) an e-mail with your:

- Name
- Agency/Company Name
- Date of Birth



THE POWER OF YOU
2026 IIAV Agents Day on the Hill
February 11, 2026
(date subject to change)