



2019 YOUNG AGENTS' CONFERENCE

A Rising Tide

LIFTS ALL BOATS

OCTOBER 9-11, 2019
THE TIDES INN
IRVINGTON, VA

Excel

WHY YOU'LL BENEFIT FROM ATTENDING



1. **Grow.** This is your opportunity to learn from our amazing presenters who have ideas, strategies, and tools that will leave you changed.
2. **Connect.** Spending two days surrounded by like-minded professionals is an opportunity to challenge your thinking, learn from others, and develop lifelong friendships.
3. **Invest.** This time is an investment in yourself and your agency - and your clients will be able to see and feel the benefits right away.
4. **Reinforce.** Take what you already know, deepen your understanding, and use that knowledge to up your game.
5. **Ignite.** The energy and expertise you bring combined with that of those around you creates powerful energy you'll want to be apart of.
6. **Expand.** Your personal brand is up to you to build. Choose to be known for your willingness to learn and grow.
7. **Challenge.** Give yourself a push; stepping out of the day to day to challenge yourself, to grow your knowledge & skills is something you'll be glad you did.

Explore



TEE OFF. SET SAIL. LEARN TO PADDLEBOARD. SAMPLE LOCAL WINES. EXPLORE COLONIAL LANDMARKS. FROM RELAXING AND REJUVENATING, TO ACTIVE AND ADVENTUROUS, THE LIST OF THINGS TO SEE, DO AND EXPERIENCE AT THE TIDES IS AS ENDLESS AS IT IS UNIQUE. NO MATTER WHAT KIND OF ACTIVITY YOU SEEK, YOU'RE SURE TO FIND IT HERE.

The Tides Inn, rooted in rich heritage and enriching experiences, has been a beloved destination resort since 1947. Recently refreshed, the Tides Inn features new furnishings and décor in its public spaces and nearly 4,000 square feet of restored meeting space reminiscent of a coastal casual retreat.

Located on a private peninsula, surrounded by the splendor of the Chesapeake Bay, guests enjoy comfortable accommodations in 106 guest rooms and suites and exclusive access to the marina, a full-service spa, Golden Eagle Golf Course, Oyster Academy, sailing school and so much more.

Reservations for the event should be made directly with
The Tides Inn at 855-420-9316.

Be sure that you reference IIAV Young Agents' Conference to receive your group rate.

Engage

SPEAKERS

Kalon Blanchard is a trainer and motivator specializing in leadership, team building and recruiting strategies. At 33 years old, he has been able to scale an organization to thousands of representatives across the country in just a few short years. He has received many awards within the company he represents and sits on the corporate field leadership committee. Born in Myrtle Beach, SC where he currently resides, Kalon went from being a frustrated service industry worker for over 15 years, to the top 1% of a billion dollar company within 4 years. His mission is to passionately and effectively share the strategies and philosophies that have guided him along that journey. Connect. Inspire. Grow.

David A. Siekman is the Performance Consultant for Agency Performance Partners. He works with insurance agencies to drive performance using our proven strategies. David's career in the insurance industry began in 1999 as a customer service representative before he worked his way up through the operations side of the business.

Before joining the APP team, he was the Executive Vice President at Cochrane and Porter Insurance Agency and increased agent commissions 25 percent in less than two years. Prior to this he was the Vice President of Sales and Marketing at Encharter Insurance where he increased new business sales from 90 policies per month to 250 policies per month over a 5 year period. Both agencies contracted with Agency Performance Partners to help achieve these impressive increases.

David Dillion believes that everyone can raise their game with the right tools, systems and support, and leveraging a thirty-year career of delivering market leading solutions, David helps business leaders and executives achieve new levels of business success. He draws upon best practices in business performance, along with the resources of world-class solution providers to deliver the tools, process and support necessary for sustainable results.

As a certified business coach and trainer, David helps business professionals move past obstacles and accelerate their personal and professional growth. With his broad yet deep business experience, problem solving abilities, analytical skills, technology expertise, customer focus and collaborative style David delivers results across multiple performance areas for a wide range of clients.



Kalon Blanchard



David A. Siekman



David Dillion

Expand

SESSIONS

Understanding Leadership - Kalon Blanchard

Description:

The speed of the leader determines the speed of the pack! If you are looking to create a rapidly duplicating sales organization that generates a massive book of business, look no further than this training. We will be covering all aspects of leadership, from self-discipline and posture to culture building and recruiting tactics. Be prepared for a raw and unfiltered training with takeaways that will absolutely explode your business. If time permits we may also be adding a Q & A session as well to get more specific answers to your specific business challenges.

10 Objectives Every Successful Agency Practices - David Sickman

Description:

No need to recreate the wheel! In the 700 agencies we have worked with Agency Performance Partners has been able to nail down 10 practices successful agencies practice consistently. The key to success is consistency in practicing these 10 objectives:

1. Routine work and development of agency culture
2. Development of a forever recruiting strategy
3. Consistent agency meetings on site and off site
4. Identification of agency leadership within all team members
5. Detailed performance feedback
6. Goal setting with incentive plans and clear goal tracking
7. Relentless pursuit of maximizing agency technology
8. Constant training and development of people
9. Investments in marketing and branding
10. Clear identification of agency target markets

Why the Right Mindset Delivers Big Results - David Dillion

Description:

How do we react when tides around us change? We will discuss some of the key challenges and opportunities:

- Embracing the curve of change that affects business and professionals
- Balancing the multiple roles we all try to juggle in our professional and personal lives
- A reminder of the importance of a positive mindset from the Wizard of Oz
- Goal setting and how to "Eat the Frog"
- The power of "Mind Storming"

Registration

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All events are included in the price of registration. Please confirm your attendance at each event by checking the boxes on the left of the form.

X	Registration Type	On/Before 8/31	9/1 - 10/8	On Site
<input type="checkbox"/>	Young Insurance Professional	\$125	\$140	\$160
<input type="checkbox"/>	IIAV Member (over age 41)	\$150	\$165	\$185
<input type="checkbox"/>	Non IIAV Member (over age 41)	\$210	\$225	\$245
<input type="checkbox"/>	Tradeshow Only	\$10	\$25	\$45

WEDNESDAY, OCTOBER 9, 2019

X	Course Title/Event	Time
<input type="checkbox"/>	Photo Scavenger Hunt	5:30pm-6:30pm
<input type="checkbox"/>	Welcome Dinner	7:00pm-9:00pm

THURSDAY, OCTOBER 10, 2019

X	Course Title/Event	Time
<input type="checkbox"/>	Registration (with light breakfast)	8:30am-9:00am
<input type="checkbox"/>	Understanding Leadership with Kalon Blanchard	9:00am-12:00pm
<input type="checkbox"/>	Lunch	12:00pm-12:30pm
<input type="checkbox"/>	10 Objectives Every Successful Agency Practices with David Siekman	12:30pm-2:30pm
<input type="checkbox"/>	EMBARK! Presentations	2:30pm-3:15pm
<input type="checkbox"/>	Tradeshow	3:30pm-5:30pm
<input type="checkbox"/>	Break (catch up on emails, etc.)	5:30pm-6:15pm
<input type="checkbox"/>	Annual Awards Dinner	6:15pm-8:00pm
<input type="checkbox"/>	Bonfire on the Beach!	8:00pm-10:00pm

FRIDAY, OCTOBER 11, 2019

X	Course Title/Event	Time
<input type="checkbox"/>	Breakfast & Why the Right Mindset Delivers Big Results with David Dillion	9:00am-10:30am
<input type="checkbox"/>	Young Agents' Committee Meeting	10:30am-12:00pm

*Optional: Boat rides available following morning session. Sign-ups available onsite.

PLEASE NOTE: You MUST register for any course, activity, or event you would like to attend to be granted access.

Registration

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ONLINE:

Visit www.iiav.com/events to register. We recommend this method as it provides you with a quick, easy way to register for the Young Agents Annual Conference 2019. You will receive an email confirmation of your registration. If you need to make changes to your registration please email Rebecca at rarnold@iiav.com.

FORM:

Submit your registration form (opposite page) and payment information (below) to Rebecca Arnold by EMAIL at rarnold@iiav.com; by MAIL to the attention of Rebecca Arnold at 8600 Mayland Dr. Henrico, VA 23294; or by FAX to the attention of Rebecca Arnold at 804-747-6557.

ATTENDEE INFORMATION:

Prefix: Mr. Mrs. Ms. ***Required**

*First Name: _____ *Last Name: _____

*Company Name: _____ Position: _____

*Phone: _(____)_____ *Email: _____

*Mailing Address: _____

*Emergency Contact Name: _____

*Emergency Contact Phone: _____

PAYMENT INFORMATION:

By Check: Please make all checks payable to IIAV and mail with this form to:
IIAV, Attn: Rebecca Arnold, 8600 Mayland Drive, Henrico, VA 23294

By Credit Card:

VISA MC AMEX

Amount: _____

Card #: _____ Expires: _____ CVV Code: _____

Name on Card: _____

Address on Credit Account: _____

Signature _____ Print Name: _____

EMBARK!

PRESENTATIONS

Take us on your journey! Share your passion with your colleagues during your 5-minute presentation at EMBARK!

What is it? A 5-minute presentation with 20 slides that auto-advance every 15 seconds. Topics range from the personal to the professional. We have seen presentations on healthy eating, leadership, strategic planning, raising chickens, acupuncture, craft beer, and living life as an introvert. If you are interested in giving a presentation, please contact Carter Lyons at clyons@iiav.com

Clay Wiley and Jake Nelson have already signed up and would love for you to join them!

Limited slots available so sign up early!

A little agency risk management goes a long way.

You're caught up in the day-to-day shuffle, working hard to get and keep business. But if you don't step back and assess your agency procedures, you can walk right off a risk management cliff, landing your agency in court facing a professional liability lawsuit that may have been avoided.

Big "I" Professional Liability provides the **E&O Happens Risk Management Website** (iiaba.net/EOHappens) featuring more than 700 pages of agency risk management information, available exclusively, and at no cost, to Big "I" members. Features include:

- ♦ Claim examples
- ♦ Risk management articles
- ♦ *E&O Claims Advisor* newsletters
- ♦ Sample disclaimers
- ♦ Sample customer letters
- ♦ Webinars and podcast archive

Visit www.iiav.com or call
800-288-4428/804-747-9300
for more detailed information or
to obtain a quote.



Big "I"
**PROFESSIONAL
LIABILITY**