



# THE VALUE OF YOUR ASSOCIATE MEMBERSHIP

Becoming a member makes you a part of the premier Insurance association in Virginia.

**It enhances your branding and helps promote your company to the independent agents and carriers.**

It also shows your commitment to the independent agency system as well as your support for the many programs and benefits we offer.

- Membership is on a corporate basis – includes all staff members at no extra charge.
- Our advocacy and legislative efforts include both a state and national level.
- The IIABA has been consistently recognized as an organization that values and supports our mission of being the preferred supporter and resource of independent agents.

## ADVOCACY

- ✓ There are eight IIABA lobbyists in the Washington, DC office and two full time IIAV lobbyists during the Virginia General Assembly who also regularly participate and attend committees, commissions, and hearings throughout the year in Richmond. Weekly legislative reports ensure that you and your company are up to date on the latest information!
  - IIAV hosts Insurance Agents Day on the Hill and IIABA hosts the National Legislative Conference annually.
  - IIABA's InsurPAC is the only million dollar PAC among insurance agent organizations.
  - IIAV has initiated numerous legislative proposals, including the proposal to regulate Certificates of Insurance.
  - IIAV actively lobbies for both Senate and House committees, including Commerce & Labor and Health Welfare and Institutions. We are also actively involved with the Virginia Housing Commission, Workers Compensation Commission, Small Business Commission and Health Insurance Reform Commission.

## BRAND VISIBILITY

- ✓ Company listing in **Associate's Resource Library** on IIAV's website, representing your products and market availability.
- ✓ Company and representative listing in **IIAV Users' Guide & Annual Report** (Directory).
- ✓ **Sponsorship** opportunities for IIAV events, including:
  - IIAV's Annual Convention
  - Young Agents' Conference
  - Insurance Agents Day on the Hill
  - VAIA Education Forum
  - Young Agents' Night Out
  - Regional Networking Socials



The Trusted Choice®

## BRAND VISIBILITY

- ✓ Opportunity to **exhibit** at IIAV's Annual Convention and Young Agents' Conference.
- ✓ Access to agents looking for a specific market under our **Find A Market** resource. IIAV members can submit a request for a specific market and every participating Associate and Managing General Agency member will be directly emailed allowing them to immediately respond if interested.
- ✓ Opportunities to serve on **IIAV Committees**:
  - Annual Convention
  - Legislative
  - Education
  - Young Agents
- ✓ Opportunity to be an IIAV Partner through our **Partner Program**. Call Don Bragg at (804) 747-9300 for more details about exclusive Partner benefits!

## INFORMATION & RESOURCES

- ✓ **In-depth access to our website ([www.iiav.com](http://www.iiav.com))**
  - Directories of Agency & Associate members
  - Legislative Updates
  - Technical Bulletins
  - Industry Links
- ✓ **Information through these resources:**
  - Quarterly state magazine
  - Monthly national magazine
  - Monthly state e-newsletter
  - Quarterly national Big "I" Markets newsletter
  - Industry email alerts
  - Legislative updates
  - Annual IIAV Users' Guide & Annual Report (directory)

## EVENTS & MEETINGS

- ✓ IIAV's Annual Conference & Exhibition at the Marriott Virginia Beach Oceanfront Hotel
- ✓ Annual Young Agents' Conference
- ✓ Insurance Agents Day on the Hill
- ✓ Virginia Association of Insurance Agents (VAIA) Education Forum
- ✓ Networking and Social Events across the Commonwealth

## EDUCATION

- Benefit from high quality, award-winning education programs throughout Virginia and by webinar at discounted rates for IIAV Members.
- Opportunity to sponsor or conduct educational programs.
- ✓ **Professional Designations available to enhance your expertise:**
  - Accredited Customer Service Representative – ACSR
  - Accredited Advisor in Insurance – AAI
  - Accredited Advisor in Insurance - Management – AAI-M
  - Associate in Insurance Account Management – AIAM
  - Associate in Insurance Supervisory Management - AISM
  - Construction Risk Specialist – CRIS
  - Management Liability Insurance Specialist - MLIS
- ✓ **FREE** pre-licensing classes for active-duty military, spouses, and veterans.

## OTHER VALUABLE PRODUCTS & SERVICES

- ✓ Use of our Career Board. This growing resource will help you attract the talented applicants you seek in a timely fashion.
- ✓ Industry-wide awards and recognition opportunities.
- ✓ **Community Involvement:**
  - *Make-A-Wish* sponsorship and participation in annual "Walk For Wishes" event.
  - Variety of service projects led by the Young Agents' Committee.
  - Industry representation at regional career fairs.
  - Guest speaker program for local high schools to promote basic insurance knowledge and insurance as a career path.
  - **INVEST** - Insurance professionals team with high school and college educators to provide a useful insurance curriculum for students in this school-to-work program. Its mission is to improve insurance literacy in students and attract new talent to the industry.

## WE WORK FOR YOU!

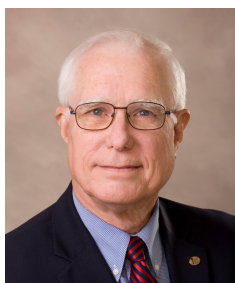
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