



**Young**  
AGENTS

**ON THE** / **MOVE**

**YOUNG AGENTS'**  
Newsletter

*December 17, 2015 - In This Issue:*

**3 Ways Public Entities Differ**

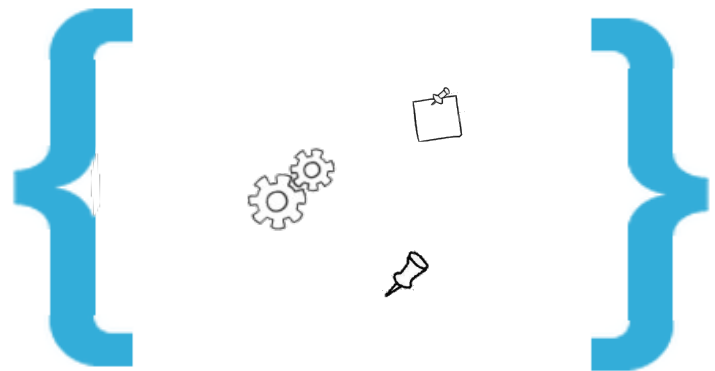
**Supercharge Your Social Reach**

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**January Webinar**

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**Register for an  
Upcoming Class**

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Sign up for classes and events  
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To register at member prices, you  
MUST enter your member ID and  
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information, please call IIAV at  
804-747-9300

**IIAV December Young Agents'  
Newsletter:**

*Use Automation to Supercharge  
Your Social Reach*

## **3 Ways Public Entities Differ from Other Commercial Accounts**

*by Jacquelyn Connelly*

Public entities aren't your average commercial  
insurance risk.

## Contact

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## Quote of the Month

"We elves try to stick to the four main food groups: candy, candy canes, candy corn, and syrup."

~ *Buddy the Elf*

## Announcements

If you have any announcements please email [kpreisner@iiv.com](mailto:kpreisner@iiv.com)



From their unique coverage opportunities to their extremely high values, public entities face a wide range of exposures you might not expect based on experience with your more traditional commercial accounts.

Here are three ways insuring a public entity differs from insuring a typical commercial exposure-and what you need to know about approaching these aspects of the business.

[READ FULL ARTICLE HERE](#)

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## Use Automation to Supercharge Your Social Reach

*by Vinay Murthy*

How big is your network, really?

As an insurance agent or other type of service provider, you might be accustomed to thinking of your network in terms of your current client base. But in today's world, that's a very limited way to view your network, since any business based on personal relationships is sitting on a huge cache of social assets.

Your customers have hundreds of friends and connections who trust their choices and opinions. When you take this into consideration, it becomes clear that the size and power of your business's extended network is much greater than you may have realized.

[READ FULL ARTICLE](#)

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## Plan for the Future

*by Customer Service Experience*

There's no denying that the world of insurance is changing at an extraordinary pace. With the widespread reach of all things Internet, the vast array of technology tools and myriad access points for the latest information, a profound shift has occurred for agencies. Your insureds and future customers have more power than ever before, as they come to you having done research about the coverages they need, and having read reviews about your agency. Your employees are using new tools to service clients, improve workflows and simply sell insurance. They are also working more collaboratively and using the latest technologies to communicate with your clients and with each other. Social media has created the expectation that the workplace will be transparent, and that the use of external resources will not only be allowed, but required.



[READ FULL ARTICLE](#)

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## "Insurance in the Headlines" Webinar Coming to You in January

Mark your calendars for the first Big "I" Virtual University webinar of 2016: Join Big "I" Virtual University director Bill Wilson on Jan. 27 as he presents Insurance in the Headlines.

This program will examine the insurance implications of more than a dozen current issues in both consumer and industry news, with topics including:

- Homeowners insurance loopholes
- Car sharing and resulting coverage gaps
- Driverless and 'wired' vehicle dangers
- Fracking





- Terrorism
- Parents sued for failure to immunize children
- Climate change
- Homes and businesses under- or over-insured
- NARAB
- Diversity and generational changes
- Cyber issues

By the end of the webinar, attendees will be more capable of counseling customers who question the exposures of these issues, and then respond where possible by matching them to insurance products and risk management techniques that can also help minimize agency E&O exposure.

[REGISTER HERE](#)

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## Associate in Insurance Supervisory Management Program Starts on March 10

*Associate in Insurance Supervisory Management (AISM)* is a 6-day course focusing on the transition to supervisor, improving communications, motivation, teamwork, leadership, coaching, understanding others, performance appraisals and fair employment laws and regulations. As you learn, you will be able to put your knowledge to work immediately! You must attend all six class dates to receive 21 OGI and 3 L&R VA C.E. credits.

- **Day 1 - March 10** - *Intro to Supervision & Management and Communication*
- **Day 2 - April 6** - *Coaching & Developing Employees and Situational Leadership*
- **Day 3 - May 12** - *Fair Employment Legal Issues and Recruiting, Selecting & Hiring*

- **Day 4 - September 15** - *Managing Performance*
- **Day 5 - October 13** - *Performance Evaluation and Recognizing/Rewarding Accomplishments*
- **Day 6 - November 10** - *Developing Teamwork and Leading Change*

All classes are from **9:00 a.m. to 4:00 p.m.** The cost to attend is \$750/\$975.

[\*\*REGISTER HERE\*\*](#)

If you have questions please contact Kristina Preisner, [kpreisner@iiav.com](mailto:kpreisner@iiav.com) or 804-747-9300.

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## **IIAV's First Regional Social Kicks Off in February**

IIAV's Young Agents' Committee is hosting a networking social on February 4 from 5:30-7:30 pm at the Tobacco Company in Richmond, VA. Come out for a casual get together with the Virginia Bankers, Virginia CPA's, and Virginia Bar Associations. This event is free to attend.

[\*\*REGISTER HERE\*\*](#)

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