



**Young
AGENTS**

ON THE

MOVE

YOUNG AGENTS'
Newsletter

June 30, 2016 - In This Issue:

Make a Big Footprint With Blogging

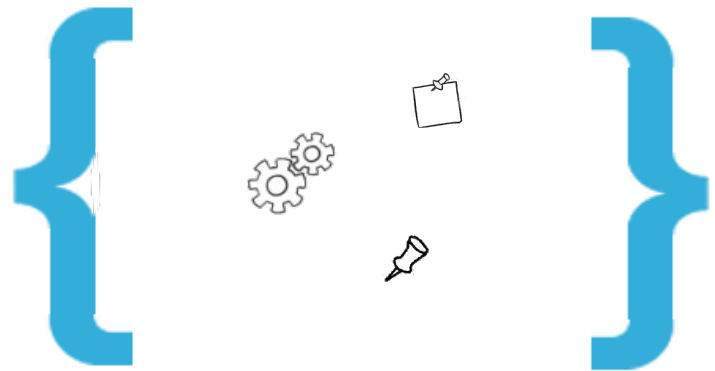
dotInsurance Domain

Coverage vs. Eligibility

Being More Emotionally Intelligent

July Webinar

Upcoming Regional Socials



Register for an Upcoming Class

[VIEW UPCOMING CLASSES](#)

Sign up for classes and events online at www.iiav.com

To register at member prices, you MUST enter your member ID and password. If you do not have this information, please call IIAV at 804-747-9300

Contact

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IIAV Director of Education & Professional Development

804-747-9300

IIAV June Young Agents' Newsletter: Is the New dotInsurance Domain an Opportunity for Your Agency?

Make a Big Footprint With Blogging

by Brent Kelly

It's no longer enough for insurance agents to simply be part of their company or agency brand.

Today's insurance agent must be willing to take charge and built their own expert platform.

Blogging can help you do this.

If you want to stand out among other agents and become an asset both to your clients and your agency, you need to embrace this "expert" mind-set. This is about establishing a name that appears alongside trusted material.

Q: "Why is having helpful content online so important for insurance producers?"



Quote of the Month

"Winning is not everything - but making the effort to win is."

~*Vince Lombardi, American football player, coach, and executive*



Announcements

If you have any announcements please email kp Preisner@iav.com

FIND THE ANSWER HERE

Is the New dotInsurance Domain an Opportunity for Your Agency?

by *Stuart Fuller*

As of today, June 15, the new generic top level domain (gTLD)- what you see to the right of the dot in a website URL, such as ".com" or ".org"-dotInsurance is now available, opening new online real estate to the insurance sector.

The beauty of the dotInsurance string is that in addition to providing a level of security and regulatory scrutiny that is unavailable elsewhere on the web, it also works for everyone, from major global insurance companies to the smallest independent agencies. While large carriers and agencies may seem like an obvious target for dotInsurance, the TLD is available at reasonable rates to organizations and individuals at all levels of the insurance spectrum,

Q: "What is the benefit of this domain to your agency and how can you maximize this opportunity?"

FIND THE ANSWER HERE

Coverage vs. Eligibility: Is a PAP Enough for an Independent Contractor?

by *Bill Wilson*

An insured who has a non-ISO personal auto policy works as an independent contractor with no employees. As an electrician, he uses his own pickup truck-the one on the PAP-to visit jobsites. He does not haul or deliver products, but on occasion transports tools or wiring to perform service work for residences or businesses, such as installing a light switch or repairing a fan.

Although the PAP includes coverage for business use, the underwriter advises the agent that the insured needs to obtain a commercial auto policy, saying he isn't covered in the event of an accident if he happens to have equipment in the truck.

Q: "Does this client require a commercial auto policy for proper coverage?"

FIND THE ANSWER HERE

Fine-Tuning These Skills Can Have a Huge Impact On Your Profit

Join IAV on August 9 for the following webinar, "*Emotional Intelligence*". Brandie Hinen with Powerhouse Learning, will lead this hour long session. IAV will be offering two more business



- **August 9 (10:30-11:30 am) - Emotional Intelligence**
 - Emotional Intelligence is the ability to understand and use emotions in positive ways to help overcome adversity, relieve stress, and diffuse conflict. Learn how to take on the over 22 adversities we face a day better so that you can be more productive in your day. We will talk about identifying the campers, climbers, and quitters in your organization and how to empower others to better performance. **\$15/\$30**
- **October 11 (10:30-11:30 am) - Creating a Multi-Generational Workflow**
 - As the next generation of workers enter the workforce, a key to ensuring an effective and harmonious work environment is to create an open, collaborative sense of camaraderie, and accountability. In this time of overload and demands, learn how a simple 100 year old principle can transform your organization in less than 30 days! **\$15/\$30**
- **December 6 (10:30-11:30 am) - Interview Tips to Find Your Top Hires in 2017**
 - Use these tips to hire the right people and get the answers to questions you seek from potential candidates. You will learn the fundamentals on asking questions to get people to tell you what you need to know in the interview, not just what you want to hear! Learn hiring questions, practices, and powerful business practices that will keep you on task in the training process. Tips will be shared on how to spot red flags to address before they negatively affect your team. **\$15/\$30**

Please contact, Carter Lyons, clyons@iiaav.com with any questions.

E&O: Meeting The Challenge of Change Webinar

Learn about agency/ carrier relationships, agent duties, documentation, general causes of E&O claims, who can be involved in E&O claims, agency operations relating to E&O and limiting exposure to data breaches.

CE: 6 OGI
July 19-20, 2016
Time: 9:00 a.m. - 12:00 p.m.
Instructor: Bryant Langham
Member \$105/ Non-Member \$135

REGISTER HERE

Mark Your Calendar to Connect with Other Young Professionals

Sometimes it's not what you know as much as it is who you know.



IIAV Young Agents' Committee wants to help you with that! Starting July 14, YAC is hosting FREE networking socials throughout and we hope you will join us! We are teaming up with the young professional groups at the Virginia Society of CPAs (VSCPA), Virginia Bar Association and Virginia Bankers Association for some of these socials.

All events are very casual (and FREE!) and we encourage you to bring your family and friends!



Roanoke:

July 14, 2016 (5:30-7:30) - Soaring Ridge Brewery

[REGISTER HERE](#)



NOVA - Reston:

July 21, 2016 (5:30-7:30) - Tavern64

[REGISTER HERE](#)



Richmond:

August 11, 2016 (5:30-7:30) -TBD

Virginia Beach/ Hampton Roads:

August 25, 2016 (5:30-7:30) - O'Conner Brewing Company

[REGISTER HERE](#)



NOVA - Tyson's Corner:

September 22, 2016 (5:30-7:30) - TBD

Lynchburg:

October 20, 2016 (5:30-7:30) - TBD

Williamsburg:

November 10, 2016 (5:30-7:30) - TBD



Thank You to Our Sponsors:

Alfa Alliance, Atlantic Specialty Lines, JSA, Loudoun Mutual, Progressive, Purofirst, Utica National Insurance Group, and VFSC

If you are interested in being a sponsor on these events please contact, Carter Lyons, clyons@iav.com

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