



Big I Virginia E-News

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September 2026

IIAV NEWS

NEW MEMBERS – SEPTEMBER

- Shay Insurance | Roanoke, VA

2026 Young Agents Conference



October 19 – 21, 2026, Charlottesville, VA

Empowering Insurance Professionals to Connect, Grow, and Lead

[REGISTER NOW](#)
[CONFERENCE BROCHURE](#)

The Young Agents Conference will be held at the Virginia Guesthouse in Charlottesville, Virginia!

Join insurance professionals from across Virginia for two days of professional development, networking, and fun at the 2026 Young Agents Conference.

Designed for emerging leaders, new industry professionals, and those young at heart, this event provides valuable opportunities to build relationships, gain industry insights, and become more involved in the independent agency system.

EXHIBITOR & SPONSOR OPPORTUNITIES

The 2026 Young Agents Conference will host a tradeshow for emerging insurance professionals and the still young at heart!

- **Connect with the next generation of independent insurance professionals** from agencies across Virginia.
- **Build brand recognition** with emerging leaders who are shaping the future of the independent agency channel.
- **Develop valuable relationships** with agency decision-makers, producers, and future owners.
- **Showcase your products, services, and solutions** through dedicated exhibit hall networking opportunities.
- **Demonstrate your commitment** to supporting professional development and the future of the independent agency system.

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Berkshire Hathaway GUARD Insurance Companies is backed by the financial strength of our ultimate parent, Berkshire Hathaway, Inc. In Virginia, we offer a full product suite for your commercial clients that includes a Businessowner's Policy, Commercial Auto, Commercial Umbrella, and Workers' Compensation. "Pay-as-you-go" billing options are also featured.

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Growing Your Own Talent Just Got Easier

You have open positions you can't fill and a supervisor asking why it's taking so long. For years, the only answer was to compete harder for the same shrinking pool of candidates. Now there's another option. Two federal changes, one from the Department of Labor and one from the Department of Education, have cut the cost and the paperwork of building talent through apprenticeships. Our trusted partners at The Workplace Advisors walk through what changed and how employers can take advantage before their competitors do.

[Read More](#)



IIAV NEWS

Investing in Producers: The Best Investment an Agency Can Make



VALUATION LEARNING SERIES 2026

IA Valuations is hosting 6 valuation and business planning programs throughout 2026. These programs will help inform agency owners about how to effectively plan for their growth and eventual transition.

All webinars will be held live on Wednesdays from 12-1pm EST. Replays will also be available after the program. These programs have been filed for CE approval in Ohio, please check with your state association for CE credits in your state.

Please contact Jodie Shaw at jodie@iavaluations.com or Ashley Fitzsimmons at ashley@ohioinsuranceagents.com with any questions.

📅 Wednesdays in 2026
🕒 12-1 PM EST

100% ONLINE

THE PROGRAM LINEUP

February 18th
A Perpetuation Planning Crash Course

April 29th
How to Perform Agency Acquisition Due Diligence

June 10th
Private Equity Update

August 12th
How to Capitalize on a Soft Market

September 23rd
How Will Technology Impact Agency Operation & Value?

November 4th
When is the Right Time to Sell an Agency?

Register now at :
www.iavaluations.com

When agency leaders talk about growth, the conversation often turns to acquisitions, carrier relationships, technology investments, or market opportunities. While those areas certainly matter, there is another investment that can have the best impact on an agency's future value creation: developing a

strong producer pipeline.

A conversation between Mike Wagar and Melissa Hama-Wardle from Peoples Bank, Jarod Steed from IA Valuations, and Brian Lawrence from the Ohio Insurance Agents Association, gave some insights about this topic. They shared that agencies that consistently invest in recruiting, developing, and supporting producers position themselves for stronger organic growth, enhanced agency value, and greater perpetuation opportunities.

The question agency owners should be asking isn't simply, "Do we need another producer?" Instead, it may be, "Is improving our production talent part of our long-term growth strategy?"

[Read More](#)

Q&A with The Workplace Advisors – September 2026

Q: Our company focuses on friendly customer service. Can we require employees to be cheerful and nice with customers?

[Learn More...](#)

Help Shape IIAV's 2027 Programs & Services

As we begin planning for 2027, we want to hear directly from you. What events, classes, resources, and member benefits would provide the greatest value to you and your agency?

Your feedback will help guide IIAV's priorities and ensure we're delivering the support, education, and opportunities that matter most to our members.

Take a few minutes to complete our member survey and help shape the future of IIAV.

[Take the Survey.](#)

How Are the Best Agencies Approaching Growth, Hiring, and Technology?

August is an exciting time of year for many. For families, school is back in session, bringing relief, excitement, and opportunity. For fanatics, football season is nearly here, ushering in championship daydreams and inevitable heartbreak. For independent agent nerds, Reagan Consulting and the Big "I" proffer the 2026 Best Practices Study Update, presenting excellent information for agents and consultants alike to learn from.

If you're a growth-minded independent agent or professional in an insurance agency, learning from your peers is essential to your development. And yet, I've come across many agency professionals who have spent a career in a silo, never expanding their professional network beyond their own team. With that in mind, this study is invaluable. The Best Practices Study cannot replace a peer network, but what it can do is offer a glimpse into how growth-minded agencies operate.

[Read More](#)

IIAV Partner Program

THANK YOU 2026 PARTNERS

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Gold Partners

Burns & Wilcox, AmTrust, PROGRESSIVE, IRONPEAK

Silver Partners

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Bronze Partners

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- American European Insurance Agency
- Ameritas
- Berkshire Hathaway Guard Insurance Companies
- Canopy Connect
- Central Insurance Companies
- Commonwealth Underwriters
- CRC INSUREtrust
- Encova
- Frontline
- Grange
- Hartford Mutual Insurance Company
- Insurance Concepts LLC
- Keystone
- Loudoun Mutual Insurance Co
- Main Street America
- MarshBerry & Co
- Openly Insurance
- Penn National Insurance
- Selective Insurance Company
- The Zenith
- Travelers
- Ullica First Insurance Company
- West Bend Mutual Insurance Company
- Westfield

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The 2027 IIAV Partner Program Is Now Open!

Looking to strengthen relationships with Virginia's independent insurance agencies and increase your visibility throughout the industry? The 2027 IIAV Partner Program offers year-round opportunities to connect with

agency leaders and decision-makers through events, sponsorships, educational programs, communications, and industry recognition.

Every partnership level includes IIAV Associate Membership along with valuable benefits designed to elevate your brand and maximize engagement with the independent agency channel.

What's New for 2027?

- Priority consideration for content delivery opportunities
- Benefits at all IIAV networking events
- Enhanced visibility and engagement opportunities throughout the year

With multiple partnership levels available, organizations of all sizes can select the option that best supports their business goals and marketing objectives.

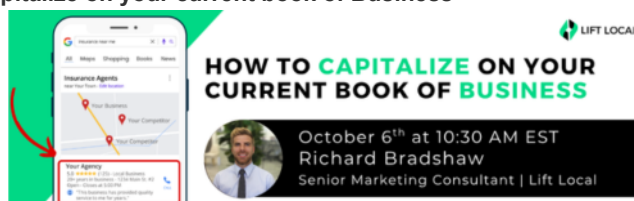
Commit by January 15, 2027, to maximize your benefits and exposure for the year.

[Learn More](#)

Contact Stevenson Cocke | Director of Membership

scocke@iiaiv.com or 804-747-9300

How to capitalize on your current book of Business



Join Lift Local Tuesday, October 6th at 10:30 AM EST for a 30-minute insurance webinar:

"How to Capitalize on Your Current Book of Business" — Simple Action Items for Growth

Digital marketing is an essential tool for growing your agency, but knowing where to focus your time and energy can be the hardest part. Discover how to move beyond waiting for referrals. Instead, build a repeatable system that turns everyday marketing activity into clear, prioritized action items telling your team exactly who to call, why to call, and what to say.

In this webinar, we'll cover:

- How to increase engagement and stay on top of follow-ups
- How to know exactly who to call, why to call, and what to say
- How a centralized dashboard turns activity into simple action items
- How to uncover hidden opportunities through email marketing
- How to generate consistent reviews and filter out the bad ones

[Register Here](#)

Local Presence. Regional Strength.



Penn National Insurance is small enough to provide personal, caring interactions, but large enough to serve you and your policyholders with the same sophistication and product offering of the largest carriers. We back our promise to help people feel secure and make life better when bad things happen with our strong financial position, and we remain committed to distributing our products and services through independent agencies.

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UPCOMING EVENTS

GROWTH Revenue Strategy Series | Session 6

October 15, 2026 | 12:00 PM – 1:00 PM

Harness Innovation: Using Automation and Digital Tools to Accelerate Sales Growth

Designed for insurance producers and agency leaders, the GROWTH Revenue Strategy Series provides practical strategies to drive sustainable, profitable growth. Participants will explore prospecting, cross-selling, client retention, niche positioning, pipeline management, and technology adoption to strengthen performance and increase revenue.

Join the final session; you don't have to attend the others to gain resources and insights!

[Register Now](#)

NEW WEBINAR: How the 2026 Midterm Elections Will Shape the Future

HOW THE 2026 MIDTERM ELECTIONS WILL SHAPE THE FUTURE: KEY RACES TO WATCH

OCTOBER 22, 2026
12 PM - 1 PM
WEBINAR

\$25 MEMBERS
\$50 NON-MEMBERS

INFORMATIVE PREVIEW OF THE 2026 MIDTERM ELECTIONS
• STATE OF POLITICS IN THE U.S.
• THE ISSUES THAT MATTER MOST TO VOTERS
• HOW THIS WILL IMPACT KEY ELECTIONS IN NOVEMBER

PRESENTED BY:
PROFESSOR
BILL BOLLING

October 22, 2026 | 12:00 PM - 1:00 PM

Join former Virginia Lieutenant Governor Bill Bolling for a timely discussion on the current political landscape, the issues driving voters, and key U.S. Senate and House races to watch in the 2026 Midterm Elections. The session will also cover important races and developments in Virginia.

[Register Now](#)

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