



IDAHO

**Gems**



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January-March 2017

Volume 50, No. 1

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55 SW 5th Ave., Ste. 100 / Meridian, ID 83642 / 208-888-0988 / [www.iiabi.org](http://www.iiabi.org)

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## A Message From Your NEW National Director - Ann Watkins

I am excited to have the opportunity to serve as your State/National director (SND). I am fortunate to have great role models following Bob Ricketts, Doug Ball, George Remington and Mike Martin who have all served as SND's since I began my career.

For those of you that do not know me, I am a partner at Martin Insurance, our family insurance agency in Lewiston Idaho. Our family has a rich history of service to IIABI with my grandfather Lee, my father Mike, and myself all serving as presidents of the IIABI. My brother J currently serves as our Region 2 director.

I started my career in insurance from the bottom up. My first summer of service to Martin Insurance I was allowed to paint the outside of our office building. My second summer was spent in the basement purging expired files. My third summer I moved upstairs and worked as a customer service assistant. At that point, I decided college was a great plan and proceeded to graduate from Gonzaga University in four years with a double major in Marketing and Finance. Upon graduation 24 years ago, I rejoined the family agency as an agent.

The Independent Agency system provides the greatest value to insurance consumers over any other insurance distribution method. I will be participating at the national level to ensure that we have a fair playing field with other distribution methods and that we are fairly compensated for the value we provide.

I also believe the Big I offers tremendous value to our agencies. But I am not content to rest on doing what we have always done. At the national level we will be looking closely at all of the benefits we provide and will work to ensure they are providing the maximum benefit opportunity to our member agencies. We will also be identifying new opportunities to provide services in areas to help our member agencies compete

effectively amongst a changing distribution landscape.

I would love to hear from you: Is there a benefit or service that you need that we don't presently offer at the State or National level? Please send any questions, comments, suggestions to [kyra@iiabi.org](mailto:kyra@iiabi.org) and I will make sure to respond to you.

*"Alone we can do so little...together we can do so much" - Helen Keller*

[CLICK HERE to see Ann's full resume](#)

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## Idaho Reaches Eagle Status for InsurPac

"Thanks to YOUR generous support Idaho has reached Eagle status for InsurPac and will be presented with an Eagle Award at the 2017 IIABA Legislative Conference, May 3-5. This is a tremendous honor, as only a handful of states reach this achievement each year."

- Jay Martin, InsurPac Chairman for Idaho



## 2017 Big "I" State Convention

August 13-16, 2017 - Sun Valley, Idaho

Mark your calendars for August 13-16. We will be heading to beautiful Sun Valley, Idaho for our annual state convention and trade show. You will not want to miss this year's 80's theme as we explore ways to stay relevant in today's changing market. Stay tuned for more information coming soon!

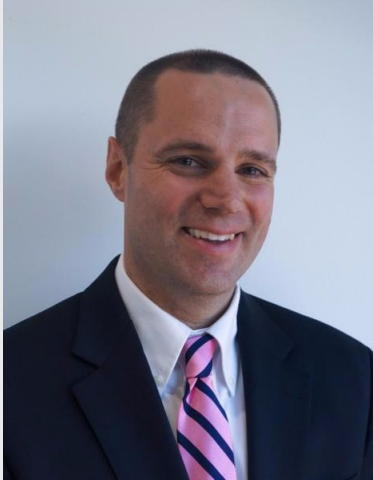


If you are interested in being a sponsor or exhibitor, click the links below.

# SPONSORSHIP OPPORTUNITIES

## EXHIBITOR SPACE

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### Save the Date Upcoming E&O Webinar

As your new E&O administrator for the Idaho Big "I" we'd like to introduce ourselves and discuss the various E&O product offerings we can provide your agency.

Please join us **April 18th at 1PM Eastern time** for a brief but informative summary of available markets and learn how the Big "I" program is different than other options in the marketplace. We know your time is valuable, so we'll pack the session with key info designed to

make sure you are taking full advantage of your Big "I" membership.

Current policyholders can learn about the latest policy enhancements and program features. Members insured elsewhere can learn about all the benefits of coming home to the Big "I."

Our in-house risk manager Jim Hanley, RPLU, will also be on hand to discuss the exclusive risk management tools available to your agency through our member-only risk management web site, E&O Happens.

Please register for this webinar by using the following link:

<https://attendee.gotowebinar.com/register/5122202842878646787>

We look forward to working with you and answering any questions you might have.

Jim Hanley and Amanda Juratovic



### Legislative Update New Lobbyist in 2017

In 2017, IIABI hired Sullivan Reberger as our lobbyist to represent our interests at the State Capitol. Colby Cameron is a principal at Sullivan Reberger, where he represents client affairs to the Idaho Legislature and other government entities in the retail, environmental, education, transportation, energy and health care sectors. In addition, he has well-developed campaign skills after working for a U.S. Presidential campaign in a key western state and managing a winning campaign for a hard fought State Senate seat. Mr.

Cameron also worked as a policy assistant for Gov. Dirk Kempthorne, where he managed events, drafted speeches, maintained interagency communication and managed policy issues with an emphasis on energy, public utilities, water and transportation. He did similar work as a constituent services specialist for Gov. Jim Risch, aiding constituents and other agencies in their interactions with the governor's office. Colby has an impressive performance record, excellent working relationships with key decision-makers and strong qualifications that make him a valued asset.

[CLICK HERE to view the 2017 Legislative Dispatch which highlights bills IIABI was monitoring this session.](#)

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## 2017 Membership

Thank you to all agency and associate members who have paid their 2017 dues. We appreciate your continued involvement in and support of IIABI. If you have not sent in your dues for this year please contact me at [kyra@iiabi.org](mailto:kyra@iiabi.org) as soon as possible to let me know if you plan to continue your IIABI membership. We do have a few NEW agency and associate members that we would like to welcome to the Big "I" Idaho family:

### Agencies:

- GAP Insurance Services, Twin Falls
- Buck Insurance Group, Boise
- Lake City Insurance Inc., Hayden

### Associates:

- Central Mutual Insurance Co., Van Wert, OH
  - AMTRUST, Lake Oswego, OR
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## Member Benefits - ACT eSignature

On behalf of the eSignature work group and the Co-Chairs Joyce Sigler and Nick Khamarji Jr., we are proud to release a set of new eSignature resources for independent agents and our distribution channel. These tools have been developed to provide guidance on the most impactful areas in agency adoption and use of eSignature, each available via our [ACT eSignature web page](#):

- [eSignature Benefits Guide](#) - clear, consistent selling points for agency staff as well as to customers.
- [eSignature Training & Troubleshooting Guide](#) - a resource for agencies in choosing, implementing, and developing their eSignature workflow.
- [eSignature Workflow Overview](#) - Clear visual insights on the significantly reduced workflow impacts of using eSignature to provide fast, efficient service to clients.

Please take advantage of these **FREE** resources to provide the ease-of-business environment that your customers are looking for. We will be working to update these tools as we move forward, so any feedback is greatly appreciated.

## Farewell to a Friend

Daniel James Obenchain, 90 of Twin Falls, passed away January 14, 2017 in Twin Falls. He was born on April 10, 1926, in Rockford, Illinois, the son of Artie and Violet Isaacson Obenchain.



- Dan served on the Independent Insurance Agents and Brokers of Idaho, Inc. board, ultimately as President, 1970-71
- Honored as Big "I" Agent of the Year, 1968
- Served on the Surplus Line Association of Idaho, Inc. board as Secretary-Treasurer from 1978-81
- Served as State National Director for IIABI from 1977-81

Surviving are his children - Kathy (Hal) Fobes of Littleton, Colorado, Tom Obenchain of Boise, Tim (Shawna) Obenchain of Kimberly, Terry (Jessica) Obenchain of Hansen along with a host of brothers, sisters and grandchildren. He will be deeply missed by all who knew and loved him.

A Funeral Mass was held on Friday, January 20, 2017 at 10:00 A.M. at St. Edward's Catholic Church in Twin Falls.

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## TrustedChoice.com

Trusted Choice.com has just signed a participation agreement with EMC Insurance. At present, 42 states are participating for commercial and seven for personal. Idaho is thrilled to be a part of both.

The good news is that Trustedchoice.com traffic is tremendous. In the first quarter, we've now had 1.3 Million visitors, and delivered 25,000 referrals.

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## Job Opportunity at the DOI

The Idaho Department of Insurance currently has a job opening. If you or someone you know is interested please follow the link below to learn more about the position and apply online today. HURRY, application are due soon.

**WE'RE  
HIRING!**

**Consumer Services/ Consumer Affairs  
/ Consumer Affairs Officer - Apply by  
April 17, 2017**

This positions is open for all qualified individuals, if interested, please check for specific recruitment dates and apply through the standard application process via the Division of Human Resources website. Be sure to indicate Department of



Insurance under "Agencies", and Boise under "Cities." There is an online exam associated with this position to ensure minimum qualifications are met. Feel free to pass this information along to any other individuals you think may be interested.



## A Message From Your Executive Director - Kyra Gibson

Spring is one of my favorite times of year to live in Idaho. The trees are starting to bloom, flowers are popping up and every so often there is a beautiful sunny day to go out and enjoy our great state. It represents a fresh start and a new beginning. I feel right at home this season as I have begun my journey as your new Executive Director. It is a wonderful new chapter in my career. This is my first edition of Idaho Gems, and you may notice that the executive committee has decided to release the publication on a quarterly basis.

My first three months as your new executive director have been going well and I count it an honor to be a part of such a wonderful organization. I have loved learning more about The Big "I" and its members. I experienced my first national board meeting in Austin, Texas in January, and was thrilled to learn about all the wonderful benefits The Big "I" has made available to you. In May, I am headed to Washington D.C. to be a part of the Big "I" Legislative Conference; we will be visiting with our congressional officers and helping to paint the picture of this great industry.

I am looking forward to meeting many of you face to face at this year's convention in Sun Valley and beginning to build relationships with you. My office door (and inbox) are always open so please do not hesitate to get in contact with me if you need anything. Thank you for everything you do!

Kyra Gibson  
Executive Director  
kyra@iiabi.org



**INDEPENDENT INSURANCE**  
**AGENTS & BROKERS OF IDAHO**

