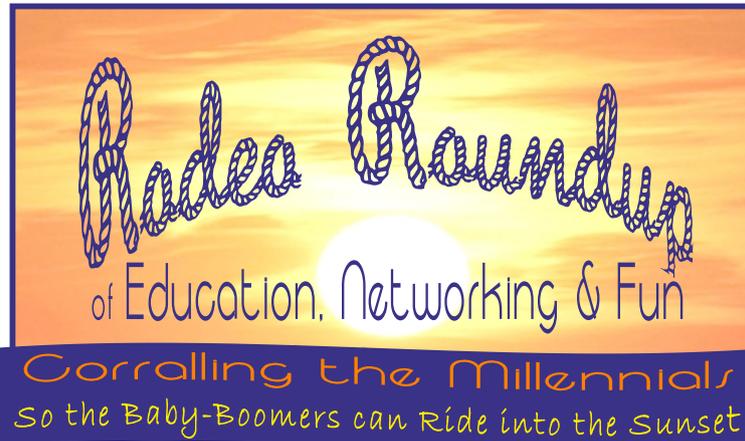




Volume 49 #2
Mar-April 2016

www.iiabi.org
595 So. 14th St.
Boise, ID 83702
208.342.9326 866.805.4978



92nd
Co'A Resort
Aug 21-24

THE ANNUAL ROUNDUP OF INDEPENDENT AGENTS WILL WAKE UP NORTH IDAHO

Incoming President & Convention Grand Marshal **Jeff Morris**, Ricketts & Associates, invites you to work hard/play hard during a rodeo of conference events.

Pony up and don't be shy about western wear, be it old west or rhinestone cowboy/girl. Just because you wear poop-kickin' boots doesn't mean you can't focus on the wealth of CE offerings Monday and Tuesday - 5 credits pending. *Millennials, Retention Referrals, Hiring and Cyber Liability* are the hot topics.

Following a round of golf and an hour of class Monday, grab some grub and goodies at the Bronco Roundup Trade Show where you'll find goods and services helping your agency perform. There will be lots of shiny buckle winners at this event! **Young Agent Chair Emily Koleno CIC**, Associated Insurance Services, has reserved Taphouse Unchained for a rootin' tootin' cowboys & cowgirls business/socializing affair Monday evening.

Get the latest, greatest info on the DOI and Big "I" National at Tuesday's General Session from **Director Dean Cameron**, IIABA Chairman-Elect **Spencer Houldin** and IIABA VP of Agent Development, Research & Education **Madelyn Flannagan**. **IIABI Regional Director Jason Swan**, Idaho Select Insurance, will Emcee the awards banquet. And back by popular demand, hilarious comedian and jaw-dropping mentalist **Sean Bott** will bend your mind and tickle your funny bone.

More Convention Info
Reserve your bedroll at the Coeur d'Alene Resort

INDEPENDENT INSURANCE
AGENTS & BROKERS OF IDAHO



Executive Secretary-Treasurer
wendy.tippetts@iiabi.org



*Idaho's Young Agent Scholarship Winner Emily Koleno...
"I Had Pie-in-the-Sky Aspirations"*

Many young agents set their sights on a career in insurance because it's been a family profession for generations. But Emily Koleno chose to study insurance out of curiosity. When it was time to choose a major at Washington State, the recipient of this year's Maurice Herndon Scholarship to attend the Big "I" Legislative Conference "selected finance because it was something I knew very little about," Koleno says, reflecting on mornings she spent reading the stock report section of the newspaper, perplexed. "It made no sense to me." Within the finance major, Koleno chose insurance as an emphasis. "I didn't know fellow finance majors who were focusing on insurance," she recalls. "I thought that was one way to take a different path. And it too was something I didn't know anything about."

Koleno grew up with hopes to move from her small town of Selah, Washington to a big city. To her, insurance held that promise: "I had pie-in-the-sky aspirations to make a big difference and work in a cool, fast-paced office. I thought, 'Even though I'm not good at math, I'm going to work hard and figure it out.' And I did."

In addition to becoming operations manager at Associated Insurance Services in Boise, Idaho, Koleno served as chair of the community engagement team of Boise Young Professionals in 2015, leading 14 volunteer and three civic events that donated more than 800 volunteer hours to the community. She is also actively committed to Idaho Young Agents, which includes planning an annual junior golf tournament and attending board meetings and conventions. "I was raised in a family that really valued community service," says Koleno, whose high school's motto, 'Enter to learn. Leave to serve,' also helped instill altruism as one of her core ideals. "That was a very deeply seeded value of mine."

Insurance turned out to be the perfect outlet for that passion. "The beautiful thing about my job now is it enables me to use that value. It promotes my agency and it helps me personally because I feel like my job is fulfilling when I'm making a difference," Koleno explains. "We can really make a difference in people's lives by making sure a business can come back after a big loss, for example. Insurance is really personal to the business owner or the individual."

Presented each year to one young agent who is a first-time attendee to the Big "I" Legislative Conference, the Maurice Herndon Scholarship allows the recipient to attend the conference free of charge. Its namesake refers to the former head of the 1949 Big "I" Washington, D.C. office, who built the association's government affairs and grassroots operations. Koleno's visit to Washington, D.C. for the Big "I" Legislative Conference was her first time in the nation's capital. True to form, she was a sponge... learning about topics with which she's unfamiliar, like health insurance. "It's a hot topic for all small business owners that I work with, and it's a hot topic within our office for those who do personal health insurance," she says.

Long term, Koleno hopes to add a CRM and MBA to her current CIC credentials, and even aspires to lead her current agency. "We're an up-and-comer in Idaho," she says. "We're only 11 years old, and we've grown by huge leaps. I'd like to see us become one of the biggest in the state, and I'd like to help lead that charge." She's also looking forward to more engagement with the Big "I." "It's important to invest in our industry and support our colleagues," Koleno says. "All of us supporting each other will help raise the professionalism and good work that we can all do collectively."

By Jordan Reabold, IA assistant editor

Member Benefits

April 1

Flood Program Changes

Don't forget about the National Flood Program changes that took effect on April 1. Changes include: adjusting premium increases, issuing new rates, updating maps, supporting mitigation and enhancing program advocacy. For more information on the changes, read the [IA Magazine article](#) or view [this flyer](#) for Selective Insurance, the Big I's endorsed flood carrier.

WRITING FLOOD MADE EASY

At Selective, we know writing flood insurance business is complex - and agents already have a lot on their plate, so any time saved means more time for them to capture new business.

For this reason, we offer QuoteitNow - a self-service flood quoting tool that can be easily added to Selective appointed agency websites. In just a few simple steps, QuoteitNow walks customers through a flood application up to binding and directs them to contact the agency to finalize the process.

Why not maintain a personal touch with customers, while empowering them to start the flood quote process on their own - and at their convenience? Work with Selective to save time, save money and drive business. To learn more [watch our brief video](#).

For additional questions or to become a Selective appointed flood agent, contact Quoteitnow@selective.com today.

Big "I" Flood and Selective's relationship helps deliver members an unparalleled flood program combined with several layers of support to meet any and all flood insurance needs. The program has no minimum written premium volume requirements or access fees.

Becoming appointed to write flood business is easy. Simply contact Selective at floodsales@selective.com or (877) 348-0552, option 5, and identify yourself as a Big "I" member.

DOWNLOAD THE IA TABLET APP FREE Member Benefit at the iTunes Store

Agency management systems are constantly changing. What's new in 2016? And what's up next? To get the scoop on the latest updates for Applied Epic, EZLynx Management System, QQCatalyst and Vertafore AMS360, download the March issue of Independent Agent Magazine, now available in the iTunes store.

The featured stories in the IA technology issue also take a look at how agents can better engage their customers in a digital age and various hard tech trends that will affect independent agents in the coming years. You can also look forward to reading insight about how your agency management system can be an E&O ally, as well as a market update about cyber liability coverage developments.

Head to the iTunes store by following this link <http://tiny.cc/aay49x> to access IA or search the iTunes store for any variation of "IA magazine." The tablet version offers a unique reading experience as well as a host of extra features not available in the print edition.

K U D O S I D A H O

As the federal government exercises more regulatory power over financial services, the future of the insurance market is becoming dependent on agents' ability to engage in the federal political process. The Big "I" federal government affairs team advocates for agents in Washington, but they can't do it alone.

InsurPac is the federal political action committee (PAC) for independent agents and it works hand in hand with the association's advocacy efforts. As a multimillion dollar PAC, it is among the top one tenth of one percent of all federal PACs in terms of size and effectiveness.

InsurPac uses its size to develop Big "I" relationships with members of the U.S. House, Senate and candidates for federal office. Every day there are dozens of fundraising events happening in your nation's capital. The entry ticket to these events is a PAC contribution.

Elected officials who receive InsurPac support might not always vote with agents, but it does enable the Big "I" to constantly remind officials about where agents stand on important issues. With so many competing interest groups vying for time with members of Congress, PACs help groups break through the noise. While InsurPac is tied to the Big "I", it cannot use any corporate funds to make contributions to federal campaigns. Therefore, it solicits voluntary, personal contributions from agents throughout the country, and then distributes 100% of that money to Congressmen, Senators and candidates for federal office who support small business and the independent agency system.

Every year, thousands of individuals step up to support InsurPac with amounts ranging from \$20 to \$5,000. They understand that a reasonable investment today helps protect their bottom line tomorrow.

Thanks to the prompting of Pac Chair Jay Martin and our generous Idaho agents we have again exceeded our state goal, donating almost \$10,000 in 2015 alone. As a result, Idaho (one of only 8 states) was awarded the InsurPac Eagle Award, given to states raising an average of more than \$100 per agency.



For Idaho agents, the Legislative Conference held in Washington DC recently proved to be more than a lobbying mission where hundreds of independent agents across the nation storm Capitol Hill. Our group received a glimpse of fame after catching the 100th home run ball of Washington Nationals' Bryce Harper. The Washington Post tells the back story about INSURPAC Chair Jay and Misty's daughter, Lauren Martin, who happily received an autographed bat from Harper.

[The full Washington Post story is told here](#)

INSURPAC CONTRIBUTORS 2015

Anderson, Dennis	Pipal-Anderson	Morris, Jeff	Ricketts and Associates
Archibald, D Gary	Archibald-Leavitt	Naccarato, John	ISU-Haddock & Associates
Baker, James	Baker Insurance Agency	Nielson, Bradley	The Buckner Company
Baker, Patricia	Baker Insurance Agency	Oakes, Angela	Summit Insurance Resource Group
Balcos, Mark	Wood River Insurance	Oaks, Randy	ISU-Haddock & Associates
Christensen, Jan	Blaine Christensen Ins. & Assoc.	Packham, Scott	Packham Insurance Agency
Dahl, Jason	Castle Lake Insurance	Paskewitz, Clint	Associated Insurance Services
Dahlinger, George	Dahlinger & Co Insurance	Percy, James	Conquest Insurance Agency
Harman, Pepper	Harman Insurance Agency	Percy, Julie	Conquest Insurance Agency
Holmes, Dennis	The Insurance Group	Perry, DeRay	The Hartwell Corporation
Howell, Bret	Kruse Insurance	Pipal, Owen	Pipal-Anderson
Howell, Ronald	Kruse Insurance	Pipal, Randall	Pipal-Anderson
Johnson, Gail	Higgins & Rutledge Insurance	Post, William	Post Insurance Services
Kerby, Patricia	Pace-Kerby & Co	Ricketts, Robert	Ricketts and Associates
Koleno, Emily	Associated Insurance Services	Rylaarsdam-Schoo, Marilyn	Likkel Ins Agency
Litman, Walter	Reliant Northwest	Sorenson, Gary	Sorenson Insurance
Locke, Bob	Locke Agency	Strecker, Stan	Meridian Insurance Agency
Marek, Todd	Northwest Insurance Agency	Stumpf, Larry	HUB International
Martin, Jay	Martin Insurance	Sullivan, John	American Insurance Agency
Martin, Mike	Martin Insurance	Swenson, Greg	Higgins & Rutledge Insurance
Mary, Todd	The Hartwell Corporation	Tippetts, Wendy	Ind Ins Agents & Brokers of Idaho
Matheson, Staci	The Hartwell Corporation	Watkins, Ann	Martin Insurance



NEEDED: RISK IMPROVEMENT SUPERVISOR

EMC Insurance Companies is seeking a Risk Improvement Supervisor for our Bismarck Branch to work from their home in Idaho. Responsibilities include completing on-site loss control surveys, developing recommendations for policyholders to control hazards and supervising a risk improvement team.

Our ideal candidate must possess 8 years of related loss control or safety experience, a bachelor's degree in engineering or related sciences, and insurance or risk management designation. Previous supervisory or leadership experience desired.

Count on EMC to offer an excellent benefit package including medical/dental/vision insurance, wellness benefit, 401(k) and pension plan, business casual dress and life insurance. To apply, please complete our on-line employment application at:

https://emcins.wd5.myworkdayjobs.com/EMC_Careers

Convention
2016

Sun Aug 21 – Wed Aug 24
Coeur d'Alene Resort

The 47th Trusted Choice Big "I" National Championship

will be held at Del Paso Country Club in Sacramento, CA on August 1-4, 2016. The top two Idaho boys & top two girls will win free flights/accommodations/entry fees for the National Championship. Emily Koleno, Trusted Choice Big "I" Junior Golf Chair, is working with her team of industry volunteers and they need your support. The Idaho tourney is open to Idaho junior golfers who won't reach age 19 before August 5, 2016.



**2007 NATIONAL TOURNEY
CRANE CREEK COUNTRY CLUB, BOISE ID**

IDAHO QUALIFIER TRUSTED CHOICE BIG "I" JUNIOR CLASSIC

RedHawk Golf Course, Nampa, ID

June 29-30, 2016

\$90 Tournament Fee

[REGISTRATION](#)

[MORE DETAILS](#)

MUTUAL OF ENUMCLAW IS LIVE FOR BOTH
PERSONAL AND COMMERCIAL LINES RATING
AT TRUSTEDCHOICE.COM IN ARIZONA,
IDAHO, OREGON, UTAH & WASHINGTON.

DOI IS ON FACEBOOK
PLEASE LIKE THEIR PAGE!

<https://www.facebook.com/idaho/DOI>

PLATINUM Rothert Insurance



2016

Acuity
Alaska National
Austin Mutual
Burns & Wilcox
CTR Cleanup & Total Restoration
Imperial PFS
Liberty Mutual
Mutual of Enumclaw
Prime Insurance
Progressive Insurance
State Insurance Fund



INDEPENDENT INSURANCE
AGENTS & BROKERS OF IDAHO

Sunday August 21 2016

Times subject to change

3:00—6:30 Registration
5:30—6:30 **Howdy Pardner Reception**
After 7 pm Exhibitors - Set up



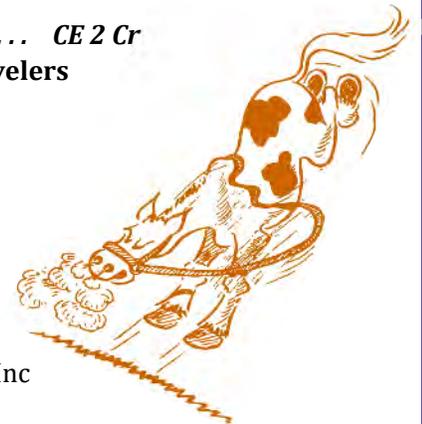
Monday August 22

CE Not Yet Approved

8:30—1:00 Shotgun Golf Tourney at CdA Resort Course ~ Co-chairs Lynette Larango & Tracy Forsythe
11:00—4:30 Registration
1:30—2:30 **How Millennials will Affect Your Agency's Future** **C.E. 1 Cr**
Brandie Hinen, Powerhouse Learning
2:30—5:30 **Bronco Roundup TRADE SHOW** - Exhibitors dress Western
3:30—4:15 **SURPLUS LINE MEMBER MEETING** President Tim Obenchain CIC, HUB Intl.
Elections & Association business
5:00—5:30 Trade Show Drawings & Golf Awards
9:00—11:00 **Young Agent Business & Brewski Bash** at Taphouse Unchained (open to Boomers)
Evening Open

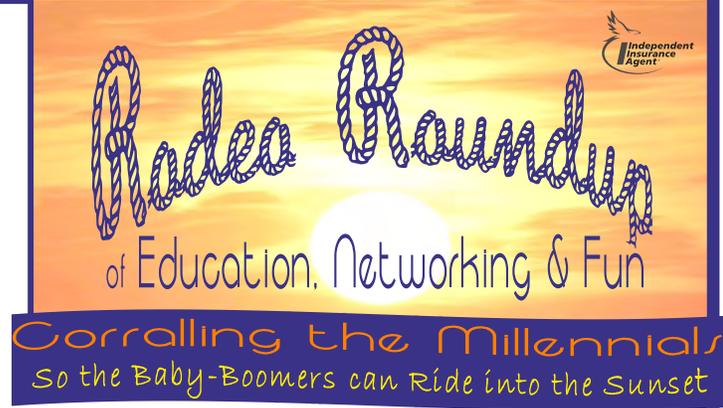
TUESDAY AUGUST 23

8:30—9:15 **BIG "I" MEMBER MEETING** President Clint Paskewitz, Associated Insurance Services LLC
Elections & Association Business
National Director Report, Robert Ricketts, Ricketts & Associates Inc.
9:30—12:00 **GENERAL SESSION**
Invocation
Dean Cameron, Director of Insurance - State of the DOI
Spencer Houldin, IIABA Chairman-Elect - State of IIABA
Madelyn Flannagan, IIABA VP Agent Development, Research & Education **CE 1 hr**
1:30—2:30 **Time Management & Marketing** **CE 1 Cr**
Brandie Hinen, Powerhouse Learning
2:30—4:20 **Cyber Liability, Clean up the Confusion of a Quickly Evolving Coverage** **CE 2 Cr**
Kourtney Shorts, Acct Exec, Bond & Specialty Insurance, Travelers
6:00—6:45 *Hosted Reception*
6:45—9:30 *Happy Trails Awards | Installation of Board | Dinner Show*
Master of Ceremonies Jason Swan
Comedian Mentalist Sean Bott



Wednesday August 24

9:00—12:00 IIABI BOARD MEETING President Jeffrey Morris, Ricketts & Associates Inc





INDEPENDENT INSURANCE
AGENTS & BROKERS OF IDAHO

595 South 14th, Boise ID 83702

Registration Form

Coeur d'Alene Resort

August 21-24, 2016



Register Online or send Ck with this form ★ Accommodations

Name (Print) _____ Designation(s) _____
 First Name for Badge _____ Spouse/Guest Name _____
 Agency/Co. _____ Title _____
 Address _____ City _____ State _____ Zip _____
 Phone _____ Fax _____ 1st Convention? _____
 Agent/Employee _____ Company Rep _____ Exhibitor _____ Other _____
 Email _____ ID Agent Lic # _____ (Required for CE) _____

	Early Bird Before Aug 1	After Aug 1
1st Time Agent Attendee or Young Agent (40 & younger) Must be Member Idaho Resident	\$ 95	\$125
Agent	\$195	250
Company	\$225	275
Spouse/Guest Not licensed & Not Active in Ins. Agency or Industry	\$150	180
Youth (Under age 12)	\$75 ea x ____ (# of kids)	100 ea
Exhibitor	\$550	700
Shotgun Golf Tourney - CdA Course	\$190 x ____ (# of players)	190 ea
Young Agent Fundraiser	\$25 x ____	25 ea
Enclosed is my check for: (Cancellation Fee \$50. per person after July 17)	\$	\$
Payable to IIABI 595 S. 14th St., Boise ID 83702		

Complete Activity section below ~ Must be paid registrant above to participate

Sun WELCOME

Yes, will attend # _____
 No, can't attend _____

Mon Young Agent Social

Yes, I will participate # _____
 Grand Prize - Registered Agents Only

TUES AWARDS BANQUET

Yes, will attend # _____
 No, can't attend _____

Mon GOLF

Confirm team and include 4-some below

Handicap _____ Avg 18 hole score _____

Questions? contact Tricia tcrump@iabi.org
 208.342.9326 F 208.336.2901