



**JEFF MORRIS, PRESIDENT  
IIABI 2016-17  
RICKETTS & ASSOCIATES, INC.**

**THE 92<sup>ND</sup> ANNUAL CONVENTION**

is in the IIABI book of history! We thank our Company sponsors, Contributors, Exhibitors and Guests who made it yet another success

Convention Chair **Jeff Morris** executed a *round-up* of education, fun, scrumptious meals and quality speakers for his Big "I" cowboys and cowgirls.

**Immediate Past President Clint Paskewitz** handed the reins to President Morris at the closing banquet as the new board was sworn into office by **IIABA Chairman Spencer Houldin**. Paskewitz had a tough year as he directed this association through even more budget cuts and an exhaustive search for new executive management and a new lobby team, as Executive Secretary-Treasurer **Wendy Tippetts** rides towards that sunset. Tippetts' contract expires the end of 2016 but she will continue in an advisory capacity until the transitions are running smoothly. More detail in that area is forthcoming.



Another change in leadership took place as **Bob Ricketts**, following two consecutive terms of IIABA board service, turned the duties of National Director over to **Past President Ann (Martin) Watkins**. Ann was appointed by the board at their August 24 meeting to fill this important position - Idaho's direct voice at a national level. Bob jumped in with both feet six

*Rodeo Roundup*  
of Education, Networking & Fun

**A W A R D S**

AGENT OF THE YEAR  
**Larry Stumpf**  
CIC CRM Hub International

COMPANY PERSON  
**Pat Roark**  
Berkley North Pacific

YOUNG AGENT  
**Emily Koleno** CIC  
Associated Insurance Services

OUTSTANDING SERVICE  
**Wendy Tippetts**  
IIABI Executive Secretary-Treasurer

SPECIAL RECOGNITION  
**Bob Ricketts** National IIABA Director  
Ricketts & Associates

## 2016-17 IIABI BOARD

### OFFICERS

**JEFFREY MORRIS**  
PRESIDENT

Ricketts & Associates Inc  
208.322.5525  
jeffm@rickettsinsurance.com

**SCOTT O. PACKHAM CIC**  
VICE PRESIDENT/PRESIDENT-ELECT  
Packham Insurance Agency  
208.785.2525  
scottpack@cablone.net

**RANDY PIPAL CIC CRM**  
EXECUTIVE COMMITTEEMAN  
Higgins & Rutledge Insurance  
208.343.7741  
randyp@higginsrutledge.com

**GREG SWENSON**  
EXECUTIVE COMMITTEEMAN  
Higgins & Rutledge Insurance  
208.343.7741  
gregs@higginsrutledge.com

**BRET HOWELL**  
EXECUTIVE COMMITTEEMAN  
Kruse Insurance Inc  
208.232.6277  
bret@kruseinsurance.com

**ROBERT J. RICKETTS**  
NATIONAL DIRECTOR  
Ricketts & Associates Inc  
208.322.5525  
bobjricketts@rickettsinsurance.com

**CLINT PASKEWITZ**  
IMMEDIATE PAST PRESIDENT  
Associated Insurance Services LLC  
208.336.7733  
clintp@aisidaho.com

### REGIONAL DIRECTORS

#### JODIE CORLESS

REGION I  
Pend Oreille Insurance  
208.263.2169  
jodie@pendins.com

**MIKE MARTIN JR. (JAY)**  
REGION II  
Martin Insurance  
208.743.6543  
jay@martininsure.com

**DENNIS HOLMES**  
REGION III  
The Insurance Group  
208.452.3543  
dennish@theinsurancegroup-inc.com

**JASON SWAN**  
REGION IV  
Idaho Select Insurance LLC  
208.473.2406  
jason@idselectins.com

**LARRY STUMPF CIC CRM**  
REGION V  
HUB International Mtn States Ltd  
208.737.6446  
larry.stumpf@hubinternational.com

**BRET HOWELL**  
REGION VI  
Kruse Insurance Inc  
208.232.6277  
bret@kruseinsurance.com

**STACI MATHESON CPIW AINS**  
REGION VII  
The Hartwell Corporation  
208.522.5656  
staci@thehartwellcorp.com

YOUNG AGENT CHAIR & HONORARY MEMBER  
**Emily Koleno CIC**  
Associated Insurance Services LLC  
208.336.7733  
emilyk@aisidaho.com

years ago to represent our membership and never ceased giving it his all including service on national committees and the Trusted Choice board. We know Ann and she is geared up and ready to go full force. Not a time waster, she's already working for you. *Be sure to refer to Ann's Flood editorial in this Gems.*

The trade show was a parade of western wear and displays as exhibitors crafted their booths in sync with the convention theme. Trade show folk didn't disappoint in bringing critical products to agents and adding to the festivities with quality drawings and give-aways. **Lynette Larango**, Higgins-Rutledge, won the *Early Bird Complimentary Registration*. **Jacob Florence**, Hub International, happily accepted the *Young Agent Drawing* while **Staci Matheson**, The Hartwell Corp., danced away with the *Exhibitor Grand Prize of \$500!* Golfers played the CdA Resort course and enjoyed lots of prizes. Thanks to Co-Chairs **Lynette Larango** and **Tracy Forsythe**, Higgins & Rutledge, for executing a quality game. **Master of Ceremonies Jason Swan**, Idaho Select Insurance, kept the program moving in spite of hecklers, i.e. Jeff Morris. We thank him for the laughs and turning on the serious when called for.



# 92nd Annual Sponsors & Contributors

Actively *express* your thanks !

- YOUNG AGENTS Trade Show Drawing
- YOUNG AGENTS Event Prizes
- YOUNG AGENTS Event Food
- YOUNG AGENT of the Year Award
  
- COFFEE BREAK General Session
- COFFEE BREAK CE Class Monday
- COFFEE BREAK CE Class Tuesday
- COFFEE BREAK Member Mtg
  
- GOLF PRIZES
- POCKET PROGRAM
- REGISTRATION PACKET
- TRADE SHOW Beverages
- WELCOME RECEPTION Beverage
- PROGRAM GUIDE
- EARLY BIRD REGISTRATION
- PHOTO BOOTH
- ENTERTAINMENT
- IDAHO GEM SPONSOR
- IDAHO GEM SPONSOR
- GENERAL FUND

- IS & RB
- UNITED Heritage
- TRAVELERS
- OREGON Mutual
  
- PROGRESSIVE
- BERKLEY No. Pacific
- EMC Insurance
- ICRMP
  
- GRANGE Insurance
- PRIME Insurance
- SAFECO
- ALASKA National
- ROTHERT Insurance
- LIBERTY Mutual
- SWETT & Crawford
- DISASTER Kleenup
- TRUSTCO & BIG "I"
- MAPFRE
- RISK Placement Svcs
- SURPLUS LINE ASSOC.

*Special Thanks to:* **Bonner County Rodeo Queen Royalty**  
Miss Teen Bonner County Rodeo Bailie Corless

### Golf Prizes

- Acuity / Concorde G.A / CTR Cleanup
- Dairyland / Disaster Kleenup / EMC / Employers
- Farmers Alliance / IS&RB / Enumclaw / Nationwide
- NW Preferred Federal CU / Oregon Mutual / Rain & Hail
- Risk Placement Svcs / Travelers / United Heritage

## Platinum Rothert Insurance

- 2016 **Gold**
- Acuity
  - Alaska National
  - Austin Mutual
  - Burns & Wilcox
  - CTR Cleanup & Total Restoration
  - Imperial PFS
  - Liberty Mutual
  - Mutual of Enumclaw
  - Nationwide
  - Oregon Mutual
  - Prime Insurance
  - Progressive Insurance
  - State Insurance Fund
  - Travelers



**Crissie Kay**

## FLOOD INFO FROM PAST PRESIDENT ANN WATKINS

IIABI Past President Watkins met with Senator Crapo's Washington DC based Senior Policy Advisor, Gregg Richards and Lewiston Regional Director, Tony Snodderly regarding flood insurance issues affecting Idaho insurance agents and clients in August of 2016.

**THE CURRENT STATE OF THE PROGRAM** - The IIABA and the Idaho IIABI Delegation has lobbied on flood insurance issues for many years on your behalf. The National Flood Insurance Program (NFIP) is currently \$23 billion dollars in debt to the federal government. It's important to note that for 20 years the program financially sustained itself. The debt is a result of 2005 hurricane Katrina and 2012 Super Storm Sandy. In 2012 Congress passed some major reforms in the Bigger Waters Act in an attempt to make the program actuarially sound. The main outcome was premium increases designed to bring premiums for homes in the highest risk flood areas up to a level that will sustain the program. Congress is considering additional changes to the program when it expires in September 2017. The highlights of our meeting follows:

**AGENTS ARE CRUCIAL** to the process of purchasing flood insurance. I provided a chart detailing the steps involved and strongly encouraged them to take the discussion of reducing agent compensation off the table as a method of saving money for the program. Agents knowledge of the coverage and assistance in the purchase of flood insurance is a valuable and often labor intensive process and we should be compensated fairly for the assistance we provide.

**A LONG TERM EXTENSION** is necessary for market stability so that purchasers can know what to expect in the future. REFORMS MUST NOT DISCOURAGE PURCHASERS of flood insurance. To make the program financially sustainable, we need to bring new consumers into the NFIP and WYO flood program to help spread the risk and add to the premium base. Sometimes well intentioned changes actually work counter to this goal.

**IIABA's SUPPORT OF S1679 Flood Insurance Parity and Modernization Act.** This bill, currently being considered by the US Senate, would allow consumers to move between the NFIP program and Private flood insurance markets without penalty, satisfying the NFIP "continuous coverage" requirements. Gregg Richards expressed that Senator Crapo understands the necessity of agents in the process of purchasing flood insurance - and understands that our commission at its present level costs significantly less than federal employees would to perform the same function. He also discussed the problem of creating solutions that need to be done to sustain the program and what could actually be politically done. The IIABA and the IIABI will continue to strongly advocate on your behalf through the process over the coming year on this issue.

**Idaho Flood Insurance Stats as of 7/31/2016**

**Policies in Force: 6,175**

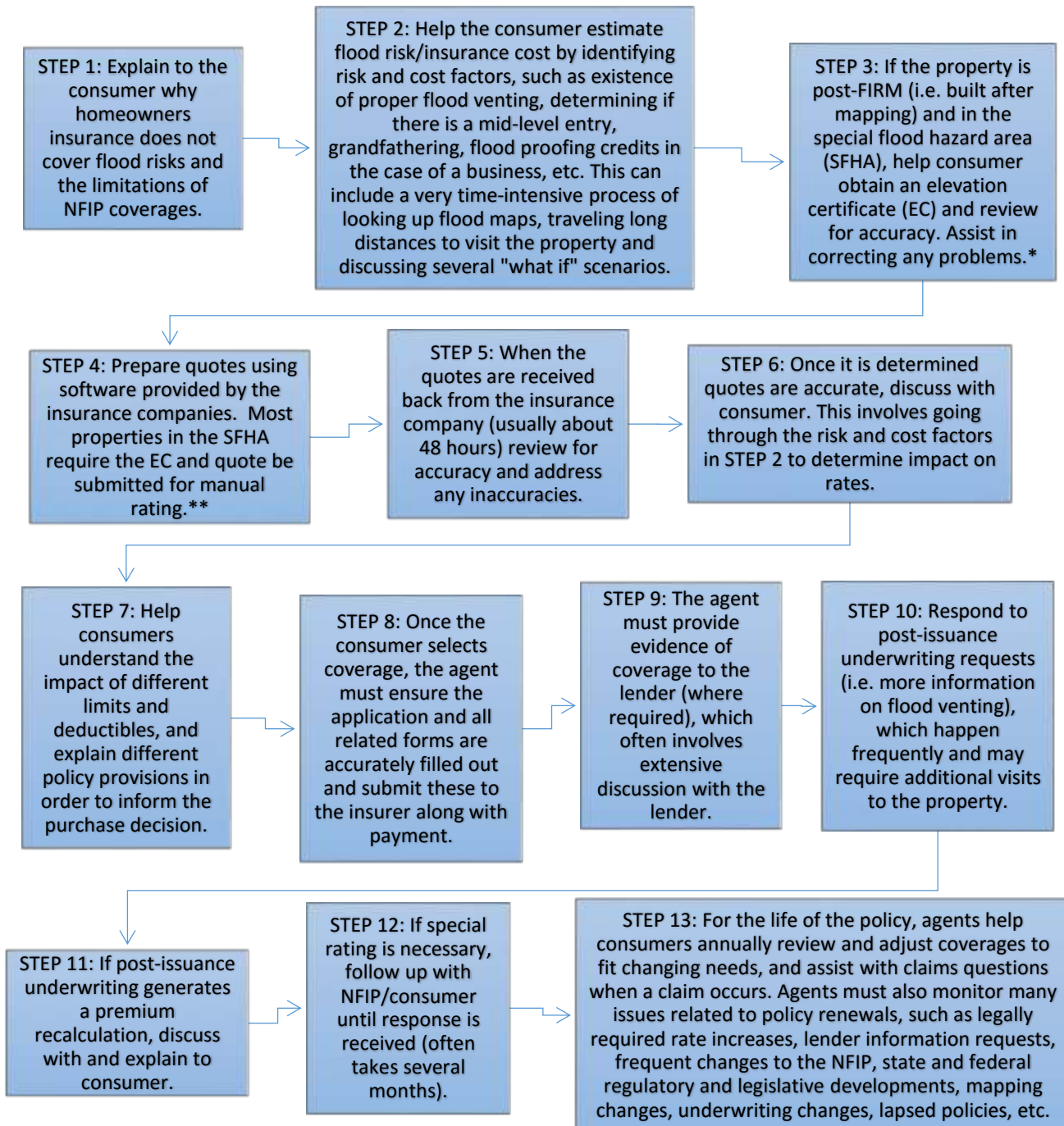
**Insurance in Force: \$1,474,645,300**

**Written premiums in Force: \$4,488,718**

Here is the link to additional breakdown of that data  
<http://bsa.nfipstat.fema.gov/reports/1011.htm#IDT>



## WHAT DOES AN INSURANCE AGENT DO TO ASSIST CONSUMERS IN THE PURCHASE OF FLOOD INSURANCE FOR THEIR HOME OR BUSINESS?



\* Pre-FIRM properties (i.e. built before the flood maps) inside the SFHA do not require an EC and have slightly less extensive underwriting processes. However, explanations of mandatory rate increases until "full risk rates" (rate calculated with an EC) are reached as required under BW-12 and HFIAA must be provided.

\*\* Properties outside the SFHA require no underwriting and have a simpler process. However, they require extensive conversations with consumers, as they have often been educated by the media, lenders, real estate agents, friends and neighbors to believe they are "not in a flood zone" and therefore do not need flood insurance.

## FROM THE DEPARTMENT OF INSURANCE

**PRIVACY NOTICES:** Effective September 1, 2016, insurers and producers are no longer obligated to send their customers an annual privacy notice where the licensee's practices and policies regarding disclosure have not changed since the last notice sent to their customer. The rulemaking will also benefit consumers by relieving them from receiving duplicative annual notices. As a temporary rule approved by Governor Otter, the formal rulemaking process is being pursued to make the change permanent. Your legislative committee and lobbyist will work with Director Cameron to work toward the permanent rule during the upcoming legislative session.

<http://www.doi.idaho.gov/publicinformation/laws/Rulemaking.aspx>

**W/C RATES:** The National Council on Compensation Insurance (NCCI) has proposed an overall rate change of -1.2% percent to workers' compensation insurance to become effective January 1, 2017. "The change in the 2017 workers compensation rates is a reflection of the stability of Idaho's worker compensation system," says Department Director Dean Cameron. "Frequency of claims for lost work time claims has remained consistent, and the average costs of those claims have declined. Medical cost per case has leveled off."

## BEST PRACTICES - INCREASE PROFITABILITY

The IIABA/Reagan Consulting Best Practices Study benchmarks data on the key metrics of agency performance and value including revenue growth and profitability, financial stability, expense management, and sales and operations productivity. For more information, [click here](#).

Participate in the [free Best Practices Webinars](#) for snack-size bits of knowledge that can help your agency get started on the road to operational success. You can view prerecorded webinars on the key metrics the study covers, mergers/acquisitions and the best practices study highlights. Also, mark your calendar for upcoming live webinars on perpetuation planning (10/19), producer recruiting/developing (12/14).

## DATA BREACH NOTIFICATION LAWS

*Access Mintz Levin law firm's matrix of data breach notification laws* by Joseph Doherty

The breach of protected data remains one of the top issues for independent agents and their clients. Businesses must not only work to prevent breaches, but also understand the patchwork of state laws that may apply in the event of a breach. In conjunction with the Mintz Levin law firm, the Big "T" Office of General Counsel has made available Mintz Levin's [matrix of data breach notification laws](#). This free member benefit provides a detailed summary of the data breach notification laws in the 47 states that have such laws. The Office of General Counsel thanks the Mintz Levin firm for providing permission to make the matrix available to Big "T" members. If you have questions about the matrix or data breach laws, contact [Joseph Doherty](#) or [Scott Kneeland](#).

## P2P INSURER LEMONADE

Peer-to-peer insurance startup Lemonade is selling homeowners policies in New York State beginning at \$35 per month ***with the promise to reinvent the insurance business model and make insurance a "delightful" experience for consumers***. Lemonade says users can buy the coverages instantly, from any mobile device, quickening a process. Lemonade attracted \$13 million in seed funding. Here is a [promotional video](#) for the company.



## REGISTRATION NOW OPEN

October 19  
Perpetuation Planning

October 27  
NFIP: Change, Chaos, and Confusion

November 16 \*\*  
Builders Risk and Installation Floaters

December 14  
Producer Recruiting and Development

**Bldrs Risk: 2 credits Pending for Idaho  
Conference Style if led by proctor**



## Associated Insurance Services

Posted by Emily Koleno

2 hrs · 🌐

We are so proud of **Courtney Mitchell**, who just celebrated her 6 year anniversary with us and was named Idaho's Outstanding CSR of the Year by **The National Alliance for Insurance Education & Research**. Way to go, Courtney!

Pictured: Courtney Mitchell (center) with Theresa Scott (L) and JoAnn Clarke (R) of The National Alliance.



## RECORDS RETENTION RECOMMENDATION

Due to changes in technology from paper files to virtual files and cloud computing, and changes in privacy laws due to the Gram Leach Bliley Act, HIPAA, the Patriot Act and its successors, federal and state specific laws regarding notifications necessary due to data breaches, individual state laws regarding document retention, and individual agency/carrier agreement requirements, a "one size fits all" method of document retention is no longer conducive to good business practice. With the advent of digitized electronic documentation, the ability to store a vast amount of records in a relatively small electronic space has dramatically changed the ability to retain records. However, along with the ability to store documents electronically comes the vulnerability that people from outside your agency could obtain access to your records for purposes such as identity theft and corporate espionage. As to insurance agents errors and omissions claims, the retention time period for agency file documentation that could relate to an E&O claim is simple: as long as possible. There are many factors that could have an effect on how long documents could be necessary to help in the defense of claim, including, but not limited to, statute of limitations or an extension of that limitation. At the same time the longer you retain such documents, the greater your exposure in the event of a data breach. Each agency must determine for itself the time period for its documents to be retained based upon their location, type of business and all of the factors previously mentioned. We recommend that you consult with legal counsel in developing your agency's document retention policy. <http://rms.iiaba.net/Resources/Pages/Resources/Records/default.aspx>

**Convention  
2017**



**Sun Aug 13 - Wed Aug 16**



Attention RLI Producers:  
Exciting News Regarding  
RLI Personal Umbrella &  
In Home Business

IIABI is constantly working to provide the most effective and efficient customer service experience for our members. Due to changes in our industry and an urgent need to control costs, staff and management change is on the forefront. To maintain a superior relationship for the RLI product offering, we have transitioned the service and administration of PUP and IHB policies to our national staff (IIABA) effective August 1, 2016.

IIABA specializes in RLI products and is currently servicing 14 other Big "I" states. Contact April Shrewsbury for RLI new business, renewals and endorsements. April has an exciting new approach for Idaho members that will improve your RLI experience.

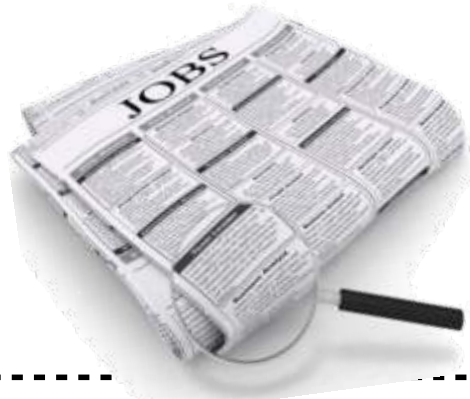


April Shrewsbury  
AAS Inc. (IIABA)  
127 S. Peyton St.  
Alexandria, VA 22314  
[april.shrewsbury@iiaba.net](mailto:april.shrewsbury@iiaba.net)  
800.221.7917 x 5360

*Congratulations on your marriage, April! On October 8, April's name will change to April Pitz. Her new email is [april.pitz@iiaba.net](mailto:april.pitz@iiaba.net). Members, be sure to note the change.*



TRUSTED CHOICE SOCIAL MEDIA  
CAMPAIGN RAISED \$150,000  
FOR MAKE-A-WISH !



**AGENCY TRAINING OPPORTUNITY WANTED**

I am not yet licensed though looking to do so soon. I would love to work with an independent agent and simply start out working to manage your past clients and up-sell while I gain experience.

Ideally I would like to be an "exit strategy" and be mentored by someone with experience who wants to eventually sell their book of business to someone they trained and who assisted them in creating more value to their book.

I prefer Boise but Meridian, Eagle and farther west are areas in preferential order.

For Resume:  
Contact Wendy at the Big "I" office:

**AGENCY FOR SALE  
OUTDOORSMAN' S PARADISE**

Small North Idaho Insurance Agency for sale. \$1.5 mill premium volume, \$169K in commissions, 2 seasoned & licensed CSR's, all computers, desks, & file cabinets included. Asking 2 times commissions at time of sale.

\$125K down  
Balance over time with interest.

Contact Wendy at the Big "I" office:  
[wtippetts@iiabi.org](mailto:wtippetts@iiabi.org)





Take a listen to this real recording of a potential customer calling an agency for a new account. Now ask yourself - does this happen at my agency? Trusted Choice brings you the *Power of 30 Seconds(TM)* - an online training system to help your agency improve the customer experience and increase close rates. The training takes about 30 minutes to complete - and if you complete the quiz at the end, we'll send you a certificate of completion.

Set the tone to sell with the Power of 30 Seconds!

<https://vimeo.com/185830476>

## PROFESSIONAL LIABILITY MOVES TO IIABA

Over 35 years ago, Big "I" Idaho and IIABA launched a national professional liability program. Idaho staff administered - and manually rated in the early days - the E&O product for our members. A number of years ago, we contracted PRIM (Big "I" of Montana) to administer the program which had grown beyond our local means of efficiency. We appreciate their working with our Idaho folk, however M&A's took its toll on our book. To maintain the best all-around result, it is time to move our accounts to the experts at IIABA ... a move that will bring a new advantage and new resources to you as you look for the best possible insurer and service for your agency's E&O.

Big "I" Advantage will assume the role of service provider for the Errors and Omissions/professional liability program. Big "I" Advantage is the insurance licensed subsidiary of Independent Insurance Agents and Brokers of America (IIABA). Mark Wolf, CPCU leads the Big "I" Professional Liability/E&O program and will coordinate services for you along with dedicated underwriting, service and risk management support. They will take over renewing Idaho accounts and provide new business quotes for members not currently part of the IIABA E&O program. Watch for additional information from Mark and his team and make a note that your Big "I" Advantage contacts are:

Mark Wolf, CPCU  
Vice President, Big "I" Advantage  
127 South Peyton Street  
Alexandria, VA 22314  
[Mark.Wolf@iiaba.net](mailto:Mark.Wolf@iiaba.net)  
Direct: 703-706-5367  
Toll Free: 800-221-7917, Ext 5367

Jim Hanley, RPLU  
Director of Risk Management,  
Big "I" Professional Liability  
Big "I" Advantage  
[Jim.Hanley@iiaba.net](mailto:Jim.Hanley@iiaba.net)  
Direct: 703-706-5469  
Toll Free: 800-221-7917, Ext. 5469

Joni Sells  
E&O Underwriter,  
Big "I" Advantage  
[Joni.Sells@iiaba.net](mailto:Joni.Sells@iiaba.net)  
Direct: 703-706-5432  
Toll Free: 800-221-7917, Ext. 5432

