Annual Convention Registration is now open!

This year we are limiting the registration count to 200 so make sure you register right away if you want to be a part of this fun event!
Energy, Effort, Attitude…All things we can control within ourselves, but sometimes throughout our work week one falters. Personally, I can say it has been tough with all the zooms, go to meetings, and being a keyboard commando to keep those three attributes at a level I think is important during these times.

Energy level of our IIABA national office continues to be high even though most have been working remotely since March. As many of you know, IIABA National Conventions and Conferences have gone “virtual” this year, and I am proud to say that South Dakota has been very well represented for attendees. That is one reoccurring theme on our calls is the unbelievable support all our South Dakota members provide given our relatively small population.

A lot of effort from the National Young Agency Committee has been put forth to make sure our message is still strong. Our focus has been on perpetuation, inclusion, life-work balance, and overall challenges of being a young agent in our great agency. We hope that as dates come out for our virtual conference in October that you will be attend. A little birdie told me that there may be a drawing involved for South Dakota attendees, and we are planning a great one-hour segment dedicated to perpetuation.

One thing that is consistent of our IIASD and IIABA teams has been their unbelievably positive attitudes. I have had the privilege to visit with both national and state leadership and staff…always met with a smiling face (zoom), upbeat expression in a person's voice (go to meetings/phone conference), and effective communication via email (keyboard commando). We can all learn how to roll with ups and downs and continue to control our internal attitudes from our crew that is here to support and sustain the Independent Agency System.

Hopefully, your agencies have been able to weather the ups and downs and continue to provide the service to your customers and community.

Jesse Konold
Key Agency

Independent Insurance Agents of South Dakota
It’s great to be part of an organization with members who are ready and willing to “lend a hand” to carry out projects that make a difference.

Many of you were contacted to deliver Personal Protective Equipment to your local EMS/Ambulance Services earlier this year and made it possible for your IIASD Association to equip 130 departments with 10 face shields and 100 surgical masks. We’ve received many thank you notes and emails from these volunteers who so generously give of their time and expertise to save lives in our communities. We want those individuals to know that it is YOU, the local Trusted Choice agency that makes this contribution possible so “thank you” for taking the time to deliver the PPE.

You donate generously to our SD I-PAC and each election year, contributions are made to SD Legislative candidates who support initiatives of small business and the insurance industry. Your help in delivering these checks to candidates demonstrates the importance of supporting these issues when they come up during session. “Thank you” for stepping up to help protect our industry.

In September, our annual Fire Department Grant program will be available for District 1 (Central SD) and District 6 (Northeast SD). This provides another opportunity for you to reach out to your community and assist them in applying for the $5,000 grant. More than $100,000 in Fire Dept Grants have been possible because of your participation in IIASD programs and events.

Thank You for being a participating IIASD member!
# INDEPENDENT INSURANCE AGENTS OF SOUTH DAKOTA

## 2020 OFFICERS

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<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Agency/Company</th>
<th>City, State</th>
</tr>
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<tbody>
<tr>
<td>President</td>
<td>John Meyen</td>
<td>Rosholt Insurance Agency</td>
<td>Rosholt, SD</td>
</tr>
<tr>
<td>President-Elect</td>
<td>Deana Taylor</td>
<td>Agents of Insurance</td>
<td>Rapid City, SD</td>
</tr>
<tr>
<td>Vice President</td>
<td>Melanie Parsons</td>
<td>Parsons’ Insurance Agency</td>
<td>Viborg, SD</td>
</tr>
<tr>
<td>Secretary-Treasurer</td>
<td>Josh Gilkerson</td>
<td>Fischer Rounds &amp; Assoc.</td>
<td>Pierre, SD</td>
</tr>
<tr>
<td>Past President</td>
<td>Derrick Linn</td>
<td>Leavitt Heartland Ins. Services</td>
<td>Sturgis, SD</td>
</tr>
<tr>
<td>IIABA State Nat’l Director</td>
<td>Dan Maguire</td>
<td>Black Hills Agency</td>
<td>Rapid City, SD</td>
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## 2020 DIRECTORS

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<thead>
<tr>
<th>District # 1</th>
<th>Josh Gilkerson</th>
<th>Fischer Rounds &amp; Assoc.</th>
<th>Pierre, SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>District # 2</td>
<td>Doug Leighton</td>
<td>Dakotah Gold Ins.</td>
<td>Volga, SD</td>
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<tr>
<td>District # 3</td>
<td>Melanie Parsons</td>
<td>Parsons’ Insurance Agency</td>
<td>Viborg, SD</td>
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<tr>
<td>District # 4</td>
<td>Ryan Karst</td>
<td>Dakota Financial Services</td>
<td>Sioux Falls, SD</td>
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<tr>
<td>District # 5</td>
<td>Elizabeth Nepodal</td>
<td>Fidelity Agency</td>
<td>Platte, SD</td>
</tr>
<tr>
<td>District # 6</td>
<td>Eric Payne</td>
<td>Insurance Plus</td>
<td>Aberdeen, SD</td>
</tr>
<tr>
<td>District # 7</td>
<td>Amy Bailey</td>
<td>Starr Insurance</td>
<td>Custer, SD</td>
</tr>
<tr>
<td>District # 8</td>
<td>Rich Maguire</td>
<td>Black Hills Agency</td>
<td>Rapid City, SD</td>
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## EXECUTIVE VICE PRESIDENT

Carolyn Hofer  
IIASD  
Fort Pierre, SD
Should an Agency Purchase E&O Coverage from an Appointed Carrier?

By Chris Boggs

Proper placement of an agency’s errors & omissions coverage is of utmost importance. Protection provided by an E&O policy can be the difference between an agency’s continued success and financial ruin.

Agencies have many options available for the placement of their E&O coverage. For some, one of the options is purchasing E&O coverage directly from one of their appointed carriers. In fact, these carriers constantly solicit their appointed agents for placing their E&O coverage with exclusive perks, such as points towards carrier incentive plans, reductions in deductibles for E&O claims and application of the E&O premiums toward overall production.

On the surface, this seems like a good deal, especially since the agency already has a relationship with the appointed carrier. The agency trusts them to protect its customers, they are highly rated and they have a great reputation for paying claims.

But serving the agency’s clients and defending the agency from E&O claims are two separate and distinct relationships. The line between what is best for the agency and best for the customer becomes blurred—the two aren't always compatible. Further, what is best for the carrier and best for the agency may not be the same either. It's seldom spoken of when this happens, but it's always lurking in the background and it's called: “conflict of interest.”

Before placing E&O coverage with any carrier the agency is appointed to represent, there are several factors that must be considered:

1) Agent or direct. The Big "I" considers promoting the value insurance agents bring to their customers as part of its mission. Independent agents know the value they add to customers, so why would the agency not want the benefit of a trained professional liability agent working on its behalf?

Professional liability can be tricky and just because an agent knows the coverage needs of his or her customers, doesn't necessarily translate into knowing the nuances of agents' E&O coverage. Big "I" state association personnel whose only focus is professional liability work closely with the agency to service its E&O needs. Yes, even the best agency benefits from the professional service and knowledge offered by a dedicated E&O professional.

2) Carrier relationships. The intrinsic value of agencies is their book of business and carrier appointments. A disagreement about the handling of an E&O claim has the potential to severely strain that relationship and may hamper any long-term representation.

If the agency is embroiled in an E&O claim involving the same carrier, maybe even forcing the carrier to fight both for and against its agent, relationships are harmed.

3) Application data. E&O applications necessarily contain large amounts of sensitive and proprietary information necessary for underwriting, including premiums by line of business, revenue, staff count, appointed carriers and descriptions of office procedures. In addition to knowing all the carriers with which the agency is appointed, the E&O carrier will also know the amount of business with each carrier. Will the E&O department keep this information confidential, or is it shared with other departments?

The hope is that the information is kept confidential, but there may be no guarantees. It is easy to imagine the carrier’s field underwriter hounding the agency for more business because of this inside information.

4) Increasing carrier claims against agents. E&O claims data is analyzed regularly to reveal claim trends. One clear trend that began nearly two decades ago is the steady increase in carriers suing agents for mistakes that result in damages to the carrier. Defending an agent against itself creates a clear conflict of interest for the carrier.

Once the carrier is convinced the agent is guilty of the E&O incident, the all of the years of a pleasant and profitable business relationship are quickly forgotten. The carrier only has one purpose in mind, forcing the agent to pay the claim. If the E&O is with that same carrier, there is an immediate conflict of interest because the E&O contract places the sole duty of defending the agency on the carrier.

But if the carrier is also trying to lay blame on the agency; how can it, in good faith, also defend the agency? What kind of defense can the agency expect when the carrier is defending the agency against itself?

5) E&O claims history protection. Many potential E&O incidents involve, "he said, she said" accounts of the relevant incidents. What happens when a customer written by same carrier is the subject of the potential E&O incident? Even if the agency didn’t make a mistake, the customer may misrepresent the facts in an attempt to secure payment from the E&O policy. The E&O carrier must make the decision to defend the agent or pay the retail customer's underlying claim to appease them. Maybe the carrier just decides to pay the loss as an E&O claim under the agency’s account because it is less expensive than defending it.

There are two problems with this approach for the agency. One, the agency’s E&O policy has a deductible and the E&O carrier can use the claim to justify future rate increases or simply cancel the policy. Two, the loss will show up on the agency’s loss history and will likely have a negative impact on the agency’s ability to shop E&O coverage in the future.

Agencies have a choice to make regarding the placement of their E&O coverage. These are just a few factors that must be considered when making this very important decision. Although placing the coverage with a carrier the agency represents may seem safe and convenient, the ultimate risk may be too high.

Agents are better served placing their E&O coverage with long-term, stable programs focused solely on agents’ E&O coverage. Not only are these programs more focused, they aren’t full of the inherent conflicts of interest common when placing coverage with an appointed carrier.

Chris Boggs is Big “I” executive director of risk management and education.
South Dakota Division of Insurance (DOI) Director Larry Deiter and other DOI staff recently participated in the Summer National Meeting hosted by the National Association of Insurance Commissioners.

This conference was conducted virtually to ensure participants’ safety due to the COVID-19 pandemic. Utilizing platforms such as WebEx, Livestream and Zoom, working groups, subgroups, task forces, standing committees and the executive committee were able to hold meetings with state regulators and interested parties.

These individual meetings covering a wide variety of topics were held over a period of three weeks, from July 17 through Aug. 14.

Special sessions offered during the Summer National Meeting included COVID-19: Lessons Learned and Race & Insurance. The COVID-19 session reviewed the impact of the pandemic on the insurance sector and the road ahead. The special session on race and insurance looked at ways to identify and address any potential racially discriminatory practices in insurance products. Participants also discussed ways to collaboratively promote diversity within the insurance sector.

View meeting materials and individual meeting summary information from the Summer National Meeting.
Kayla’s Article

Big ‘I’ Continues to Advocate for State Association Members in COVID Relief Talks

By: Wyatt Stewart

Senate Republicans released a number of legislative proposals, known as the Health, Economic Assistance, Liability Protection, and Schools (HEALS) Act, that they would then package together in the next COVID-19 relief bill. This legislation included a provision authored by Sen. Marco Rubio (R-Florida) that would extend the Paycheck Protection Program (PPP) and also make some changes to it.

Of interest to Big “I” state associations, the new legislation would allow for 501(c)6 organizations to access PPP loans but with a significant caveat. 501(c) 6 organizations would be ineligible for the loans if lobbying activities comprised more than 10% of the organization’s overall activities.

The Big “I” has worked closely with the American Society of Association Executives (ASAE) on this issue and has consistently pushed Congress to allow 501(c) (6) organization’s access to PPP loans, but like ASAE, has strong concerns with this language. We think the language is vague and could cause considerable problems regarding what is considered lobbying activities and who would make that determination.

For that reason, the Big “I” continues to advocate for H.R. 6697, ”The Local Chamber, Tourism, and 501(c) (6) Protection Act of 2020,” by Rep. Chris Pappas (D-New Hampshire) and Rep. Brian Fitzpatrick (R-Pennsylvania). This legislation was included in the Democrats’ most recent COVID-19 package, the HEROES Act, which passed the U.S. House of Representatives back in May. This legislation would allow 501(c)(6) organizations to access loans through the PPP without vague restrictions.

In addition to working closely with ASAE throughout these discussions, the Big “I” has sent multiple letters to congressional leadership advocating for support for 501(c)(6) organizations and will continue advocating for both our small business and state association members as COVID-19 discussions continue.

Notice of Annual Meeting & Elections

The IIASD Annual Meeting and Elections to the IIASD Board of Directors will be held at the State Convention on Monday, October 5th, 2020, at 8:00 am. The meeting will be held directly after breakfast and prior to the first session.

The following Districts have expiring terms:

**District 1** – (2 yr term) Campbell, Corson, Dewey, Edmunds, Faulk, Hand, Hughes, Hyde, McPherson, Potter, Stanley, Sully, Walworth
Josh Gilkerson is currently director and will not be running again. **VACANCY**

**District 3** – (2 yr term) Clay, Lake, Lincoln, McCook, Miner, Minnehaha (outside of SF), Moody, Turner, Union, Yankton.
Melanie Parsons is currently serving this district and will be serving on the Executive Board as President Elect – **VACANCY**

**District 6** – (2 yr term) Brown, Day, Grant, Marshall, Roberts, Spink. Eric Payne is currently director in this district and has given notice of his intent to seek re-election.

Contact Carolyn Hofer at 605-224-6234 or email at chofer@iiasd.org if you have questions about any of these opportunities. If you wish to be considered as a candidate, send written notice of intent to IIASD, 305 Island Drive, Ft Pierre, SD 57532 or email at the above address.

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BIG “I” Resources Available for Recovery & Opening

Agents Council for Technology and Big “I” teamed up to provide members with outstanding resources on issues you may encounter as you reopen and work to get back on the road to recovery.

Topics Available Include:

- **Technology** – Information on remote work Best Practices, Agency Disaster Planning Guide; ADA & Accessibility FAQ & Resources; Customer Texting & e-Delivery Agreements.
- **Business Operations** – Best Practices Webinar; Guide to Producer Contracts
- **Human Resources** – HR Workplace Re-entry Checklist; Return to Work Policy; Emergency Paid Leave; Closed/Open Signs; Employee Safety Sign; HR Facebook Chats; Big “I” Hires; HR You Tube Channel.
- **Government Affairs** – Advocacy: How to Respond to Coverage Issues
- **Trusted Choice** – Stronger Together Videos; Marketing in a Pandemic; Customizable Ads;

Check out this information and more at: [https://www.independentagent.com/resources/Pages/roadmap-to-recovery-and-opening.aspx](https://www.independentagent.com/resources/Pages/roadmap-to-recovery-and-opening.aspx)

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Where: The Lodge in Deadwood

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The Big “I” has been heavily engaged with our nation’s leaders, insurance markets and the broader business community on national solutions to the pandemic and its broad-based health and economic effects. They are on “The Hill” taking a stand for YOU.

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If interested in finding out more about this position, please contact Nicole Kunz, Underwriting Manager; nicolek@nwgf.com (605–284 –2683) or Brian Bowker President/CEO; brianb@nwgf.com (605-284-2683).

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Struggling to Build Your Business and Increase Sales?
By: John Chapin

Are you struggling to increase sales? Struggling to build your business? If so, what are you doing about it? Being successful in sales is pretty easy. You know the roadmap. Assuming you have the basic foundation of liking people and having people skills, now you simply need to learn sales skills, some marketing skills, communication skills, your product, your industry, and about the prospects and clients in your industry. While working on that, you have to talk to enough people to find out who has a problem you can solve and then solve it by having them invest in your product or service. From there deliver, go above and beyond, and build solid long-term relationships. Simple formula.

Then why is it that so many salespeople constantly struggle to hit their numbers? When I refer to struggle, I’m not referring to the type of struggle a brand-new salesperson has. Struggle in the beginning of a sales career or new job is common. What I’m referring to is the sales rep that’s been around for years and is still on the rollercoaster. A good quarter followed by a bad quarter, then a great quarter followed by an awful quarter. Their sales career over the course of years and decades is like the movie Groundhog Day. The definition of insanity. They sweat out every month, are inconsistent, are let go from a company every few years due to their inconsistency, and bounce from job to job their entire career. To find out why roughly 80% of salespeople are on this constant rollercoaster for decades, let’s pull a random salesperson off the street and ask them some questions.

First: Why should I do business with you versus the competition? Can you answer these objections for me? Then proceed to give them some of the most common objections they hear currently and that they’ve probably been getting for years.

Second: Can you show me your schedule? Their schedule should be full of prospect and client appointments and follow-up calls.

Third: How many phone calls and/or in-person calls do you need to make to hit your annual sales goal? How many is that per day? How many calls did you make last week?

Fourth: What is the name of the last sales book you read, sales video or audio series you watched or listened to, or last sales course or class you took and how long ago was that?

Most salespeople will fail the above test miserably. They continue to struggle year after year because their answers to the above questions will be the same year after year. Groundhog Day insanity.

In my experience, the salespeople who continue to struggle, like the ones I referred to above, do so because they either don’t put in the necessary hours and/or, they spend their time working on the wrong things. There are two causes for this, one: the fear and discomfort of hard work, and two: the fear and discomfort of rejection.

For many people, any task that is even slightly unpleasant or uncomfortable, like most ‘work’ tasks, translates into hard work. So, any time they are working, they feel weighed down mentally. This negatively affects their attitude and their energy level. That said, I know plenty of salespeople who are willing to put in the hours, but they avoid tasks that potentially lead to rejection. In other words, they have no problem with paperwork, checking e-mail one thousand times a day, spending three hours on social media, or working on their call, but making phone calls or knocking on doors to talk to people about their product or service is a Herculean feat of strength for them. If they are going to overcome this they need to come up with a compelling reason to endure the pain and discomfort, and they need to resolve to take the tried-and-true path to success.
Let's talk about the tried-and-true path to success first. We already talked about what it takes to be successful in the first paragraph: doing the work necessary to acquire the proper skills followed by talking to enough people about that you have to offer. The people who struggle throughout their sales career are super-creative when it comes to avoiding both of these. They are constantly looking for the magic bullet, the shortcut to avoid hard work and rejection. They grab ahold of the latest fad, the latest get-successful-quick scheme, or the latest book that promises fewer hours, less work, and no more cold calling. These same people spam e-mail people, spend hours daily on social media, and go to the same networking events and talk to the same people week after week, month after month, and year after year. Even after years of chasing the shortcut and continuing to struggle, most still haven't learned the lesson: The shortcut isn't the shortcut, it's the long, hard way where you continue to struggle. Even the author of the book touting the four-hour work week put in 16-hour days promoting the book. Solution: Resolve to follow the tried-and-true path.

Next, find a compelling reason to go through the pain and discomfort necessary for success. In my mental toughness training we look for what is most meaningful to an individual. We look for what they will fight for and what they will die for. It may be for your kids, your parents, to prove yourself, or whatever reasons motivate you at a deep level. Whatever it is, you have to find purpose and meaning behind the pain. Something that will sustain you when times are tough. As Zig Ziglar used to say, the harder you are on yourself, the easier life will be on you. That said, the opposite is also true. If life senses a weakness in you, a lack of resolve to do the necessary work for success, it will exploit the hell out of that weakness and keep you down so it's imperative that you find your WHY.

Many times people who try to cheat the system and shortcut success hide behind the guise of working smart. Of course you want to work smart, but smart work is built on a foundation of hard work. The hard work, pain, and discomfort required to acquire the skills and make the calls, is the foundation. Without the foundation, there is no successful career. So, commit to pay the price. Commit to the process of doing the hard work, overcoming the fear and discomfort, acquiring the skills, and talking to lots of people.

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IIASD Crop Conference
September 15th, 2020 – 9:00 am – 4:00 pm
Swiftel Center, Brookings, SD
9:00 AM – 4:00 PM

Must have 60 registrants by August 31st to hold the event. We will refund if event is cancelled or cancellation request is due to COVID concerns.

Register Today!

AGENDA: Order of sessions may be subject to change
8:15 AM Registration – Rolls and Coffee
9:00 AM Farm Policy & Role of Crop Insurance – Tara Smith, CIRB (remote)
9:45 AM Coffee with AIP’s
10:15 AM RMA Update, Keith Gray, Risk Administration Agency Chief of Staff
11:00 AM How to Utilize Technology & Social Media in Marketing, Selling, Processing and Reporting of Crop Insurance – Tracy Cotton
12:00 PM Lunch and networking time
1:30 PM Precision Planting & Data Utilization – Nic Uilk, SDSU Precision Ag
2:15 PM Use of Technology (continued) Tracy Cotton
3:00 PM Break
3:15 PM Weather Outlook for 2020-21 - Dr. Elwynn Taylor, Iowa State Extension Climatologist

Registration Fee: $100 - Register online at www.iiasd.org

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Big ‘I’ Secures Exemption for Agents from New Burdensome Federal Reporting Requirement

The Big “I” was successful in securing a full exemption for independent insurance agents and brokers to the “FY21 National Defense Authorization Act,” which was passed this week by the House. This week, the U.S. House of Representatives passed the “FY21 National Defense Authorization Act” (NDAA) which included an amendment that would create a burdensome new federal reporting requirement for many small businesses. However, the Big “I” was successful in securing a full exemption for independent insurance agents and brokers.

The amendment was introduced by Rep. Carolyn Maloney (D-New York) and is similar to legislation that passed the House in October—in which the Big “I” also secured an exemption for independent insurance agents and brokers. The amendment would require nearly every small business with fewer than 20 employees to file new reports on their beneficial ownership with the Treasury Department's Financial Crimes Enforcement Network (FinCEN). All businesses would have to comply with the new requirement annually starting within two years of the law’s enactment for existing businesses or upon the incorporation of a new business.

FinCEN would require the disclosure of any individual who “receives substantial economic benefits from the assets” of a business. The legislation defers to regulators at the Treasury to define “substantial economic benefits.” The penalties for failure to comply with these reporting requirements are quite severe with civil penalties of up to $10,000 and criminal penalties of up to three years in prison.

Throughout the legislative process, the Big “I” was the only producer group that advocated on behalf of agents and brokers in an attempt to exclude them from this new onerous requirement. The Big “I” was successful in including a full exemption for agents and brokers in the amendment by showing that insurance producers already provide beneficial ownership information to state regulators and that the additional burden of providing it to FinCEN would be duplicative and unnecessary.

On the U.S. Senate side, there was also a discussion of including a similar amendment in the Senate NDAA bill but that did not progress. The Big “I” is actively engaged with Senate Banking Committee Chairman Mike Crapo (R-Idaho) and Ranking Member Sherrod Brown (D-Ohio) on the possibility of the amendment being included in any next COVID-19 relief legislation being discussed. The Big “I” will remain vigilant to ensure that the agent and broker exemption is included in any Senate proposal.

Joseph Cortina is Big “I” director, federal government affairs.
IIASD’s 90th Anniversary Convention
FREE Registration for All
October 4th – 6th - The Lodge in Deadwood
Connect with fellow agents, company reps and IIASD staff at our 90th Anniversary Convention in Deadwood. We are changing up the schedule a bit to allow social distancing. We will provide masks and hand sanitizer for your use and hope you come to join us for a great agenda of education and entertainment. We understand some of you will be unable to attend due to travel or health restrictions. Pre-registration is required with limit of 200 due to COVID restrictions. No walk-ins will be allowed.

**Sunday, October 4th, 2020**
11:00 am  Golf Tournament – Elkhorn Ridge Golf Club, Spearfish – ($80)
5:00 – 7:30 pm  Hike for Non-Golfers
**Monday, October 5th, 2020**
7:00 – 8:30 am  Breakfast
8:00 – 8:50 am  Annual Meeting
9:00 – 11:30 am  Communicating Trust – Pamela Barnum
11:30 - 1:00 pm  Awards Luncheon
**Monday afternoon CE Options (2 Hrs)**
1:30 - 3:30 pm  Personal Lines Endorsements You Should Know -
1:30 – 3:30 pm  Commercial Lines – Identifying Coverage Gaps
3:30 pm  Ice Cream Social
5:00 pm  Social
6:00 pm  Banquet & Entertainment

**Tuesday, October 6th**
7:00 – 8:30 am  Breakfast
**Tuesday morning CE Options (3 Hrs)**
8:30 – 11:30 am  Covid-19 and Insurance: Where’s Your Coverage?
8:30 – 11:30 am  Fraud
8:30 – 11:30 am  Life/Health – (topic TBD)

Register online at [www.iiasd.org](http://www.iiasd.org)
Creating a Learning Culture in your Agency!

Continuous Learning...Skill Agility...Critical Thinking...Learner-Centered – It all starts with creating a Learning Culture where employees are encouraged, supported and motivated to seek learning opportunities.

This chart from the Association of Talent Development (ATD) provides a solid comparison of Training Culture versus Learning Culture. Does your agency have a training culture or a learning culture?

With many team members now working remote now or unable to co-locate in the office together, best to schedule focused conversations about “learning plans” with every employee – individually. Aim to spend 20-30 minutes with each team member to discuss learning, growth and their career.

- Learning needs to be personalized / individualized
- Learning exists in many modes – online, e-book, research, virtual webinars, collaborative projects, readings, certificate programs, etc.
- Learning should be shared. Encourage teach-backs, best practice recommendations, etc.
- Learning should create spark for new ideas and inventions.
- Learning should create next-role-readiness.

Learning must be continuous and ongoing. Prior event-driven training does not deliver the return-on-investment in today’s operational settings.

Plan and start the learning conversations today!

About My Agency Campus: MyAgencyCampus™ is the go-to site for agents and brokers seeking to onboard and develop staff with comprehensive coverage online courses, business skills and leadership modules. Special course bundles are available by job role: insurance sales, service, interns and leaders. Content is expertly designed on an engaging platform with measurable results. This solution is budget friendly- no monthly fees or travel. CE credits available on select bundles. Over 200,000 completed courses to date. Come join the 1,000+ agencies that have had success with our programs! Start-up is very simple – visit the site, select your training and go! https://www.myagencycampus.com/
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