

SMALL
AGENCY
CONFERENCE

MARCH 10-11, 2022



Success
starts here
for missouri
agencies

If
you
are looking
for education and
networking opportunities, this
is the conference for you!

This working conference is a benefit to
everyone in the agency, including the owners,
principals, agency managers, producers and CSRs.
Celebrating its 31st year, MAIA's Small Agency
Conference offers agencies opportunities that can't
be matched.



SMALL AGENCY CONFERENCE

MARCH 10-11, 2022

SUCCESS STARTS
HERE FOR MISSOURI
AGENCIES

CONFERENCE SPEAKERS

> HOTEL INFO

Holiday Inn,
Columbia



BRIAN AHEARN, CPCU, CMCT

Brian is the Chief Influence Officer at Influence PEOPLE. An international speaker, coach, and consultant, he specializes in applying the science of ethical influence in everyday situations. He spent more than 30 years in the insurance industry with national and super regional carriers. His background includes personal and commercial underwriting, sales, and corporate training.



SHARON KOCHES, CPCU, RPLU, AAI, AU, ITP

Sharon Koches, owner of Managing Performance, LLC is an insurance educator, consultant and industry resource. She is also a consultant for Agency Management Resource Group and serves on the Executive Committee of the International CPCU Society Leadership Council.



ANGIE HEAVENER, CIC, CPIA

Angie Heavener began her insurance career in 1971 joining her family's agency. She held numerous positions in the agency consisting of CSR, producer, and eventually agency owner. Angie teaches numerous property and casualty education seminars throughout the country and is a frequent speaker at state conventions. Angie also teaches sales, service and operations programs. She is a national faculty member of the Society of Certified Insurance Counselors.



KAREN SHANNON

Karen Shannon is Vice President of Business Consulting/CHRO for Ollis/Akers/Arney. Karen has served in senior leadership positions in banking and human resources for over 30 years. She and her team provided HR services to 5,000 employees across the US, United Kingdom, India and Mexico. Today, she works with worldwide clients on key business and HR strategies which have resulted in cost savings upward of \$7 million.



SCHEDULE OF EVENTS

WEDNESDAY, MARCH 9

12:30 - 4:30 pm

E&O Roadmap to Identity Theft

Approved for 4 ethics CE credits in Mo. and Kan.

Every one of an agent's personal lines and commercial lines clients should be concerned about security breaches and identity theft. Identity theft is a subtle but rapidly growing exposure that affects both individuals and businesses. For individuals, the most significant losses result from the time and energy that must be expended in clearing up one's records. Businesses must absorb many of the losses that result from identity theft and/or a data breach. Insurance is available for both personal and business exposures, but loss control is perhaps even more important. Insurance agents and brokers must also be aware of the Red Flags Rule and anti-money-laundering rules, which impose legal requirements. Every chapter includes a discussion of relevant sales tips and E&O loss control measures.

Sharon Koches

5:00 - 7:30 pm

Crawfish Feast

While not an official part of the Small Agency Conference, the Crawfish Feast, sponsored by the NEXT Committee, has become a pre-conference tradition. In addition to crawfish, the menu includes pulled pork, smoked chicken and a long list of sides! Take advantage of the complimentary shuttle to and from the hotel to the Knights of Columbus building, 2525 N. Stadium in Columbia.

Knights of Columbus

THURSDAY, MARCH 10

8:00 - 9:00 am

Registration Opens & Breakfast Served

9:00 - 10:30 am

Keynote: Influence PEOPLE: Powerful Everyday Opportunities to Persuade that are Lasting and Ethical

The ability to ethically influence people is critical for your professional success and personal happiness. Did you know there are scientifically proven ways to hear "Yes" more often? Brian Ahearn is one of only a dozen people in the world, and the only person in insurance, who is certified to teach the science of influence on behalf of Dr. Robert Cialdini, the most cited living social psychologist on the subject. Brian will combine his understanding of human behavior with his 30+ years in insurance to show you how to communicate in ways that are guaranteed to help you hear "Yes" sooner and more often.

Brian Ahearn

2:30 - 4:15 pm

Selecting Talent for Cultural & Motivational Fit

Selecting the right talent is critical to carrying out business strategies. Using specific selection techniques has a significant impact on overall turnover and the quality of new hires. Motivational fit related to organizational culture and core values further increases the likelihood of successfully aligning talent to the needs of your organization. Karen brings insight on the art of behavior-based interviewing and attendees will engage in a participative exercise to identify legally defensible interview questions.

Karen Shannon

10:45am - 12:15 pm

Conferment Luncheon/Legislative Update

Filed/pending for 1 ethics CE credit in Mo. and Kan.

All registered attendees are invited to attend this luncheon where we celebrate our members who obtained their CIC, CISR and CISR Elite designations in 2019, 2020 or 2021. Immediately following will be a legislative update from MAIA CEO, Matt Barton.

12:30 - 2:15 pm

The Changing Landscape of Cyber

Approved for 2 p-c CE credits in Mo. and Kan.

Cyber risk is significant in today's world of increasing technology and a changing workforce. With increased vulnerability in organizations, it is important to understand what is at risk, regulatory compliance and coverage and underwriting considerations.

Sharon Koches

12:30 - 4:15 pm

Offsite Risk Management Walking Tour

Approved for 3 general CE credits in Mo. and Kan.

Accidental losses are a fact of life. If they were not, risk management would be unnecessary. Risk management is a value-added service that agents can and should offer. Considering today's market, if all you sell is policies it is likely you will not be able to compete with agencies that take the broader risk management approach to their clients' needs. This program will demonstrate the process of making and carrying out decisions that will minimize the adverse effects of accidental losses. Agents will identify hazards from a hands-on approach and offer solutions from a risk management perspective.

Angie Heavener

4:30 - 7:30 pm

Company Reception/Trade Show

With more than 90 exhibitors expected, the trade show will provide more information, knowledge and business opportunities for small agencies than you'll find anywhere else. This is an outstanding opportunity to network with other agents, to establish or strengthen company relationships, and to find out what the excess and surplus lines market has to offer. Watch our website for an up-to-date list of exhibitors.

FRIDAY, MARCH 11

8:00 - 8:30am

Breakfast

8:30 - 11:30am

The Untold Story of Toys

Approved for 3 p-c CE credits in Mo. and Kan.

Insureds are aware (we hope) that it is necessary to purchase coverage when they buy a home or drive a car, but what about all of the other exposures they possibly face? Does the fun stuff they own and use increase their exposures? Do your insureds realize their adventures may be putting their assets on the line? Do your clients think their coverages follow them everywhere and all the time? Are their limits sufficient enough for the adventures they embark on or for the toys they own, rent or borrow? Unfortunately, mistaken belief that they are already covered is the problem.

Angie Heavener

8:30 - 11:30am

Attracting and Retaining Millennials

In the year of The Great Resignation, companies now must navigate the ripple effects of the pandemic and re-evaluate how to attract and retain talent. Attracting and retaining millennials is important to an organization's succession planning. Karen will discuss generational differences, what millennials want in the workplace, and how to engage and retain talent (including all your workforce). Attendees will complete an engaging and retaining talent self-assessment and develop strategies for their business.

Karen Shannon

REGISTRATION

Organization Name _____ Phone _____

Address _____ City/State/Zip _____

Full Name	E-mail	D-O-B	1st time attendee	Conf. Full Reg.	Spouse Reg.	Exhibitor Reg.	E&O Seminar	Crawfish	Trade Show Only
1. _____	_____	__/__/__	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Title _____ Select one: <input type="checkbox"/> Principal/Owner <input type="checkbox"/> Agency Manager <input type="checkbox"/> Producer <input type="checkbox"/> Acct. Manager <input type="checkbox"/> CSR <input type="checkbox"/> IT <input type="checkbox"/> Co. Rep									
1. _____	_____	__/__/__	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Title _____ Select one: <input type="checkbox"/> Principal/Owner <input type="checkbox"/> Agency Manager <input type="checkbox"/> Producer <input type="checkbox"/> Acct. Manager <input type="checkbox"/> CSR <input type="checkbox"/> IT <input type="checkbox"/> Co. Rep									
1. _____	_____	__/__/__	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Title _____ Select one: <input type="checkbox"/> Principal/Owner <input type="checkbox"/> Agency Manager <input type="checkbox"/> Producer <input type="checkbox"/> Acct. Manager <input type="checkbox"/> CSR <input type="checkbox"/> IT <input type="checkbox"/> Co. Rep									

Full Registration Options	Qty	Member		Non-Member	Total
		By Feb. 10	After Feb. 10		
<input type="checkbox"/> Yes! I would like to receive my materials electronically in advance. Full Registration Download Discount (Thurs.-Fri.): Includes education sessions, meals & social functions listed on the conference agenda. <i>Does not include E&O Seminar or Crawfish Feast.</i>		\$135	\$165	\$270	\$
<input type="checkbox"/> No, I would like to receive a book of materials onsite. Full Registration (Thurs.-Fri.): Includes education sessions, meals & social functions listed on the conference agenda. <i>Does not include E&O Seminar or Crawfish Feast.</i>		\$145	\$175	\$280	\$
Spouse Registration (Thurs.-Fri.): Includes the same as a full registration. <i>Does not include E&O Seminar or Crawfish Feast.</i>		\$50	\$65	N/A	\$
Exhibitor/Vendor Registration Options	Qty	Member		Non-Member	Total
		By Feb. 10	After Feb. 10		
Exhibitor Registration: Available to those with exhibit booth ONLY. Includes Thurs. lunch, trade show, and reception with food and beverage.		\$95	\$115	\$190	\$
Optional Items	Qty	Member		Non-Member	Total
		By Feb. 23	After Feb. 23		
Errors & Omissions Seminar (Wed., March 9, Holiday Inn, Columbia, 12:30-4:30 p.m.)		\$70	\$80	\$140	\$
Crawfish Feast (Wed., March 9, Columbia Knights of Columbus, 5-7:30 p.m.) <i>If purchased at door, cost is \$25 each. Must be 21 to attend.</i>		\$20		\$25	\$
Trade Show Only (Thurs., March 10, 4:30-7:30 p.m.) Available to retail agency members ONLY.		\$65		N/A	\$
<input type="checkbox"/> I plan to attend the offsite Risk Management Walking Tour on Thursday from 12:30-4:15 p.m. (limited space, first-come, first-served) - no add'l charge					
Please send payment with your registration.				Total Amount Enclosed	\$ _____

Payment: Check enclosed or VISA MC AmEx Discover Card # _____

Exp. Date _____ Card Verification Code _____ Cardholder Signature _____

Billing Address _____

Please make checks payable to: Missouri Association of Insurance Agents, 3315 Emerald Lane, Jefferson City, MO 65109.

3 WAYS TO REGISTER:

ONLINE
Use the fast online registration at www.moagent.org/SAC

FAX
Complete form and fax to 573-893-3708

MAIL
Complete the form and mail with payment to:
MAIA
3315 Emerald Lane
Jefferson City, MO 65109

Questions?

Please visit www.moagent.org or call 573-893-4301.