



# Small Agency Conference

*Where Everybody Knows Your Claims!*

March 25-27, 2026



# EVENT SCHEDULE MARCH 25-27

## Wednesday, March 25

1:00 p.m.-4:00 p.m.	E&O Session: "Keeping Your Neighborhood Clean: Preventing E&O Claims in Missouri" - Heath Shearon
4:30 p.m.	Complimentary Shuttle to Crawfish Feast Begins
5:00 p.m.-7:30 p.m.	Crawfish Feast - Knights of Columbus Hall (Optional)

## Thursday, March 26

7:30 a.m.	Registration Opens
7:30 a.m.-8:30 a.m.	Breakfast
8:30 a.m.-9:30 a.m.	"Dealing With Difficult Customers & Situations" - Jason Peacock
9:30 a.m.-10:30 a.m.	"Becoming the Mayor of Your Own Town: Growing Your Niche in Missouri" - Heath Shearon
10:30 a.m.-11:30 a.m.	Keynote: "Finders Keepers" - Jason Peacock
11:30 a.m.-12:30 p.m.	Luncheon - Trusted Choice Available Resources - Joseph Cox
12:30 p.m.-2:20 p.m.	Afternoon Breakout Sessions: (Pick 1 to Attend)  "Fundamentals of Reinsurance and How Changes Impact Policyholders" - Mitchell Dean & Andrew Ellison  "Surviving the Hard Market: Strategies for Missouri Independent Agencies" - Heath Shearon  "The AI Imperative and Using AI Prompt Writing to Improve Customer Service in the Industry: What Every Agency Owner Needs to Know About Artificial Intelligence" - Aubie Knight
2:30 p.m.-4:20 p.m.	Repeat Afternoon Breakout Sessions: (Pick 1 to Attend)
4:30 p.m.-7:30 p.m.	Company Reception/Trade Show (Company Prize Drawings Begin at 7:00 p.m.)
8:00 p.m.-10:00 p.m.	Hospitality Crawl

## Friday, March 27

8:00 a.m.-8:30 a.m.	Breakfast
8:30 a.m.-10:20 a.m.	"Terrorism and Emerging Risks for Independent Agents" - Heath Shearon
10:30 a.m.-11:20 a.m.	"Business Owner Solutions Using Insurance" - Corey Cox
11:30 a.m.-12:20 p.m.	"Planning for the Future: A to Z of LTC" - Rob Johnson

## EVENT VENUE

**Wyndham Executive Center**  
2200 I-70 Drive SW, Columbia, Missouri 65203  
573-445-8531

MAIA has a contracted room rate of \$118/night for reservations made by February 22, 2026.  
After February 22, 2026, the hotel will release all unreserved rooms.

## SPECIAL EVENTS

### Crawfish Feast

The Crawfish Feast, sponsored by the Young Agents Committee, has become a conference tradition. In addition to crawfish, the menu will include an assortment of other meats and sides! The complimentary shuttle will transport you to and from the hotel and the Knights of Columbus building, 2525 N. Stadium in Columbia.

### Trade Show

Step into the world of TV sitcoms with exhibiting carriers, vendors and wholesalers during this three-hour trade show. With more than 90 exhibitors expected, the event offers unmatched networking and business opportunities for Missouri agencies. It's an outstanding chance to catch up with fellow agents, strengthen company relationships, explore the excess and surplus lines market, and vote for your favorite theme-related booth. Watch our website for the latest exhibitor list.

### Planning Committee

Chair, Dorian Culver, Stafford-Leavitt Insurance • Kyane Marble, Hawkins Insurance Group • Christine Starr, Travelers Insurance • Andy Reavis, Missouri Insurance Services, LLC • Jared Underwood, Ozark Hills Insurance • Grant Bowen, Custom Insurance Services • Reed Black, Saint Joseph Insurance LLC

# EVENT SPEAKERS



Jason **Peacock**



Heath **Shearon**



Mitchell **Dean**



Andrew **Ellison**



Aubie **Knight**



Joseph **Cox**



Corey **Cox**



Rob **Johnson**

# EVENT SESSIONS

## **Keeping Your Neighborhood Clean: Preventing E&O Claims in Missouri / Heath Shearon**

This workshop helps agents build a risk-conscious, process-driven agency that minimizes E&O exposure and improves operational efficiency. **Approved for 3 ethics CE credits in Mo. & Kan.**

## **Dealing With Difficult Customers & Situations / Jason Peacock**

In 28 years as a producer, Jason has had his fair share of difficult people and situations. He'll share a game plan on how to handle your next one, focusing on the situation rather than the customer.

## **Becoming the Mayor of Your Own Town: Growing Your Niche in Missouri / Heath Shearon**

This fast-paced session helps agents identify, define and grow their agency niche. Learn how to position yourself as the "mayor" of your chosen market—trusted, visible and invaluable to your clients.

## **Keynote: Finders Keepers / Jason Peacock**

There are five questions that will revolutionize your sales and customer service. Jason discovered the power of these questions while learning how to rebuild his book of business.

## **Fundamentals of Reinsurance and How Changes Impact Policyholders / Mitchell Dean & Andrew Ellison**

This session examines insurance and reinsurance markets, key structures and financial impacts. Topics include catastrophe pricing, climate and inflation effects, Missouri market challenges, residual market significance, plus D&O and cyber pressures from litigation and rising losses. **Approved for 2 P-C CE credits in Mo. & Kan.**

## **Surviving the Hard Market: Strategies for Missouri Independent Agencies / Heath Shearon**

This course provides agents with tools to navigate today's hard market. Learn how to recognize market characteristics, anticipate client challenges, strengthen carrier partnerships and adopt technology and communication techniques to improve retention. **Approved for 2 general CE credits in Mo. & Kan.**

## **The AI Imperative and Using AI Prompt Writing to Improve Customer Service in the Industry: What Every Agency Owner Needs to Know About Artificial Intelligence / Aubie Knight**

This session will discuss AI ethics, transparency and applications in the insurance industry. You'll learn how to optimize prompts and refine your results. **Approved for 2 general CE credits in Mo. & Kan.**

## **Terrorism & Emerging Risks for Independent Agents / Heath Shearon**

Agents will learn how TRIA functions, what defines a certified act of terrorism, and how cyber and political threats are reshaping the market. Explore new exposures tied to climate change, infrastructure fragility and technology dependence. **Approved for 2 P-C CE credits in Mo. & Kan.**

## **Business Owner Solutions Using Insurance / Corey Cox**

Learn about business market overview, valuation, protection strategies, succession planning and retirement planning for business owners. **Approved for 1 general CE credit in Mo. & Kan.**

## **Planning for the Future: A to Z of LTC / Rob Johnson**

This discussion will cover the major risks of retirement, the concerns associated with long-term care, the combination of long-term care and life insurance, and the addition of enhanced accelerated benefit riders. **Approved for 1 L-H CE credit in Mo. & Kan.**

# EVENT REGISTRATION

## Attendee Registration Options

### **Full Registration:**

Includes education sessions, meals & social functions listed on the conference agenda.  
*Does not include E&O Seminar, on-site SAC book or Crawfish Feast*

By Feb. 25

After Feb. 25

Non-Member

\$185

\$215

\$370

### **Spouse Registration:**

Includes education sessions, meals & social functions listed on the conference agenda.  
*Does not include E&O Seminar, on-site SAC book or Crawfish Feast*

\$100

\$115

N/A

## Exhibitor Registration Options

By Feb. 25

After Feb. 25

Non-Member

**Exhibit Booth:** Each individual must purchase a full or exhibitor registration

\$600

\$700

\$960

**Exhibitor Registration:** Available to those with exhibit booth ONLY.

*Includes Thursday lunch, trade show & reception with food & beverage*

\$115

\$135

\$230

## Optional Items

By Mar. 11

After Mar. 11

Non-Member

**Errors & Omissions Seminar** (Wed., March 25, 1:00 p.m. - 4:00 p.m.)

\$90

\$110

\$180

**On-Site SAC Book:**

\$10

\$10

**Crawfish Feast** (Wed., March 25, 5:00 p.m. - 7:30 p.m.)

\$40 (\$45 at Door)

\$45

**Trade Show Only** (Thur., March 26, 4:30 p.m. - 7:30 p.m.)

\$75

N/A

*Available to retail agency members or spouses of retail agency members ONLY*



Missouri Association of Insurance Agents  
3315 Emerald Lane  
Jefferson City, MO 65109

# *Small Agency Conference*

**March 25-27, 2026**

CE-Approved Courses and Sessions  
Sitcom-Themed Trade Show  
Networking Opportunities  
Crawfish Feast



**Questions?**

Visit: [www.moagent.org](http://www.moagent.org) · Email: [maia@moagent.org](mailto:maia@moagent.org) · Call: 573-893-4301