

SMALL AGENCY CONFERENCE

Wednesday, March 20

E&O: A Look Inside Agency Operations

1:00-4:00 p.m.

Insurance agencies are comprised of many working parts, from selling to servicing to knowledge of the policies they sell. One distinguishing feature of the most successful agencies is how well all these various parts are coordinated to an overall strategic plan. Among one of the most important is E&O prevention. Interestingly, studies show that top-flight agencies integrate sound E&O practices into every aspect of their operations, rather than consider E&O merely a "CYA" protection. The emphasis of this program is to provide practical guidelines and tools for effective E&O loss control. - Angie Heavener, pending for 3 ethics CE credits in Mo. & Kan.



Crawfish Feast

5:00-7:30 p.m.

The Crawfish Feast, sponsored by the Young Agents Committee, has become a pre-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.

Thursday, March 21

Registration & Breakfast

8:00-9:00 a.m.

Sunrise Session: Umbrella vs. Excess Liability

9:00-10:00 a.m.

Personal lines umbrellas aren't just for high-value accounts. This brief course goes through the coverages and differences between umbrella policies and excess liability policies, including examples, to gain a great understanding. - Nicole Broch, approved for 1 p-c CE credit in Mo. & Kan.

Keynote: How to Harness the Power of Habits

10:00-11:00 a.m.

Changing our outcomes, especially in sales, means changing our behaviors, which means changing our habits, which is why it can be so dang hard (for our co-workers and ourselves). Based on clinical research in the field of human performance, this session not only explores the fundamental elements of our habit patterns but also delivers a framework to amplify the habits that serve us and transform the ones that don't, in any area of our life.

Leave this session with clear next steps and a fill-in-the-blank framework to tackle your old challenges with a new perspective. But that's just at the office! Back home, you can apply the same principles to any area of your personal life that you want to make better. - Sheldon Snodgrass, MBA

Networking Luncheon

11:00 a.m.-12:15 p.m.

All registered guests are invited to attend this luncheon where we recognize our members who obtained their CIC, CISR and CISR Elite designations in 2023.

Offsite Risk Management Walking Tour

12:30-4:15 p.m.

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, approved for 3 general CE credits in Mo. & Kan. (space is limited)

Afternoon Breakout Sessions

12:30-2:20 p.m.

Long-Term Care Insurance - Charlie Matejowsky

Insurance Trivia - Ken Hauck

How Your Business Can Thrive and Survive in a Chat GPT & AI World

- Burton Kelso

Repeat Afternoon Breakout Sessions

2:30-4:20 p.m.

Professional Headshots

4:00-5:00 p.m.

Do you need a new headshot or not have one at all?

Reserve your spot to have a professional headshot taken for \$35.

MAIA members only

Company Reception/Trade Show

4:30-7:30 p.m.

With more than 90 exhibitors expected, the trade show will provide more information, knowledge and business opportunities for Missouri 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.

Hospitality Crawl FOLLOWING TRADE SHOW

Continue networking with various vendors after the trade show by visiting their hospitality suites.

Friday, March 22

Breakfast & Breakout Sessions

8:30-11:00 a.m.

Ethics for Today's Insurance Professional

The content of this seminar consists of three parts. Foundational concepts of "ethics," both past and present, will be reviewed. Following that, the attendees will be introduced to the six common core values and guiding principles. And in conclusion, developing the attendees' personal ethical decision process will be explored. Upon completion, each attendee will be able to document their own personal core values and guiding principles and will have developed an understanding of how to apply those to the ethical decision process in their daily activity. - Ken Hauck, approved for 2 ethics CE credits in Mo. & Kan.

Emerging Threats: Staying Ahead of Cybersecurity Risks for Small Businesses

Cybercrime is a human problem. You can have the best firewall, anti-virus or VPN, but all it takes is for you to accidentally click on a link in an email or text message or give out information over the phone and you're hacked. There's no way to predict a cyberattack, whether by a lack of security solutions or a careless employee opening some type of malicious attachment. Get crucial tips to keep your business safe and secure. - Burton Kelso.

HOTEL

MAIA has a contracted room rate of \$110.95/night for a guest room as long as reservations are made by February 19, 2024. After February 19, 2024, the hotel will release all unreserved rooms.

Holiday Inn Executive Center, 2200 I-70 Drive SW Columbia, Missouri 65203 573-445-8531

EVENT PRICING		Member		Non-Member
Full Registration Options		By Feb. 21	After Feb. 21	
Full Registration - Electronic book of materials in advance: Includes education sessions, meals & social functions listed on the conference agenda. <i>Does not include E&O Seminar or Crawfish Feast.</i>		\$185	\$215	\$370
Full Registration - Physical book of materials onsite: Includes education sessions, meals & social functions listed on the conference agenda. <i>Does not include E&O Seminar or Crawfish Feast.</i>		\$195	\$225	\$380
Spouse Registration: Includes education sessions, meals & social functions listed on the conference agenda. <i>Does not include E&O Seminar or Crawfish Feast.</i>		\$100	\$115	N/A
Exhibitor Registration Options		Member		Non-Member
		By Feb. 21	After Feb. 21	
Exhibit Booth: Each individual must purchase a full or exhibitor registration.		\$600	\$700	\$960
Exhibitor Registration: Available to those with exhibit booth ONLY. Includes Thurs. lunch, trade show, and reception with food and beverage.		\$115	\$135	\$230
Optional Items		Member		Non-Member
		By Mar. 6	After Mar. 6	
Errors & Omissions Seminar (Wed., March 20, Holiday Inn, Columbia, 1-4 PM)		\$90	\$110	\$180
Crawfish Feast (Wed., March 20, Columbia Knights of Columbus, 5-7:30 PM) <i>If purchased at door, cost is \$45 each. <u>Must be 21 to attend.</u></i>		\$40		\$45
Trade Show Only (Thurs., March 21, 4:30-7:30 PM) Available to retail agency members ONLY.		\$75		N/A
Professional Headshots (Thurs., March 21, 4:00-5:00 PM) Available to MAIA members ONLY - Space is limited.		\$35		N/A

EVENT SPEAKERS



Sheldon
Snodgrass



Ken
Hauck



Angie
Heavener



Burton
Kelso



Charlie
Matejowsky



Nicole
Broch

BREAKOUT SESSIONS

Long-Term Care Insurance - Charlie Matejowsky

This session on long-term care insurance shows the growing need for long-term care protection that aging Americans will face in their lifetimes. It will also show how to find this protection and how to pay for it. It will then show the internal structure of traditional long-term care insurance and finally introduce new ways of gaining long-term care protection by using alternate insurance coverage. Approved for 2 L-h CE credits in Mo. & Kan.

Insurance Trivia - Ken Hauck

The content of this insurance seminar focuses on daily insurance subject matter. It is presented in a trivia format that is designed to encourage participation in an interesting, interactive session and reinforce insurance concepts. The seminar consists of six parts. Each part will have a series of insurance-related questions and differing opinions on the correct answers will spark group discussions and create a genuine group learning experience. Approved for 2 general CE credits in Mo. & Kan.

How Your Business Can Thrive and Survive in a Chat GPT & AI World - Burton Kelso

AI is changing the business landscape as we know it. As clients' expectations and needs change, businesses will need to adapt and harness AI. The impact of technology isn't disappearing, and business professionals should embrace the changes coming their way instead of trying to fight them. If you want to keep up with the best practices and stay relevant in our emerging AI world you need to get an understanding of AI to help your business stay ahead of the curve.