

# Agents NewsLine

An exclusive news service for members of the Missouri Association of Insurance Agents.

October 2020 #356



## RSS: Emerging Risks - Oct. 22

This member-only event is designed to address new risks as well as existing complex risks. Topics covered include: legal cannabis, virtual money, home sharing, drones and more! Don't miss this informative and fun webinar. Approved for 8 p-c CE credits in Mo. and Kan.

Register [HERE!](#)

## EDUCATION CALENDAR

**Risk Specialist Series: Emerging Risks**  
[October 22, Online](#)

**CIC: James K Ruble Graduate Seminar**  
[October 28-29, Online](#)

**CISR: Personal Lines Miscellaneous Seminar**  
[November 3, Online](#)

**CIC: Commercial Casualty Institute**  
[December 2-3, Online](#)

Find upcoming webinars [here!](#)

## Trusted Choice SEO Program

MAIA now participates in the Trusted Choice SEO (search engine optimization) Program, with the goal of directing more Google searches to our member agencies.

The Trusted Choice SEO program is designed to benefit all Missouri agents by creating policy-type pages, industry class pages and blogs related to the value of working with an independent agent in Missouri. The SEO algorithms for these pages have been developed to increase the chances of at least one of them showing at the top of a Google search for insurance in Missouri.

When a consumer visits one of these pages, they will see recommended insurance agencies. Since MAIA is offering this benefit to all of our agency members, your agency could be recommended for free! In order to show as a recommended insurance agency, you will need to **set up your Member Plus profile**.

Additionally, your agency can upgrade your Member Plus profile to an Advantage profile for a fee.



## CSR Development Conference - Nov. 12 & 13

Join us for the 10th annual CSR Development Conference! This member-only event was developed around the specific needs and unique skill set of CSRs from any sized agency. Due to the excellent reviews we received on Modules 1 & 2 last year, we are again featuring the Ultimate Account Manager series for this conference. Don't worry if you missed last year, these modules can be taken in any order! Approved for 7 p-c CE credits in Mo. and Kan.

Register [HERE!](#)

## EVENTS CALENDAR

### CSR Development Conference

November 12-13, Online

## MAIA Partner Program

This program is for insurance companies, wholesalers and vendors who support MAIA on an ongoing basis. Becoming an MAIA Partner guarantees you high-profile, year-long exposure to members of MAIA. Deadline to pledge is December 1, 2020 but payments can be made through January 31, 2021.



## PPP Updated Rules

The U.S. Department of the Treasury has recently released an updated set of rules designed to provide guidance to program participants. It is important to comply with the multitude of rules and guidance for the Paycheck Protection Program that have been released that relate to repayment of those funds and/or forgiveness of the loan.

MAIA members can review these rules on the Treasury's website [here](#). Agents are also encouraged to discuss their specific situations with their accountants.

## Utica's AM Best Rating Now A (Excellent)

Utica Mutual Insurance Company has earned an AM Best Financial Strength Rating (FSR) upgrade to A (Excellent) from A- (Excellent) and the Long-Term Issuer Credit Ratings to

"a" from "a-". The outlook of these credits ratings has been revised to stable from positive.

Other factors that contributed to the financial stability change include: balance sheet strength and adequate operating performance, improved underwriting and operating results in recent years, solid risk adjusted capitalization and more. MAIA is your go-to source in Missouri for Utica E&O coverage; call us today to get your quote through this outstanding carrier!



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