



# THE Minnesota News

**MIAB Golf Day is a HUGE Success!**

**1st Annual "Industry Challenge"**

**July 9, 2012**

**Hazeltine National Golf Course  
Chaska, MN**



Minnesota  
**Trusted Choice**  
**Big "I" Junior**  
Qualifying  
Tournament

**July 9th, 2012**

**Hazeltine National Golf Club**

## INSIDE

Data Security and Your Agency

Health Insurance Exchange Rolling Ahead

The Art of Starting Over

Send & Receive Personal Data Securely

Replacement Cost in The Homeowners

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# August 2012

## The Minnesota News

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## On the Cover



**MIIAB Golf Day is a HUGE Success!**  
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**MN Independent Insurance Agents & Brokers Association**

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## Weather Related Claims

Happy official start to summer! I hope you all have had an enjoyable June and are now off to a fun and busy July.

The MIIAB has had great focus as of late to a hot topic focusing on weather related claims. Loss ratios for homeowners insurance are going through the ceiling and as a result there has been devastating results regarding profitability.

So you may be asking, what has the MIIAB done as of late to curb this problem on an industry level? The leadership of the MIIAB has met with the president of the Insurance Federation of Minnesota, Bob Johnson to discuss the impact of these storms on the marketplace. There was also a very informative session held by the MIIAB and the IFM featuring Dr. Robert P. Hartwig, Ph. D, CPU, President of the Insurance Information Institute. He discussed how the weather related patterns have changed and the affect it has had on our state.

The conversation has continued on the national level with the IIABA discussing the impact of weather related claims and the increase in cost to homeowners due to these claims. Stay tuned to this growing problem; we will keep you informed on how you can become involved in the solution to this concern.

And on to a bit of 2012 legislative overview, which concluded with the fewest new laws since 1869. Near the top of priority were two new laws focusing on the Roofer Rebates Prohibited and Home Solicitation. The Roofer Rebates Prohibited expands the prohibition on roofing contractors offering inducements in connection with an insurance claim, such as offering to pay a deductible or paying to "advertise" with a sign in their yard, by amending the language to include any home repair or improvement services contractor. This bill was signed April 28th, 2012 and will be effective August 1, 2012.

The Home Solicitation Sales bill extends a consumer's right to rescind a contract signed in relation to a "home solicitation sale" to also include contracts dealing with "improvements to real property." Consumers will have 72 hours to legally rescind certain such contracts. Governor Dayton signed the bill on April 27, 2012 and it is effective on contracts after August 1, 2012. Mr. Riley and the MIIAB board will be in close contact with the executives of many companies we have close working relationships with. We will keep you updated, as information is available.

To your success,

**Robb Wunderlich**



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## Membership Renewal Notices for 2013 are in the Mail

By now you should have received your renewal for the upcoming year as members of the MIIAB. As you may know, dues are a vital ingredient in our overall budget for providing advocacy and professional education for our member agents and the companies they represent. You might be interested to know that over the last ten years, the number of agency producers, CSRs, and staff members have not changed. Today, our total membership is approximately 5,500 insurance professionals. However, the number of agencies has decreased due to mergers and acquisitions. This is not only happening in Minnesota, but is happening nationwide; therefore, on behalf of the Board of Directors and staff, we thank you for your years of support of the organization.

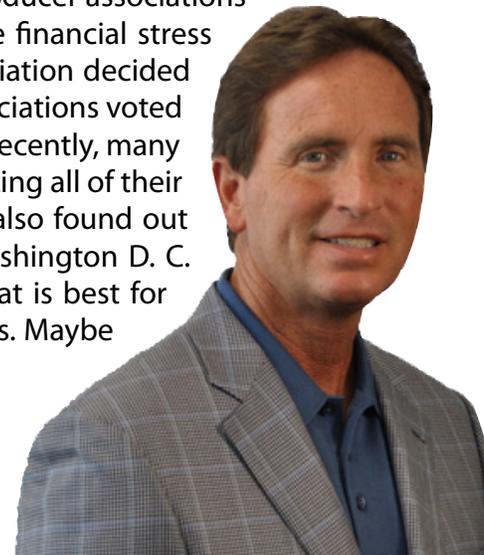
## A Busy Summer for New Events

On July 9th we had our second annual Trusted Choice Big "I" Junior Qualifying Tournament at Hazeltine National Golf Club. We had over 80 young women and men golfing in this event. We also had their families and friends following each player almost like watching the US Open at Hazeltine. At each hole, we promoted the Trusted Choice brand and the insurance companies who support member agents selling their products to these types of consumers in Minnesota. It was a great PR event! We had two outstanding individuals who won the event, McKenzie Neisen from New Prague fired a blazing and impressive score of 73, and in the boys division Dominic Keiffer, from Byron, shot an impressive 75.

After the morning event had finished, we had an event for the Education Foundation. Chairman of the event, Jeff Maas from Associated Insurance Agents, put together this event called the, "Industry Challenge". We invited member insurance agencies and insurance companies to the event. The funds raised for this event will help encourage and support young people entering into the independent insurance agency business. Jeff and his committee did a great job in kicking off this first annual fundraising event! We hope that this foundation will continue to grow in years to come and we appreciate the support of those who participated this year. Highlights of these two events can be found on pages 14-15 and page 19 of this magazine.

## Consolidations and Mergers of Agencies are Forcing More Association's to Join Forces

I was recently at a National Agents meeting where counterparts like myself, meet to discuss trends in their associations and future directions for their states. I was astonished to find out that more and more state associations throughout the country are talking about merging the two producer associations together, like we did back in 1992 due to consolidations, mergers, and the financial stress that it takes to run an association. Recently, the Pennsylvania agents association decided to merge and join exclusive ranks with IIABA. This past month the Ohio associations voted to combine their groups together. Beyond those two associations merging recently, many states throughout the country are talking about the merits of a merger utilizing all of their resources to promote independent agents and speak with one voice. We also found out that the National PIA is looking to hire a replacement for their CEO in Washington D. C. It seems as though, at a national level, the two groups should look at what is best for independent agents and not at what is best for their respective associations. Maybe the time has come to get together for the future of independent agents.



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# Capitol Notes



MN Independent Insurance  
Agents & Brokers Association



THE LEGISLATIVE AND POLITICAL NEWSLETTER OF THE  
MN INDEPENDENT INSURANCE AGENTS & BROKERS ASSOCIATION

## Health Insurance Exchange Rolling Ahead

The Supreme Court's decision upholding the constitutionality of the Affordable Care Act was seen as good news for the Dayton Administration. The decision basically ratifies the Governor's decision to go ahead with the development of a Minnesota health insurance exchange. Under the Affordable Care Act - ObamaCare, states must set up health insurance exchanges to provide health insurance in order to receive subsidies for health care premiums. If a state fails to establish a state exchange, the federal government will offer a national exchange in its stead. Even many opponents of ObamaCare believe if the law is not altered by Congress very soon, a state health insurance exchange will need to be created and a state exchange is preferable to one-size-fits-all federal exchange.

Creation of a health insurance exchange has been a contentious issue in Minnesota. The state legislature has opposed Dayton's exchange efforts and has decided to not enact legislation authorizing a state exchange. Commerce Commissioner Mike Rothman is Dayton's point person on establishing an exchange and has been busy with exchange advisory work groups and task forces. Even if Congress alters federal law, Dayton seems committed to a state health insurance exchange. Any plan to alter or repeal ObamaCare will almost certainly allow state's to go forward with state-based health care reforms.

Yesterday, Commissioner Rothman announced the awarding of a \$41 million contract to Virginia based Maximus Inc. to develop a Minnesota health insurance exchange. Not all of the contract is devoted entirely to exchange development. Maximus will also assist the state in modernizing our Medicaid system, making state program enrollments combatable with the exchange as well as providing a mechanism for quality measurements of health care providers to the public.

The Commissioner has an aggressive timeline and would expect an exchange to be operational by October, 2013. This will require system design, benefit set, marketing and health plan approval to be established by next summer. This would also include the role of the agent as an exchange navigator. Perhaps the only obstacle to the development of a Minnesota health insurance exchange will be the 2013 legislative session.

## Agents Organize to Oppose Government Run Exchange and Support Private Market

The four major insurance professional associations in Minnesota have come together to form a political action committee called **Choice in Minnesota Health Care**. This newly created PAC is endorsed by MIIAB, along with the MAHU (Minnesota Association of Health Underwriters), NAIFA and the PIA. The group's goal is to inform agents and their clients about the oncoming health insurance exchange and its impact upon their businesses. Choice in Minnesota Health Care also wants to assure that there continues to be a robust private health insurance marketplace both inside and outside of an insurance exchange. This will be a major undertaking.

At a kick-off meeting in Minneapolis on July 24, the new group hosted nearly 600 insurance agents. Three legislators presented an update on legislative action related to "DaytonCare". Several insurance agents shared their observations as members of Commissioner Rothman's Advisory Group. Then the group discussed a game plan for increased agent involvement in the electoral process this November. The goal is to assure the election of legislators who support the

maintenance of a private insurance market with adequately compensated insurance agents within any health insurance exchange created for Minnesota. Numerous agents committed to both volunteer and financial support for this effort. You will hear more about this group in the weeks ahead.



Dominic Sposeto  
MIIAB lobbyist

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# Data Security and your Agency: What are the implications?

By John Bristol  
Managing Director  
Data Risk Consultants, LLC

It seems like a day doesn't go by without hearing about some sort of cyber-security breach on the news. The endless wave of stories on the topic has become so commonplace that many of us tend to tune out the noise. Nothing could be more dangerous for an insurance agency than to ignore this growing threat. Whether your agency has one agent or one thousand employees, your agency has a legal responsibility to safeguard the personal and private information of your customers and your employees. Beyond that, your agency's reputation is on the line if the news of a breach were to become public.

## Data Protection and the Law

Data security enforcement is the #1 priority at the Federal Trade Commission. The Federal Trade Commission enforces data security practices through the FTC Safeguards Rule and Section 5 of the FTC Act. The Safeguards Rule applies to "financial institutions." This includes, but is not limited to: auto dealers, insurance brokers, check-cashing businesses, payday lenders, mortgage brokers, non-bank lenders, personal property or real estate appraisers, professional tax preparers, and courier services. With very few exceptions, under the FTC Data Security Rules, any person who handles customer personal information must establish, implement and maintain a comprehensive information security program that is reasonably designed to protect the security, confidentiality, and integrity of personal information collected from or about consumers. The program must be documented in writing and cover a range of topics, including administrative security and policies. The agency must be able to demonstrate that the employees were trained and tested on these materials. Further, it is incumbent upon the agency to demonstrate that they have taken all necessary steps to safeguard the private data. Failure to comply with the Act can have significant consequences. The FTC can bring a suit against an agency that does not comply whereby they can be awarded a Consent order. This order allows them to inspect the Agency for compliance for up to 20 years! There is also a provision for a financial penalty of up to \$11,000 per day for failure to comply.

## Other Costs

According to the Ponemon Institute, a leading consultancy that studies the impact of data breaches on organizations across the globe, said in their study "Five Countries, Cost of Data Breach" that the per-capita cost of a data breach is as much as \$249 per record in the financial vertical, which includes insurance agencies. These costs cover several exposures, including:

- Detection and Escalation
- Notification
- Ex-Post Response
- Lost Business

Detection and Escalation refer to finding out that you have had the problem and getting the resources to help fix the problem. Notification includes contacting all of the people in the database that were affected so they can take appropriate action. Your agency will have to pay for one year of free credit reporting for every person in the database that is affected. Ex-Post response includes reporting to the authorities such

*continued on page 13*

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continued from page 11



as the FTC that you have taken the appropriate steps. Lost business is a foregone conclusion as some customers will seek another agency as they will be unhappy that their information was lost.

In order to get a rough idea of how much a data breach could cost your agency, look at your customer database and note the number of records in the database and multiply it by \$249. That will give you a very good idea of the amount of exposure your agency has in this area. There is a lot more information on this topic at <http://www.ponemon.org>

## Protect yourself

Approximately 60% of data breaches occur as the result of employee error. These errors can be caused by simple things like using the word "Password" as a password, or writing down a password and sticking it on the monitor at the workstation. Lost devices, such as smart phones or laptops that are not encrypted are also common ways that thieves get their hands on your customer's personal data.

There are many other things that employees can do to keep your data secure. A training program should help the employee understand safe use of the internet and e-mail, the rationale for not sending private or personal information unencrypted over the internet. There are many more topics that a good training program will have to help you and your employees protect your Agency from this exposure.

Fortunately, there is good news about data security. There are several ways to protect your agency from breaches today! First, it is critical to follow the guidance from the FTC and others with respect to having a complete IT security policy, training your employees on the policy and best practices, and testing them to ensure they understand what this all means. This helps promote a culture of security that reduces a lot of the common ways that data is lost. Second, it is important to use the available tools in the marketplace to protect your network from unwanted intrusions from would-be thieves. Finally, make sure you are plugged into organizations such as the MIIAB so you can stay up to date on industry best practices in this growing threat area.

In the near future, the MIIAB will announce a comprehensive program it will make available to its members to assist them to comply with the Safeguards rule, deliver access to a new and innovative approach to keeping the criminals out of your network, and a means by which you can set aside the balance of the risk through insurance. This program, under development, will be available to all member agencies! Stay tuned!

---

*John Bristol is Managing Director, Data Risk Consultants, LLC. DRC is a leader in developing technologies and training to help our clients shield their networks from unwanted criminal intrusion. John graduated from the University of St. Thomas with a MBA and lives in Maple Grove, MN with his two boys.*

1st Annual "Industry Challenge"

July 9, 2012

Hazeltine National Golf Course

Chaska, MN



IIAB held it's 1st Annual "Industry Challenge" Golf Tournament at Hazeltine National Golf Course in Chaska, MN on July 9th, 2012. The Tournament was a fundraising effort for the MIIAB Education Foundation. **The Foundation's goal is to encourage not only young people into the agency business, but to help find and train existing business professionals looking for a career change.** The MIIAB Education Foundation (501 C-6) will provide educational training opportunities, licensing, testing, technical education, mentoring, and scholarships to independent agencies who are looking to hire new agents into the business. The Foundation will be working with insurance companies to help educate these individuals and provide the training necessary to be successful independent insurance agents. We will also be looking to develop an internship program for independent agents through the utilization of the National InVest Program.



# The Winners

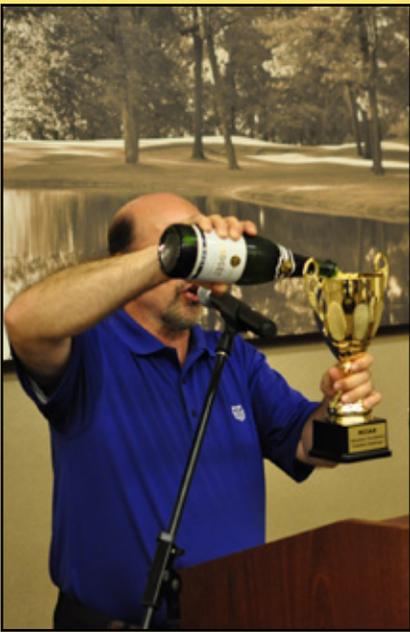
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PREMCO Financial Corporation is an insurance premium finance company based in Kalamazoo, Michigan and has been serving Independent Insurance Agents throughout the Mid-West since 1989. The company was founded by Clare Rothi, who spent 28 years in the independent agency and general agency business prior to starting PREMCO under the premise that agencies desired a premium finance partner that is consistent, reliable and one they could participate on an ownership basis.

Over the years, PREMCO's original model has remained;

*Minnesota Independent Insurance Agents & Brokers Association recognizes PREMCO Financial Corporation as one of its Platinum Partners. MIIAB Platinum Partners are one of the highest level of sponsorship to our organization.*



*President  
Greg Griffin*

providing outstanding customer service, flexibility to the agency, and the opportunity for agencies to purchase PREMCO stock and share in the corporate profits. In addition, PREMCO has added several insurance association programs in order to provide members with competitive rates, excellent E&O policy financing terms, and an opportunity for the association to benefit financially.

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**M**IIAB held its 2nd Annual Trusted Choice Big "I" Junior Golf Qualifying Tournament on July 9th at Hazeltine National Golf Club in Chaska, MN. Eighty-Four junior golfers from around the state participated in this years tournament.

**McKenzie Neisen** (New Prague) won for the girls with the top score of 73. This is her 2nd year winning our tournament. There was a three way tie for the boys; **Dominic Kieffer** (Byron), Matt Rachey (Waconia) and Nate Wareham (Woodbury) with a score of 75. They had a play off which Dominic Keiffer won.

The winners of this tournament qualify to play in the Trusted Choice Big "I" Junior National Championship being held at University of Texas Golf Club, Austin, Texas August 7 - 10, 2012.

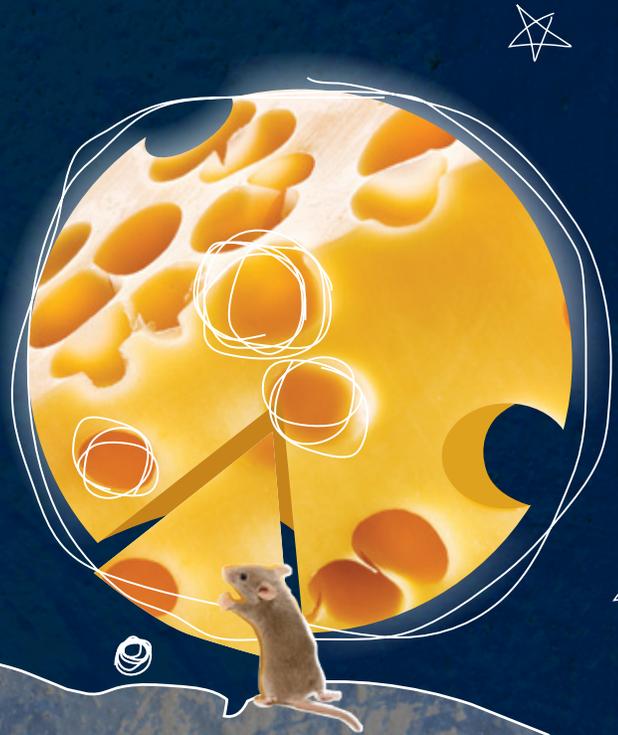
McKenzie qualified for the U.S. Womens Amateur Championship in Cleveland, OH so she won't be able to attend our National Championship in Texas. So, joining Dominic for our National Championship is our female runner up, **Hailey Boner** (Stillwater) who scored 79 in our tournament.



**McKenzie Neisen**  
New Prague, **73**



**Dominic Kieffer**  
Byron, **75**



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# The Art of Starting Over:

## How Seven Simple Words Can Save a Business Conversation Gone Wrong



**By Andrew Sobel and Jerry Panas**

Has this ever happened to you? You're talking to a client, or perhaps your boss, and you realize the conversation has gotten off on absolutely the wrong foot. You may have learned new and unexpected information from the other person that renders everything you've said irrelevant. You may have walked in with an assumption that was just not true. Or, you find you're not connecting, and tension and anger start to creep into the exchange. It really doesn't matter. What does matter is that a potentially productive business conversation has become awkward and stilted—or even worse, superheated and combative.

What do you do next? According to Andrew Sobel you have three options:

1. Continue trying to make your point. The tension and awkwardness will likely escalate, and you'll find that you and the other person are farther and farther apart.
2. Bring the conversation to an abrupt end and exit stage left. Both of you will be left with a bad taste in your mouth.
3. Salvage the situation with the judicious use of seven magic words: Do you mind if we start over?

"This question is the Saint Bernard rescue dog that brings a warming barrel of brandy into the conversational arctic," says Sobel, "People are forgiving. They want things to go well, and this question disarms them and eases the way to a new beginning."

This question is only one of the many the authors include in their book, *Power Questions*. They explore dozens of questions that light fires under people, challenge their assumptions, help them see problems in productive new ways, and inspire them to bare their souls (which, of course, strengthens the bonds in the relationship). And they wrap up the book with an exhaustive list of additional questions—bringing the grand total to 337 power questions to help readers succeed at work and in life.

Back to "starting over": Sobel's coauthor recalls the time he walked into the office of a wealthy benefactor named Allan to ask for a million-dollar donation to his alma mater's College of Engineering. Though he knew better, Panas failed to gain rapport and explore Allan's true interests before jumping in with the big request. When he was severely rebuked for his presumptuousness, Panas realized he had made a serious error and dug himself into a deep hole. He got up and excused himself, left the room, and 10 seconds later knocked on the door and asked the power question, **Do you mind if we start over?**

Allan smiled and invited Panas to sit down. Start over they did, and after approaching the revived conversation the right way, Panas discovered that Allan was interested in making a major gift—but to the University's theater program, not its engineering program!

**Power Questions: Build Relationships, Win New Business, and Influence Others** (Wiley, February 2012, ISBN: 978-11181196-3-1, \$22.95) is available at bookstores nationwide and all major online booksellers.

Try it yourself. The next time a conversation gets off on the wrong foot or veers off track, reset with this powerful question. Sobel offers the following pointers:

- If you're in the wrong, apologize. Take responsibility for the conversation's derailment. You might say something like "I've gotten off on the wrong foot and I'm really sorry. Do you mind if I begin again? I haven't done this justice."

*continued on page 23*

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Or, “The reason I’d like to start over is that I put my foot in my mouth. Can I give it a second try?”

- If you’re NOT in the wrong, and the conversation has simply strayed into unproductive territory, ask in a way that doesn’t place blame. Try: “Can we step back from this? What should we be talking about?”

“Actually, even if the other party made the initial faux pas, it’s still okay to say you’re sorry the conversation went awry,” notes Sobel. “You’re not taking blame; you’re just acknowledging regret that things took a bad turn and that the other person is upset.”

- Either way, smile. It goes a long way toward smoothing any ruffled feathers.

“More than words alone, a genuine smile that reaches the eyes can evoke a powerful visceral response,” says Sobel. “It shows that your intentions are pure, and when people realize that, the vast majority are willing to give you another chance.”

- When you start over, really start over. You don’t have to actually leave the room and come back in, like Sobel’s coauthor did, but draw a sharp dividing line between the bad conversation and the new one. A good way to reset is to ask the other person a question and draw them back into the conversation as an active participant. It could be something as simple as “Can I ask—how have you been thinking about this?” or “Let’s step back for a second—can you share your view of the situation?”

Of course, starting over isn’t just for the workplace. It can work just as well to defuse a budding argument with your spouse or any family member or friend.

“It’s a bold, gutsy move to restart a conversation from scratch,” says Sobel. “Yes, it feels awkward. Most of us are not accustomed to swallowing our pride, admitting in real time that we screwed up, and asking if we can make it right. But the next time a conversation goes wrong, try it. Not only will it salvage the moment, it will pave the way for a more authentic and productive relationship in the future.”

#### About the Authors:

**Andrew Sobel** is the most widely published author in the world on client loyalty and the capabilities required to build trusted business relationships. His first book, the bestselling *Clients for Life*, defined an entire genre of business literature about client loyalty. His other books include *Making Rain* and the award-winning *All for One: 10 Strategies for Building Trusted Client Partnerships*.

For 30 years, Andrew has worked as both a consultant to senior management and as an executive educator and coach. His clients have included leading corporations such as Citigroup, Xerox, and Cognizant; as well as professional service firms such as Ernst & Young, Booz Allen Hamilton, Towers Watson, and many others. His articles and work have been featured in a variety of publications such as the *New York Times*, *Business Week*, and the *Harvard Business Review*. Andrew is a graduate of Middlebury College and earned his MBA at Dartmouth’s Tuck School.

Andrew is an acclaimed keynote speaker who delivers idea-rich, high-energy speeches and seminars at major conferences and events. His topics include *Developing Clients for Life*; *Creating a Rainmaking Organization*; *Collaborating to Grow Revenue*; *The Beatles Principles*; and *Power Questions That Win New Business*. He can be reached at <http://andrewsobel.com>

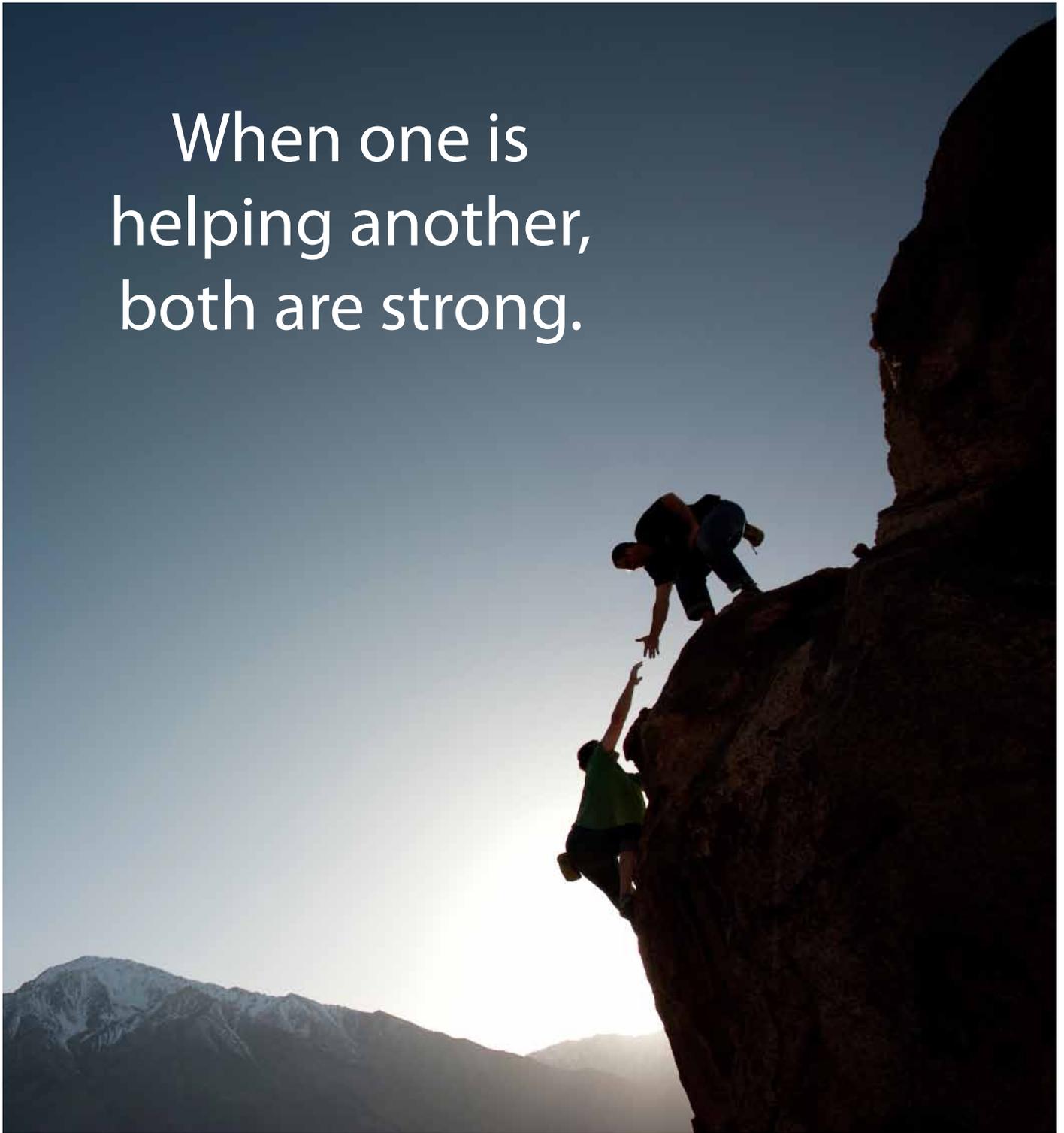
**Jerry Panas** is executive partner of Jerold Panas, Linzy & Partners, one of the world’s most highly regarded firms in the field of fundraising services and financial resource development. His firm has served over 2,500 client-institutions since its founding in 1968. Jerry’s clients comprise many of the foremost not-for-profit institutions in the world. They include every major university, museum, and healthcare center in the United States. Internationally, Jerry has advised organizations as diverse as the University of Oxford, The American Hospital in Paris, and *Nuestros Pequeños Hermanos* in Mexico, the largest orphanage in the world.

Jerry is the author of 13 popular books, including the all-time bestsellers *Asking and Mega Gifts*. He is founder and chairman of the board of the *Institute for Charitable Giving*, one of the most significant providers of training in philanthropy.

Because of the prominence of the firm and the impact of Jerry’s writing, few have had a greater influence in the history of the profession. He is a favorite speaker at conferences and workshops across the nation and internationally. He can be reached at <http://jeroldpanas.com>



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# Agency Strategies to Send & Receive Personal Data Securely

by Jeff Yates

The Internet and mobility revolutions have enabled agents and their clients to live in an electronic world where the parties can work and communicate with each other from anywhere, opening up wonderful new opportunities for agencies to reach out to new consumers and provide their clients with enhanced services and responsiveness. These developments, however, have multiplied the security risks that agencies must manage in order to protect their clients' personal data.

It is no wonder then that E&O underwriters extending coverage for data breach to agencies increasingly are asking their applicants whether they encrypt or use other protective measures to safeguard this client personal data when it is being transmitted. This article explores approaches agencies can take to protect personal data in transit and then references a number of resources to assist agencies.

## Encryption

A common question agents ask is: "what is encryption?" When you think of encryption consider those codes the military employs to keep conversations unintelligible to the enemy. You can find many definitions of encryption on the Internet, but I like this simple one from Microsoft:

Encryption is a way to enhance the security of a message or file by scrambling the contents so that it can be read only by someone who has the right encryption key to unscramble it. For example, if you purchase something from a website, the information for the transaction (such as your address, phone number, and credit card number) is usually encrypted to help keep it safe. Use encryption when you want a strong level of protection for your information.

Requiring a strong password to gain access to your system is an important security procedure, but it is not the same as encrypting the data within the system.

## Personal Data

What are the types of "personal data" that are most sensitive and need to be encrypted when transmitted? The definition of "personal data" can vary by state and is contained in the state data breach notification and privacy laws, as well as in various federal laws, such as HIPAA (PHI – Protected Health Information). Insurers, too, might employ various definitions of "personal data" in their policies, so it is incumbent upon the agency to be familiar with not only the specific laws but also the coverage definitions that apply to the agency. Note also that the applicable state law is based upon the residency of the individual whose personal data is being protected, not the location of the agency. This is an important consideration for both agencies writing business in multiple states and agencies writing policies that cover individuals who reside in multiple states.

With all of the above caveats, the most commonly mentioned types of non-public, individually identifiable "personal data" covered in the laws are those such as: social security numbers, driver's license numbers and other government issued ids, debit and credit card numbers and pins, bank and financial account numbers, and protected health information (PHI under HIPAA). While often not mentioned in state laws, other particularly sensitive personal data that should be protected includes information commonly used for security verification (mother's maiden name, date & place of birth, etc.) or sensitive insurance information (such as jewelry schedules).

It is important for agencies to know what types of personal information they collect, where it is retained and who has access to it. They then need to decide whether they really need to keep this sensitive

*continued on page 27*



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information. For example, many agencies no longer retain copies of bank checks and are careful only to pass along credit card numbers to carriers, but not to retain them, so that they do not become subject to the comprehensive PCI (Payment Card Industry) compliance requirements. These agencies are also extremely careful to shred this personal data as soon as it is no longer needed.

Further, if the agency decides it must keep particular sensitive personal data, it should limit access to it to only those employees who need to see it, to maximum extent possible. This is particularly true for Protected Health Information. Finally, the agency should be careful to make sure that this personal data is kept off of PCs, mobile devices, thumb drives, where there is a significant risk of loss or theft.

### **PCs & Mobile Devices**

Users of PCs and mobile devices should be trained to remove any emails with personal data that may be received on these devices, as soon as they are read. In addition, the agency should audit to make sure any PCs and mobile devices that can access agency applications are password protected. Further, the agency should implement software that can wipe all of the data off of these devices should they be lost or stolen, restoring them to their original manufacturer's state.

### **Secure Email**

Email is the first major area where agencies need to begin to encrypt their communications to carriers and clients when personal data is included. Some prominent examples of emails likely to include personal data include: sending insurance applications to carriers for a quote or to clients to complete or to sign, and sending insurance policies to clients.

With respect to emails between agencies and carriers (and general agents), ACT recommends that TLS secure email be implemented wherever possible. TLS (Transport Layer Security) is an open standard that once implemented between an agency and a carrier (both parties must have TLS implemented), all of the emails between the partners go securely in a manner that is transparent to the end users. In other words, the agent or carrier underwriter does not have to go to a proprietary website to pick up each email (which many underwriters will not do and is inefficient for agency employees to do). TLS is a great solution for business partners where there are frequent email communications going back and forth.

Many agencies can implement TLS if they have email servers or hosted solutions that offer TLS. We recommend that the initial TLS set up be handled by the agency's technology person, who should also verify that the TLS is working properly with each carrier and general agent. You will find a number of resources that explain TLS secure email more thoroughly on the ACT website (see "ACT Resources" below), including a list of carriers which have advised us that they have TLS available.

Unfortunately, most agency clients will not have TLS capability and therefore, TLS is not a solution for communications with them. This will require the agency to implement a proprietary email solution as well for these clients. When the agent sends a secure email to the client using one of these proprietary solutions, the client accesses it on the email vendor's secure website. The secure email tool also enables the client to send a secure email back to the agent, which is very helpful when the client is being asked to complete a D&O application, for example. Fortunately, there are a number of vendors which can help agencies with both TLS hosted emails and proprietary emails, as well as to provide many other useful tools. (Two examples of such vendors are AppRiver and RPost.)

### **Real Time**

Today email is used heavily to convey applications and other information between agencies and carriers and general agents, particularly in commercial lines. It is important to note, however, that Real Time offers a more efficient and secure method to handle these communications, where the communications are automatically encrypted and kept within the agency's and carrier's management systems.

Agencies are heavily using Real Time for personal lines and we need to increase the usage in commercial lines. Many agencies and carriers are already using Real Time to submit commercial lines applications



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and make quote requests for small commercial business, and some have started to use their real-time functionality to make mid-commercial submissions.

In addition, there is great potential for the industry to use Activity Notifications to communicate other types of messages directly between the parties' systems (such as the need for more underwriting information), without having to manage a morass of emails in employees' mailboxes.

We urge agencies and carriers to continue to push the use of Real Time within their organizations and with their business partners, particularly for commercial lines transactions and communications. Real Time is the workflow of the future for commercial lines, as well as personal lines. Email is not.

### **Agency Websites**

It is also critical that agencies provide secure website connections for consumers when they ask the consumer to provide personal data on the website – to receive a quote, for example. The website should create a secure "https" tunnel before the consumer can fill out any form that asks for personal data, just as you would experience when purchasing something online or banking online.

In addition, if the agency provides a "non-https" protected free-form text field which the consumer can use to contact the agency and make requests, there is some risk the consumer will enter private, personal data. Therefore, it is a best practice to take one of the following steps with regard to this free-form text field: (1) to secure it, (2) change it to specified fields that ask only for basic contact information, such as name, phone number, email, address, or (3) include a note with the free-form text field that it is not secure and should not be used to provide any private personal data.

If the agency provides clients with the capability to access their insurance information or documents online, the website should create an "https" connection before any information can be accessed. Once again, agents should work with their website provider to help them with the technical aspects of creating this secure website capability.

Some agency E&O providers also require the agency to post a privacy statement on its website(s), if there is an option for the consumer to submit personal data through the website. It is important that the agency customize its privacy statement to track the agency's particular data collection, usage, sharing, and protection practices with regard to data collected through its website(s). Honda's financial services website privacy statement provides a good example of the types of information that are typically included in such statements.

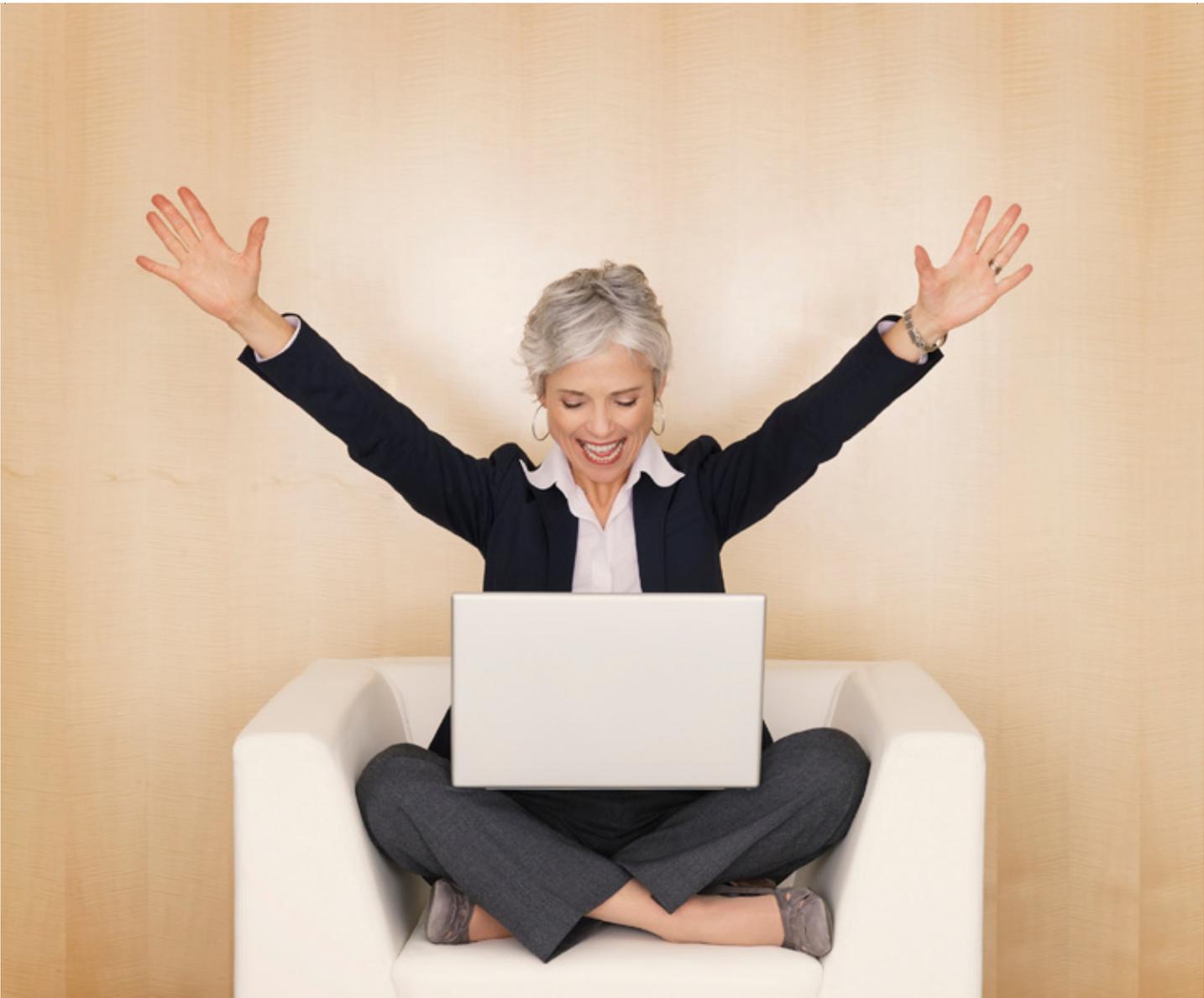
### **ACT Resources**

This article has covered a few of the areas agencies must manage when protecting the security of their clients' and employees' personal data. ACT has developed several resources for agencies to review as they establish and implement their agency's comprehensive information security program. All of these resources are included on the Security & Privacy page of the ACT website. These resources include a prototype agency information security policy which agencies can use as a template to build their own customized policy or as a checklist of security issues they should address.

For more on TLS secure email, the ACT Security & Privacy page includes articles, FAQs, a recorded webinar and a list of carriers which have implemented TLS. For more on securing your website and managing potential E&O exposures arising from the website, see the article "Don't Get Caught in the Web."

ACT's Security & Privacy page also includes sample website disclaimers, a recorded briefing on HIPAA-HITECH requirements for "Business Associates," and additional articles focusing on: the E&O and security risks arising from the use of social media, precautions to take when using free, public Wi-Fi sites, and how to manage the "Bring Your Own Device" trend where employees are using their personal devices to access business applications.

*Jeff Yates is Executive Director of the Agents Council for Technology (ACT) which is part of the Independent Insurance Agents & Brokers of America. Jeff can be reached at [jeff.yates@iiba.net](mailto:jeff.yates@iiba.net) ACT's website is [www.iiba.net/act](http://www.iiba.net/act) This article reflects the views of the author and should not be construed as an official statement by ACT.*



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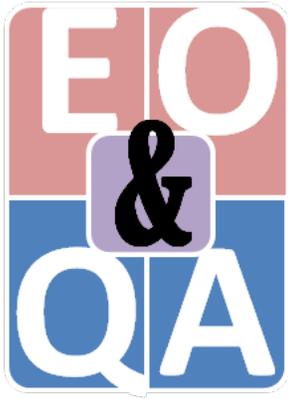


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## *Agent's questions about Errors and Omissions, and how E&O losses can be prevented.*

By Mary LaPorte, CPCU,  
CIC, LIC, CPIA

**Q:** Mary, I just read your recent E & O article regarding people who are leaving their homes to find jobs in other areas.....very interesting, but I have a question. What do we tell our clients that are going to Texas or Arizona for 1 month, or even 3-5 months? Let's say they have a neighbor who checks their house periodically. How do we protect ourselves as agents and what should we be telling those clients before they leave concerning their homes? How often do they need to be inspected while they are gone? Any thoughts?

**Ron, Minnesota**

**A:** Ron, that is a great question.....but not so much a problem as the other scenario. The ISO homeowner's policy allows the insured to leave their home for awhile, and even rent it out while they are gone. As long as they still are in their home more than they are gone. This is very typical for insured's who live in northern climates and become "snowbirds," going south for the winter. There is no requirement under the policy that they have the home "inspected" or checked while they are gone, but conscientious home owners have a neighbor, friend or relative do that anyway. Since the house isn't vacant, there are no issues related to vacancy. As an agent, you might make this a suggestion, simply because it is good risk management. If you represent carriers who do not use the ISO forms, you might want to verify that this is true with those carriers as well.

One area that I think could be a problem is if they really don't come back. Let's say your insured planned to be gone for a couple of months but develops health issues while they are down there and decide not to come back. Then you could have a coverage issue when the home you insure is no longer their "residence". To best cover your insured (and your E&O exposure), I suggest you tell your insured to notify you if their residency situation changes, and then document your conversation. You might do a routine follow-up after their expected date of return. In this way, you could offer them service at the same time you verify that they have not changed their residency.

*Mary LaPorte is a consultant and educator with a strong background in Errors & Omissions loss prevention. Forward your E&O questions to [marylp@lpinsuranceconsult.com](mailto:marylp@lpinsuranceconsult.com)  
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## REPLACEMENT COST IN THE HOMEOWNERS

With the downturn in the economy the past few years, many agents have commented how difficult it can be to convince their insureds how much they should insure their home for. With the plummeting of retail values in the home market, insureds often get sidetracked on what they would need dollar-wise in case of a severe or total loss to their home. It is very difficult to sell an insured on an increase in their Homeowners values when the retail value of their homes has fallen so drastically. As one homeowner exclaimed the other day, "why should I insure this place for \$500,000 when I can't even sell it for \$350,000?"

What is needed here is a clear explanation of what we mean by the term "Replacement Cost" as used in our Homeowners policies. (This same explanation is also needed when you insure with one of the many very nice Personal Lines Package contracts that combine the insurance for the home, autos, boats, etc.).

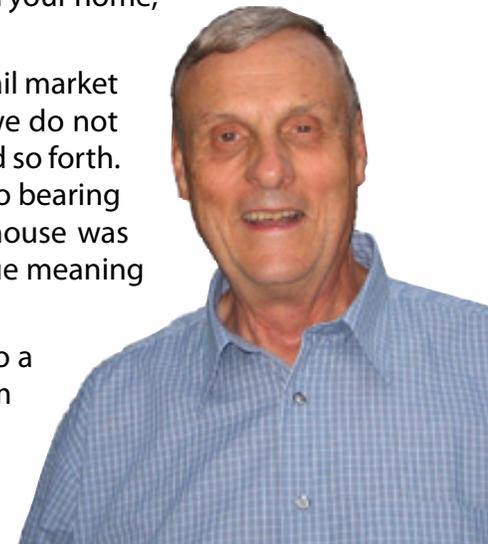
I admit to struggling with this question for many years, and then I found a pretty good solution thanks to a Twin Cities agent who asked me to make a sales call with him. His insured had been resisting buying more coverage and he (the agent) was getting a little frustrated when all his previous attempts at selling higher limits were met with a resounding "NO!" He asked me to observe and critique a new approach that he was going to take, and wanted my feedback on how effective it was. By the way, this is a story that I have told in class several times because I found out that his approach is pretty good, certainly better than any other approach I have found.

As he settled in to talk with his client, he pulled out the usual renewal papers and documents, and then, last of all, he reached into his brief case and took out a little piece of wood about 4 inches long, with a tiny nail tacked into it. He set it down and never mentioned it. During the course of the renewal discussion, I noticed that the insured would occasionally glance at it with obvious curiosity, but it did take a while before he finally pointed at the little piece of wood and asked: "what the heck is that for?"

"I'm glad that you asked that", said the agent. "This piece of wood stands for a 2X4, of which you have dozens if not hundreds in your home. Last year, this 2X4 cost \$1.00 to buy. This year it is \$1.05. And the nail? That was put into the 2X4 by a carpenter who was paid \$20.00 an hour last year, but who will make \$22.00 an hour this year. The result is that the same piece of lumber and the same carpenter will cost more this year to do the very same things that were done last year at less cost. And that is why you need to increase your amount of insurance in case you have a severe or total loss on your home. It will simply cost more to fix or rebuild. The same goes for your other systems in your home, like the plumbing or the electrical, and so on."

He went on to point out that what the client could sell his house for in the retail market had no bearing on Replacement Cost, since that included some items that we do not insure such as location, the value of the lot that the house was situated on, and so forth. Then he also mentioned that the tax statement that the client received had no bearing on Replacement Cost either, as well as any realtor's estimate of what the house was worth. His total effort was dedicated to getting the client to see what the true meaning of Replacement Cost in the Homeowners contract was.

I have seen many good sales presentations but this was one that I admired to a great extent. His efforts were successful and the insured actually thanked him



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for making it fairly clear what the Replacement Cost of his home was and why more insurance was necessary. He went on to say that he was not pleased to have to pay more premium on his Homeowners, but at least he now understood why. Not all of our efforts will result in a sale, of course, but that little piece of wood can be a pretty powerful sales aid to our efforts in these troubled times. I realize that we can argue if costs are going up in this down turned economy (they are), and while materials become more expensive the labor costs may be more stagnant. But I think we all realize that it is just a matter of time (hopefully) before everything goes up, indicating a more healthy economy. Catastrophes will also have an influence – hurricanes, earthquakes, the wild fires plaguing us this year, etc. can all play a part in determining the prices of Replacement Cost.

As to the dollar amounts used – a \$1.00 2X4 and a \$20.00 labor cost – use whatever is comfortable, easy to follow, and somewhat in the ballpark of today's prices. The important thing is to make our clients aware that it will cost more to do the same things in the future.

One other thought here – don't forget the Law and Ordinance exposure that can crop up. In my daughter's home in Arizona, for example, there is an ordinance that the homes be equipped with a sprinkler system. Some of the older homes are not so equipped, of course, and this would be something to add to the Replacement Cost determination.

Finally, this same sales aid can be used in your commercial lines sales presentations as well. Same exposure – things will most likely cost more in the future here as well. Just get out that little piece of wood and go to work. It is not perfect but it is pretty good.

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*Minnesota Independent Insurance Agents & Brokers Association recognizes AAA Insurance as one of its Diamond Partners. MIIAB Diamond Partners are the highest level of sponsorship to our organization.*



AAA was founded over 100 years ago for the purpose of lobbying for driver and passenger rights, fair laws and safer vehicles — all to better promote the love of the open road and the adventure of driving. Since then, AAA has grown to over 50 million members strong while providing valuable membership services such as roadside assistance. Additionally, AAA has broadened its horizons to include all types of travel-related services, as well as offer a variety of insurance and financial products and services.

Today, approximately 25 percent of households in the United States have AAA Memberships and more than 28 percent of

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In Minnesota and Iowa, the AAA Region is a 250 Million plus operation and has accomplished significant milestones since it's entry into the Minnesota Insurance Market in late 2002:

- MN/IA is an 800,000 member club
- Insurance Premium North of 130MM
- #6 Auto Insurance Carrier in Minnesota
- More than 225, 000 Homes, Cars and Lives insured
- Travel business continues to grow with nearly 50MM in sales in 2011.

- Provided service to more than 350,000 distressed members/policyholders/claimants in 2011.

Annually, AAA dispatches roadside assistance to nearly 30 million motorists, generates \$8.5 billion in insurance premiums, sells \$3 billion in travel agency services, making AAA Travel Agency the leading full-service leisure travel agency in North America, and advocates for consumer rights and safety improvements at local, state and national levels.

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Created through a collaboration of the Project CAP, Trusted Choice® and IIBA teams, the new Trusted Choice® Mobile App is a powerful tool for reaching and serving today's online consumers – wherever they are.

Designed to work on iOS and Android platforms (with Blackberry versions planned for Spring 2012), this amazing resource allows consumers to find a local Trusted Choice® agent, create their home inventory, document an accident, ask a question and read relevant headlines – all from their smartphone, tablet or other mobile device.

Since real marketing is all about building relationships that build your brand, this app can be customized with your agency's color scheme and logo. Of course, it's integrated with both Project CAP and IIBA online systems to provide participating agencies with single sign-on and easy account administration.

Best of all, the new Trusted Choice® Mobile App is included as a component of most Project CAP agency marketing packages or available separately for a nominal monthly fee to IIBA agencies

# Trusted Choice® Mobile App



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## WHAT DO 96 OF THE TOP 100 BROKERS HAVE IN COMMON ?

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According to the July 18, 2011 issue of *Business Insurance*, 96 of the top 100 U.S. Brokers attend the CERTIFIED RISK MANAGERS PROGRAM. We are proud to be part of their professional development and would like to be part of yours.

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**Practice of Risk Management**, Eden Prairie, MN, June 27-30, 2012

**Analysis of Risk**, Eden Prairie, MN, December 5-8, 2012

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# In The News...

## **IIABA COMMITTEE APPOINTMENTS FROM MINNESOTA**

Ken Ohl of Pioneer Heritage Insurance, Spicer, MN has been named to the IIABA Crop Insurance Task Force Committee.

Richard McKenny of Advance Insurance Agency, Edina MN has been named to the IIAA Agency Administrative Services, Inc Committee

## **WESTERN NATIONAL NAMED A TOP 50 COMPANY**

Western National Insurance Group (WNIG) of Edina, Minn., today announced that it has been named to the 2012 Ward's 50 Benchmark Group of top performing property-and-casualty companies in the United States. Being named to this group recognizes Western National for achieving outstanding financial results in the areas of safety, consistency, and performance over a five-year period (2007 – 2011). This is the seventh time in the past eight years that Western National has been named to this list of top performers.

"We are pleased to be recognized once again by the Ward Group® as an industry leader in financial strength and performance," said Stuart Henderson, president and chief executive officer. "This recognition is the result of solid business planning and of the continued hard work of our employees, independent agents, and other business partners. We look forward to building on this financial strength for the continued protection of our policyholders in 2012 and beyond."

## **NORTH STAR NAMED TO WARD'S TOP 50 BENCHMARK GROUP**

For the eighth year in a row, North Star Mutual Insurance Company has been named to the Ward's Top 50 Benchmark Group for top performing property/casualty companies in the United States. Companies in this group have achieved outstanding financial results in the areas of safety, consistency and performance over the past five years (2007-2011).

The Ward Group provides consulting services to

the insurance industry. For the past 21 years, they have conducted an annual analysis of the financial performance of over 3,000 property/casualty insurance companies. The Top 50 performers are recognized as the Ward's 50 Benchmark Group for the year. "It is an honor to be included in this group of top performing companies," said Jeff Mauland, president and CEO. "We are proud of our staff for their dedication to service and thankful for the outstanding support we have received from our agency force over the years."

## **AUSTIN MUTUAL COMPLETES AFFILIATION WITH MAIN STREET AMERICA GROUP**

The Main Street America Group has completed the process of making Minnesota-domiciled property/casualty insurance carrier Austin Mutual Insurance Co. an affiliate of the Jacksonville, Fla.-based super regional P&C company.

The affiliation has been approved by the State of Minnesota Insurance Commissioner's Office and Austin Mutual policyholders. Based in the Twin Cities suburb of Maple Grove, Minn., Austin Mutual is a regional carrier which writes personal lines and commercial lines in nine Midwest and Western States.

"We are very excited to be part of such a successful organization and look forward to the great opportunities this transaction will create," said Austin CEO Jeff Kusch.

"Our affiliation with Austin Mutual is another step in fulfilling our company's long-term strategy of increasing scale through geographic diversification," said Tom Van Berkel, chairman, president and chief executive officer of The Main Street America Group, following the transaction's closing. "This will help us expand our Midwest presence and enable us to enter several Western states."

Van Berkel added, "Austin Mutual has a well-established brand and serves a market niche similar to Main Street America. Like us, Austin Mutual is a Trusted Choice® company partner and fully committed to the independent agency

channel as their only source of distribution.”

Key elements of the affiliation include:

- Main Street America is providing Austin Mutual with a quota share reinsurance agreement.
- Austin Mutual will maintain its brand name and continue to sell its existing products through their independent agent network.
- Austin Mutual chairman, president, and CEO Jeffrey Kusch will continue to oversee the company's daily operations out of its Maple Grove headquarters and report to Van Berkel. Austin Mutual's employees will continue to report up through Kusch.
- Main Street America will offer some of its products through Austin Mutual agents. This will begin in late July when Main Street America launches its Main Line Business Owners Policy and other commercial products in Minnesota.

Over the past few years, Main Street America has established a growing Midwest presence via its acquisition of Michigan-domiciled Great Lakes Casualty Insurance Company in 2008 and two other affiliations: Indiana-domiciled Grain Dealers Mutual Insurance Company in 2009 and Minnesota-domiciled Spring Valley Mutual Insurance Company in 2011.

### **INVEST AWARDS 55 ACADEMIC STUDENT SCHOLARSHIPS**

InVEST, the insurance industry's premier classroom to career education program, has awarded \$61,500 in scholarships to 55 students pursuing insurance-related degrees. The program is a key incentive in attracting new talent to the insurance industry.

“InVEST congratulates the 55 students representing 20 schools and from five states and the District of Columbia who earned scholarships this year,” says Heather Minkler, chair of the National InVEST board of directors and CEO of Clark-Mortenson Agency, an independent insurance agency in Keene, N.H. “Each year, InVEST develops future industry professionals by educating high school and college students about insurance, risk management and financial services. Graduates from more than 275 InVEST programs across the

country are armed with knowledge to help them pursue careers in an agency, company or other insurance industry organization.”

InVEST contributes to the education and development of future insurance professionals through academic programs and scholarships. In high schools, the program offers students a business curriculum which teaches them about the dynamics of insurance agencies and companies. At the college level, the program develops students' risk management and financial analysis skills. Along with direct contributions, scholarships are funded through proceeds generated by the InVEST Silent and Live auctions held in conjunction with the Independent Insurance Agents & Broker's (IIABA or the Big “I”) Legislative Conference & Convention.

“Continuing success of the InVEST program is critical not only to the future of the independent agency system, but to the insurance industry as a whole and the increase in financial literacy of our young people,” says Robert Rusbult, Big “I” president & CEO. “Many are concerned that the average age of an insurance professional is around 54 and as baby boomers retire, the InVEST program has the potential to replenish our workforce, which is a crucial challenge.”

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# Fall Town Meeting



MN INDEPENDENT INSURANCE  
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**Morning Session - 9:00 am – 11:00 am: Essentials of Workers' Compensation – 2 CE's Pending.** Glenn Colby from the Minnesota Workers' Compensation Insurer's Association (MWCIA) is once again on board to discuss changes and hot topics agents need to know in order to properly place workers' compensation coverage and advise customers in Minnesota. Did you know that effective January 1, 2013 the loss information included within the Minnesota Experience Rating Plan will change? Come and learn how the new "primary/excess split point" used to cap significant losses is changing in the Experience Modification calculation, and how it could significantly increase your customer's Experience Modification. Do you have customer's that pay their own losses to avoid higher experience mods? Is that practice legal? Don't miss this opportunity to keep yourself informed about current workers' compensation issues in Minnesota.

**Free Lunch will be provided – 11:00 pm – 12:30 pm – During Lunch there will be a presentation on internet marketing for your agency through Project CAP.**

**Afternoon Session - 12:30 pm – 3:30 pm: Real Life Homeowners – 3 CE's approved** - Gloria Thompson, CIC. Insurance agents become aware of their customer's personal life situations, but must be in tune with how those life situations are or are not covered in the contracts they sell. Who is an insured under the policy may not include all members of a household, and additional endorsements or coverage may be needed. In home business is very popular, yet not covered under a home insurance policy, for all practical purposes. An unendorsed homeowner policy may result in an uncovered loss. This class is designed to alert agents to their customer's Real Life personal situations that create coverage difficulty under standard homeowner insurance contracts. By using insurance and/or risk management solutions, agents will be able to address these situations professionally, and with the customer's best interest in mind. **If you missed this class at our Convention in April, it's the same course.**

**Check here if you plan on attending Lunch**

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## Please select Seminar date

- 1/11 - 1/13/12 **Eden Prairie** Agency Management
- 2/8 - 2/9/12 **Plymouth** \*Ruble Graduate Seminar
- 3/7 - 3/9/12 **Eden Prairie** Commercial Casualty
- 4/11 - 4/13/12 **Eden Prairie** Personal Lines
- 5/9 - 5/11/12 **Eden Prairie** Commercial Property
- 6/13 - 6/14/12 **Walker** \*Ruble Graduate Seminar
- 7/11 - 7/13/12 **Eden Prairie** Commercial Casualty
- 8/1 - 8/3/12 **Eden Prairie** Agency Management
- 9/12 - 9/14/12 **Eden Prairie** Commercial Property
- 10/10 - 10/12/12 **Eden Prairie** Personal Lines
- 11/7 - 11/9/12 **Eden Prairie** Life and Health

\* Must be a dues paid member of CIC or CRM to attend a Ruble Graduate Seminar

Dates and locations are subject to change. Before making any travel arrangements, call to verify the dates, location, start time and availability when registering for a program.

All courses begin Wednesdays at 8:00 a.m., Thursdays from 8:00 a.m. until 5:00 p.m., and Fridays from 8:00 a.m. to 12:00 p.m.  
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*NOTE: Ruble Graduate Seminars only meet Wednesdays and Thursdays from 8:00 a.m. until 5:15 p.m. & there is no exam.*

**Important Information**  
 All participants must present photo identification to the on-site registrar at the institute. Cancellations received within 7 calendar days of a program will incur a \$75 non-refundable fee. If you do not cancel and do not attend the program, you will incur a \$125 fee. The balance of the registration fee may be refunded or transferred to another course. You may substitute an eligible person for the same event anytime at no charge with notification prior to the course.

These courses have been submitted for approval to the MN Commissioner of Commerce for **20 hours of Insurance continuing education**. Except for Ruble Graduate Seminar that are only **16 hours**.

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Cost	Seminar
<b>\$421.00</b>	CIC Institutes (20 Hours)
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# 2012 MIIAB CISR Program Schedule

MN Independent Insurance Agents & Brokers Association

It's easy to register - by fax, phone, mail or on-line!

**Please select Seminar date** - These courses have been approved by the MN Commissioner of Commerce for 8 hours of Insurance continuing education (\*\*Dynamics of Service has been approved for 7 hours of Insurance continuing education)

- 1/24/12 - Rochester Commercial Property
- 1/24/12 - Eden Prairie Commercial Casualty
- 2/15/12 - St. Cloud Personal Auto
- 2/16/12 - Eden Prairie Personal Residential
- 2/22/12 - Shoreview Commercial Property
- 3/14/12 - Eden Prairie Agency Operations
- 3/21/12 - Duluth Commercial Property
- 3/28/12 - St. Cloud Commercial Property
- 4/12/12 - Rochester Personal Residential
- 4/18/12 - Shoreview Personal Auto
- 4/19/12 - Eden Prairie \*WTH
- 5/1/12 - St. Cloud Commercial Casualty
- 5/15/12 - Eden Prairie Commercial Property
- 5/24/12 - Mankato Commercial Property
- 6/5/12 - Grand Rapids Personal Residential
- 6/7/12 - Thief River Falls \*Dynamics of Service
- 7/10/12 - Duluth \*WTH
- 7/18/12 - Alexandria \*WTH
- 7/25/12 - Brainerd Personal Residential
- 8/7/12 - Shoreview Agency Operations
- 8/9/12 - St. Cloud Agency Operations
- 8/21/12 - Mankato \*WTH
- 8/23/12 - Rochester \*Dynamics of Service
- 9/5/12 - Eden Prairie Commercial Casualty
- 9/6/12 - Willmar Personal Auto
- 9/11/12 - Detroit Lakes Commercial Casualty
- 9/18/12 - Bemidji Commercial Property
- 10/3/12 - Eden Prairie Personal Residential
- 10/17/12 - Shoreview Personal Residential
- 10/18/12 - Duluth Agency Operations
- 10/23/12 - St. Cloud \*WTH
- 10/25/12 - Eden Prairie Agency Operations
- 11/6/12 - Rochester Commercial Casualty
- 11/13/12 - Eden Prairie Commercial Property

**\* NEW!!!**  
**William T. Hold Seminar and Dynamics of Service**  
**Open to All!**  
 You are no longer required to have your designation or to be a dues paying member of the National Alliance to attend the William T. Hold or Dynamics of Service Seminars. You can also use these courses to update your CISR designation.

**BONUS!!!**  
**William T. Hold Seminar Meets Ethics Requirements**

### Method of Payment

Check Enclosed (Payable to MIIAB) or Charge to:  VISA  Mastercard

**CANCELLATION POLICY: Registration fee is fully refundable if cancellation is received seven days prior to class. A \$30.00 fee will be charged for cancellations less than seven days before the scheduled class. NO SHOWS will NOT receive a refund.**

*In accordance with Title III of the American with Disabilities Act, we invite all registrants to advise us of any disability and any request for accommodation to that disability. Please submit your request as far as possible in advance of the program you wish to attend*

Cost	Seminar
\$148.00	CISR Seminar
\$158.00	William T. Hold Seminar (WTH)
\$158.00	Dynamics of Service

Card Number	Expiration Date	Signature	
Name on Card	Security Code (3 digits)	Billing Address	
Name	MN Insurance License #	DOB	Designations
Agency/Company	Phone	Email	
Address	City	State	Zip

Return to: MIIAB, 7500 Flying Cloud Dr, Suite 900, Eden Prairie, MN 55344 P:952.835.4180 F: 952.835.4774 E: tnorum@miia.org

[www.miia.org](http://www.miia.org)



# 2012 MIIAB Errors & Omissions Seminars

MN Independent Insurance Agents & Brokers Association

These courses have been approved by the MN Commissioner of Commerce for 6 hours of Insurance continuing education

## Please Check Location

AGENCY STAFF SIZE	TOTAL ATTENDEES REQUIRED AT A (6 HOUR) SEMINAR	POSITION IN AGENCY	PLUS ADDITIONAL REQUIREMENTS
1	1	ACTIVE AGENCY PRINCIPAL, OWNER, PARTNER OR OFFICER	NONE
2-7	2	ACTIVE AGENCY PRINCIPAL, OWNER, PARTNER OR OFFICER	ONE PRODUCER OR CSR
8-20	4	ACTIVE AGENCY PRINCIPAL, OWNER, PARTNER, OFFICER <b>AND</b> ONE ACTIVE AGENCY PRINCIPAL, OWNER, PARTNER, OFFICER, OPERATIONS MANAGER OR PRODUCER	TWO PRODUCER'S OR CSR'S
21-50	6	ACTIVE AGENCY PRINCIPAL, OWNER, PARTNER, OFFICER <b>AND</b> ONE ACTIVE AGENCY PRINCIPAL, OWNER, PARTNER, OFFICER, OPERATIONS MANAGER OR PRODUCER <b>AND</b> ONE CSR	THREE PRODUCER'S OR CSR'S
51+	10	ACTIVE AGENCY PRINCIPAL, OWNER, PARTNER, OFFICER <b>AND</b> TWO ACTIVE AGENCY PRINCIPAL'S, OWNER'S, PARTNER'S, OFFICER'S, OPERATIONS MANAGER'S OR PRODUCER'S <b>AND</b> TWO CSR'S	FIVE PRODUCER'S OR CSR'S

- 1/18/12 - Eden Prairie** 8:30am-3:30pm  
Prairie Conference Center  
7500 Flying Cloud Dr  
Eden Prairie, MN 55344  
952.835.4180
- 3/13/12 - St. Cloud** 8:30am-3:30pm  
Best Western Kelly Inn  
Hwy 23 & 4th Ave  
St. Cloud, MN 56301  
320.253.0606
- 4/5/12 - MIIAB Convention** 8:30am-3:30pm  
Hyatt Regency Minneapolis  
1300 Nicollet Ave  
Minneapolis, MN 55403  
612.370.1234
- 5/17/12 - Fergus Falls** 8:30am-3:30pm  
Best Western/Bigwoods Event Center  
925 Western Ave  
Fergus Falls, MN 56537  
800.293.2216
- 6/19/12 - Morton** 8:30am-3:30pm  
Jackpot Junction  
39375 County Hwy 24  
Morton, MN 56270  
507.644.3000
- 7/10/12 - Walker** 8:30am-3:30pm  
Chase on the Lake  
502 Cleveland Blvd  
Walker, MN 56484  
888.242.7306
- 8/8/12 - Rochester** 8:30am-3:30pm  
Courtyard Marriott - Rochester  
161 13th Ave SW  
Rochester, MN 55902  
507.536.0040
- 9/20/12 - Duluth** 8:30am-3:30pm  
Holiday Inn & Suites  
200 West First St.  
Duluth, MN 55802  
218.727.7492
- 11/14/12 - Eden Prairie** 8:30am-3:30pm  
Prairie Conference Center  
7500 Flying Cloud Dr  
Eden Prairie, MN 55344  
952.835.4180

**Cost per person**  
**\$151.00 MIIAB Member Price**  
**\$166.00 Non-Member Price**

Agencies that attend this seminar will receive a 10% loss control credit on their Westport E&O Premium. Once an agency attends the seminar the 10% credit will apply for 3 years if the agency remains claim free during the 3 year period.

### Method of Payment

Check Enclosed (Payable to MIIAB) or Charge to:  VISA  Mastercard

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Return to: **MIAB, 7500 Flying Cloud Dr, Suite 900, Eden Prairie, MN 55344 P: 952.835.4180 F: 952.835.4774 E: tnorum@miia.org**

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# POWER IN PARTNERS PROGRAM

Thank you to the following companies that are supporting the association through our Power in Partners Program in 2012. Their support helps to make possible many of our events and meetings such as the MIIAB/Trusted Choice Annual Convention and Fall Town Meetings.

MN Independent Insurance Agents & Brokers Association

## DIAMOND LEVEL



## PLATINUM LEVEL



## GOLD LEVEL

**Grinnell Mutual Reinsurance Company**  
**Indiana Insurance**  
**Midwest Family Mutual**

**QBE**  
**SECURA Insurance**  
**The Hanover Group**

## SILVER LEVEL

ACUITY  
AFCO/Prime Rate Premium Finance  
AmTrust North America  
Encompass Insurance Company  
ICC Restoration & Cleaning Services  
Kemper Preferred Insurance  
Meadowbrook, Inc.  
MVP Service Solutions

RPS Schneider Agency  
Safeco Insurance  
Selective Insurance Company of America  
S.H. Smith & Company, Inc.  
Solbrekk Business Technology Solutions  
Spring Valley Mutual Insurance  
State Auto Companies  
The Hartford

Tomsche, Sonnesyn & Tomsche, PA  
Toshiba Business Solutions  
Travelers Companies, Inc.  
Westfield Insurance  
Wilson Mutual Insurance Company  
Workers Compensation Specialist