Thank You
to our 2020 MIIAB Partners

DIAmond

*AAA*
*AR*
*Auto-Owners Insurance*
*EMC Insurance*
*GRInnell Mutual*
*IMT Insurance*
*Progressive*
*The Main Street America Group*
*West Bend Mutual Insurance Company*

PLATINUM

Encompass Insurance Company
Foremost Insurance Group
NAU Country Insurance

GOLD

Encompass Insurance Company
Foremost Insurance Group
NAU Country Insurance

SILVER

Accident Fund
AmTrust North America
Badger Mutual Insurance
Berkshire Hathaway GUARD Insurance
Brownson Norby, PLLC
Burns & Wilcox
Coble Group
CNA Insurance
EROVA
ePayPolicy
Frickin-Larsen, Inc.
FIRST Insurance Funding
Great Northwestern Insurance Company
ICX Restoration & Cleaning Services
ICW Group Insurance Companies
IFC National Marketing, Inc.
Imperial PFS
Kemper Personal Insurance
Midwest Family Mutual
MN Workers Comp Insurers Association
Philadelphia Insurance Companies
Premco Financial Corporation
Prime Insurance Company
R-T Specialty, LLC.
ServiceMaster & Superior Construction
Society Insurance
State Auto Companies
Sunbelt Business Advisors
The Hanover Insurance Group
Tomsche, Sonnesyn & Tomsche, PA
Travelers Companies, Inc.
United Fire Group
Universal Property & Casualty
Westfield Insurance
Workers Compensation Specialist

Morning Education

ACTIVE SHOOTER
Are You Prepared?

Awards Luncheon
Featuring An Exciting NEW MIIAB Benefit

INTERNET OF INSURANCE™

EXHIBIT HALL
90 Exhibitors

Largest Independent Insurance Agent 
& Company Expo in the Midwest

1000 Attendees Expected

WEDNESDAY
APRIL 29th
2020

MIIAB EXPO 2020
Mystic Lake Center • Prior Lake, MN

SAME GREAT LOCATION!
**Breakout Sessions**

**Dynamics of Sales/Sales Mgmt Refresher - Isanti 1**

Spend the best 3 hours of your life learning how you can grow your business, help your clients and increase your close ratio to 70%. The Master of Dynamics of Selling is joining our convention to change your business life. Two years ago, our association partnered with our valued carriers to jump start producers by aligning with Dynamics of Selling. The results have been amazing. If you’ve attended either of our programs this is a great refresher. If you’ve heard the talk from those who have, this is your chance to see what it’s all about. As an added incentive we will be rolling out an exclusive training program designed to develop new producer hires and shorten their validation within your agency operation. An exclusive new training program, Dynamics of Sales Masters Program, will only be offered in two associations in 2020, coming to Minnesota, October 26-30, 2020.

**Active Shooter Training - Isanti 2**

This presentation is intended to give the participant an understanding of situational awareness, risk and threat assessment and how to recognize the developmental stages of an active shooter. We’ll discuss ways to identify and avoid a violent attack. We’ll discuss how to control your fear and emotions during an attack which will give you the education, confidence and skill to survive the unthinkable. The presentation includes numerous de-briefings from some of the most violent active shooter attacks this country has ever seen. Marko will give you primary source information from his personal interviews with victims, witnesses and law enforcement directly involved in these events. The presentation is not based on fear or paranoia but on educating people to avoid and or survive.

**Agency Contracts, Agency Employee Handbooks & Cybersecurity (3 CE’s) - Isanti 3**

**Agency Contracts** - There are a lot of misunderstandings and confusion between agencies and agents involving employee v. independent contractor status, covenants not to compete, and the property interest of each party as to customer lists, customer files, etc. Also addressed are issues that confront an insurance agency when it acquires another insurance agency. Too many times the acquiring party fails to exert itself in reviewing compliance issues and regulatory failure by the agency being acquired. Finally, we will cover contracts between an agency and an insurance company, particularly as to what happens at the time of termination.

**Employee Handbooks** - This relates not only to the internal activities of the agency but also with regard to the internal activities of client businesses. There will be an emphasis on sexual harassment in the “Me-Too” era where too many small business owners have not adjusted to contemporary standards. There will be an emphasis on agent termination and some of the mistakes to avoid when confronting a problem employee. Finally, there will be a discussion on social media and the negative impact an agency can sustain when employees make snark comments about clientele or fellow employees on social media.

**Cybersecurity** - The legislature is likely to adopt the NAIC Model Act on cybersecurity and agency owners will be briefed on what steps they must take to come into compliance with the Act. Included will be a short presentation by a cybersecurity expert on the more common problems with cybertheft.

**Awards Luncheon**

**Waconia 1-4**

**MIIAB Awards**

Company Award of Excellence

Company Rep of the Year

Agency of the Year

Emerging Leader of the Year

Agent of the Year

Presidents Award

**SPECIAL PRESENTATION FOR AN EXCITING NEW MIIAB BENEFIT**

**INTERNET OF INSURANCE™**

**1:00pm-4:00pm**

**Exhibit Hall**

**Minnetonka**

**4:00pm-5:30pm**

**Reception hosted by the**

**MN Independent Insurance Agents & Brokers Association**

**Emerging Leaders**

**and**

**APA**

Pre-Function Area (front of Minnetonka/Isanti)