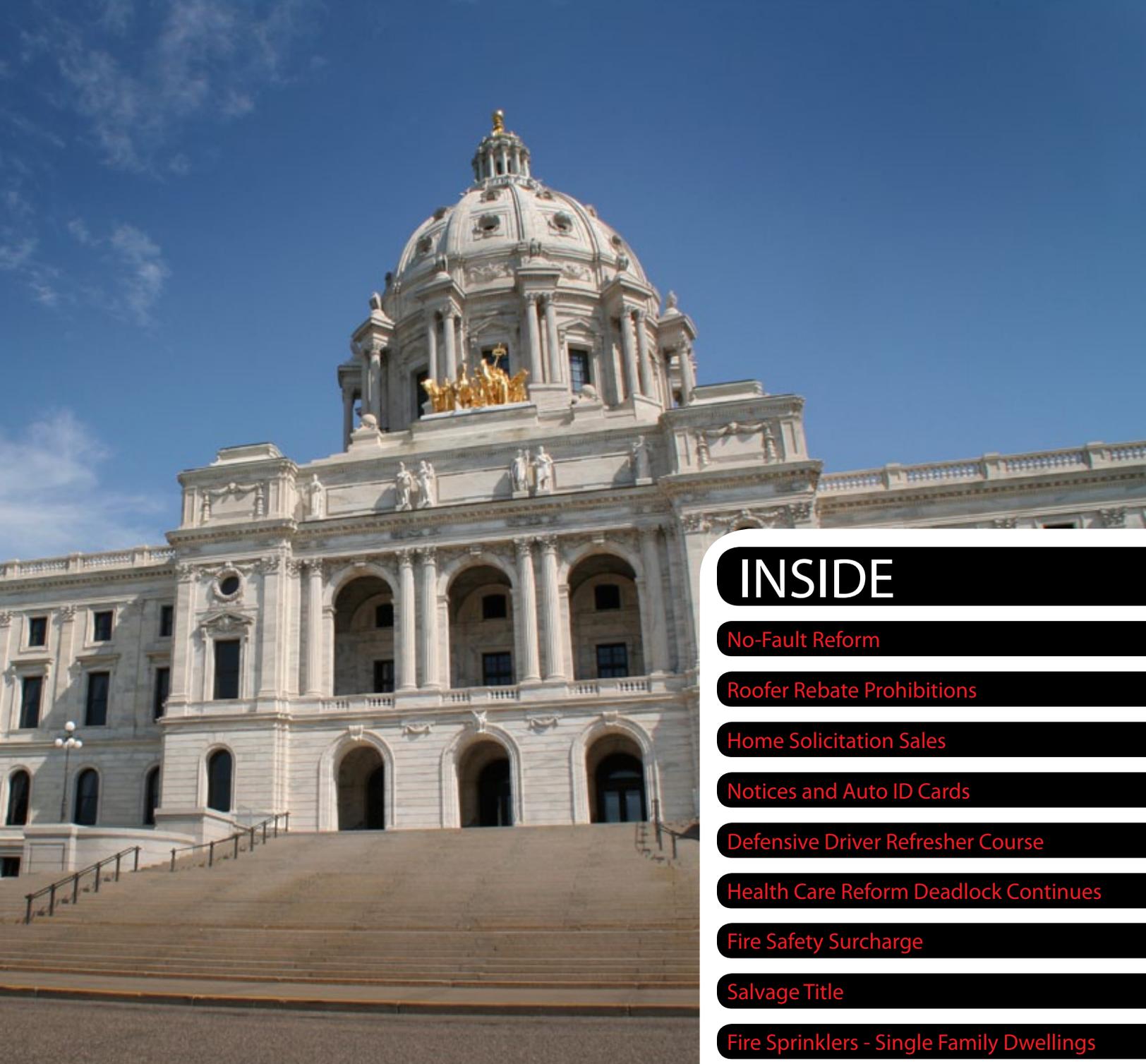




# THE Minnesota News

## 2012 MIIAB Legislative Wrap-Up



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MN Independent Insurance  
Agents & Brokers Association

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## Review of IIABA's Legislative Conference

Thank you to all those that attended this year's MIIA conference. It was one of the most attended on record yet! And thank you also to the exceptional vendors and insurance companies in attendance. We are able to provide great conferences such as the latest because of you all, and for that we are all thankful!

The first month of presidency is going well; we've had a busy last month with a trip to Washington D.C. Those that made the trip included Ken Ohl, Dominic Sposeto, Roberta Gibbons, Larry Brustad, Karen Hawkinson, Hal Tiffany, Jerry Fraher, Dan Riley, Owen Peterson, Dick McKenny Shawn Wensel and myself. During the trip we met with many Senators and their staffers, many of whom have supported key bills to our industry, such as the MLR bill and the NARAB II: Michele Bachmann, Betty McCollum, and Erik Paulsen.

We also met with various Senators or their staffers for Amy Klobuchar, Al Franken, Tim Walz, John Kline, Keith Ellison, Collin Peterson, and Chip Cravaack to discuss issues such as the Flood Insurance Extension Reform and Agent Licensing Reform.

A little bit about each bill, first Flood Insurance Extension and Form. The "Big I" supports S. 1940, by Chairman Tim Johnson (D-S.D) which would extend the NFIP for five years and reform it. This legislation passed the Senate Banking Committee unanimously and we urge the Senate to bring it to the floor as soon as possible. The NFIP is scheduled to expire yet again on May 31st, 2012. If the House and Senate cannot agree on the reform bills currently being debated by that date, the Big "I" strongly urges Congress to pass a multi-year extension of the NFIP so the millions of consumer who rely on the program are not harmed.

The Big "I" supports H.R. 1309, by Chairman Judy Biggert (R-III), which would extend the NFIP for five years. Thanks to the house for passing it last year. The NFIP is scheduled to expire yet again on May 31st, 2012. If the House and Senate cannot agree on the reform bills currently being debated by that date, the Big "I" strongly urges Congress to pass a clean and simple multi-year extension of the NFIP so again the millions of consumer who rely on the program are not harmed.

And on to Agent Licensing Reform, the Big "I" asked Senators to support Agent Licensing Reform legislation called NARAB II to streamline the agent licensing process. NARAB II is state-based reform, it is targeted federal legislation to modernize the state system which would benefit policyholders by increasing competition in the marketplace.

The Big "I" asks that Senators join a strong bipartisan group of fellow colleagues and cosponsor H.R. 1112, NARAB II, introduced by Reps Randy Neugebauer (R-Texas) and David Scott (D-Ga.). This legislation has already passed the House by voice vote the previous two Congresses. Again, NARAB II is state-based reform and would increase competition in the marketplace.

Again, thanks to you all, the Big "I" members, for helping to make the first month of presidency a success. It's been a great month and I look forward to what this next year will bring! Please feel free to contact me for more information regarding the Washington D.C. trip or any other questions that may come up. I enjoy connecting!

To your success,

**Robb Wunderlich**



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## “What Have You Done For Me Lately?”

“What have you done for me lately?” is one of the questions that most people ask anytime they question the value of a product or service that they are paying for. In the case of the Association, we are building on the products and services offered to you on a daily basis. Here is what we are doing to protect your agency, build your businesses, and increase public awareness of what a Trusted Choice independent agent provides to the consumer.

1. Your association meets with insurance company executives on a consistent basis in trying to help provide a secure future for independent agents.
2. Your association has expanded its educational opportunities by now offering the National Alliance CRM (Certified Risk Managers) programs. This course is a stand alone program or can be used as part of the CIC program. For further information on the CRM program, click here for more info: <https://www.scic.com/courses/CRM>
3. We employ a full time lobbyist in St. Paul to monitor erroneous legislative activity that could hurt your businesses.
4. The National Association is the top lobbying organization in Washington D.C. , looking out for your welfare throughout the year.
5. MIIAB sent over 16 independent agents out to the National Legislative Conference which was held in April to meet with “all of the Minnesota Congressional Delegation” to discuss national issues facing our industry. Over 2,000 independent agents were also at this conference and lobbied Congress on Capitol Hill.
6. The National Association has made available to independent agents in Minnesota and throughout the country a new and unique approach to soliciting and selling insurance through the internet. This new program is called CAP (Consumer Agent Portal) and Minnesota is one of the first states to take on this new program.
7. Your state Association is holding its 2nd Annual Trusted Choice Junior Golf Tournament at Hazeltine National Golf Club on July 9th where over 100 high school young men and women take part in the event and attempt to earn their spot in the National Trusted Choice Big “I” Tournament in Austin, Texas. At this event we promote all of the Trusted Choice company partners and try to educate the event spectators on the benefits of having an independent agent.
8. The first annual “Industry Challenge” will take place in conjunction with the Junior Golf Tournament on July 9th at Hazeltine. This tournament is under the auspices of the MIIAB Insurance Education Foundation which will raise money to encourage not only young people to get into the agency business, but help find and train existing business professionals looking for a career change. If you would like information about this event, please contact Jeff Maas, the Foundation Chairman, at [jmaas@associatedagents.com](mailto:jmaas@associatedagents.com)
9. Politically, the association and a number of insurance company executives will be hosting a fundraiser for Congressman Erik Paulsen on June 25th. The event will take place at Bearpath Country Club. Our National Association and INSURPAC will also be part of the event. Look for details via email in the next couple of weeks.
10. The upcoming 2013 Annual Convention will be moving to the Minneapolis Convention Center in downtown Minneapolis. The convention hotel will be the Hilton Hotel which is adjacent to the Convention Center. The reason we are moving locations is that we hope to have over 2,000 members take part in the education and exhibit hall next year and more importantly, it is a better location and parking is less expensive. See you there in May 2013!

So if you are asking, “what is the MIIAB doing for me and/or my staff lately”, these are just a few of the new and innovative services and programs we are bringing to your agencies. I hope that you will take part in these programs and we appreciate your support! Have a great summer.



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# Capitol Notes



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

## MIAB Legislative Wrap-Up 2012 Session

The 2012 Legislative Session will not be remembered for a great deal of legislation. In fact, the 2011-12 biennial session saw the enactment of the fewest new laws since 1869. Nor will the year's session be remembered for the partisan bickering that led to a government shut-down last year. The last days of the session saw surprising bi-partisan support for both a state bonding bill and legislation to build a new Minnesota Vikings football stadium. Most likely, the Vikings stadium will be viewed as this legislature's chief accomplishment this year.

The insurance industry had high hopes for the legislative session. However, the do-little mood at the capitol prevailed and several initiatives were significantly scaled back, and others were vetoed by the governor. The following highlights the fate of legislative proposals of interest to the MIAB membership.

### No-Fault Reform

After seven years of heated debated on the issue of no-fault reform, some reform legislation was passed and signed into law by the governor. For several years the legislature has debated such issues as a repeal of the no-fault law, a pay to play bill that would limit benefits for uninsured or under insured drivers, introducing managed care to no-fault medical, employing workers' compensation fee schedules and other major reforms. However, with a divided government and ongoing opposition to any major reform from chiropractors and trial lawyers, the industry settled for a much smaller reform package this year.

The new no-fault reform law will specifically forbid the use of runners or cappers having direct contact with persons injured in an automobile accident on behalf of a provider. It also changes the criminal code statute dealing with the use of runners or cappers to remove the requirement that a runner must know the provider is engaging in fraud to be in violation of the law. It also attempts to prevent misleading advertisements such as those that use fictitious names, imply endorsement by law enforcement or make promises of specific financial gain by filing a claim.

The final compromise represents a great deal of work by the Insurance Federation and the Minnesota Chiropractors Association. The compromise bill was sponsored by Jim Abeler, a chiropractor in the House, and Paul Gazelka, an insurance agent in the Senate. The new law, Minnesota 2012 Session Law Chapter 255, takes effect August 1, 2012.

### Roofer Rebate Prohibitions

This bill sponsored by the Insurance Federation of Minnesota and endorsed by the MIAB was an attempt to address the huge Minnesota weather claims losses of the last several years. As introduced, the bill would have allowed insurance companies to add a separate two-percent deductible for wind and hail or allow insurers to assess a premium surcharge for weather related claims. The bill would have also placed restrictions on residential roofers and repair contractors that would have drastically limited their ability to represent homeowners in negotiations with insurers over weather claims.

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However, after considerable opposition to these provisions, the bill was significantly scaled back. Changes to allow underwriting for weather claims was very unpopular with several legislators including some who are insurance agents. It was also opposed by the Department of Commerce. The restrictions on roofers and remodelers, although signed off on by the state builders association, drew considerable opposition from independent contractors who organized quickly to pack a House hearing room. Their presence was felt and the contractor restrictions in the bill were abridged.

As passed and signed into law by the governor, the bill expands the “storm chaser” legislation passed over the last several years. It would extend the current prohibition on a contractor promising to pay a deductible in connection with work to include home repair or improvement services. Current law applies only to roofing and siding. The new law also allows the Department of Labor and Industry to enforce the provisions of the storm chaser statutes. The new law, Minnesota 2012 Session Law Chapter 248 is effective August 1, 2012.

### **Home Solicitation Sales**

Homeowners’ would have the ability to rescind contracts for home improvements made from door to door sales under this new law. Consumers could cancel contracts within 72 hours for roofing, siding and other storm damage repairs if the contact was entered into as a result of home solicitation. This is identical to “storm chaser” language passed by the industry last year but that legislation applied only if an insurance claim had been denied. This would extend the 72 hour rescission period to any door to door sale. Minnesota 2102 Session Law Chapter 234, effective August 1, 2012.

### **Notices and Auto ID Cards**

Insurers will be allowed to provide mandated auto insurance ID cards in an electronic format but only if the insured agrees. Insurers will also be able to deliver the required notice of the P/C guaranty fund to policyholder at the time of policy delivery. The legislation was an initiative of the Insurance Federation of Minnesota to modernize statutory notice requirements. The law will also make it easier for insurers to access accident reports that are used for claims investigation.

This is Minnesota 2012 Session Laws, Chapter 185. The guaranty fund notice changes and the accident report authorization revisions took effect immediately. The electronic ID card delivery authorization takes effect on August 1st.

### **Defensive Driver Refresher Course**

Under current law, seniors wishing to receive a mandated 10% auto insurance premium discount must take an eight-hour course, and then follow up with four-hour refresher courses every three years. This new law applies to drivers who have allowed their three-year discount to lapse. Drivers who let their discount lapse will only be required to take the four-hour refresher course, rather than having to start over with the initial eight-hour course. Minnesota 2012 Session Laws, Chapter 141 is effective immediately.

### **Health Care Reform Deadlock Continues**

The political divide over health care reform continued at the state capitol and once again neither side could claim victory. Legislation to establish a Minnesota health insurance exchange did not advance. Last year, legislation sponsored by the Agents Coalition for Health Care Reform, (the MIIAB is a member) called for a minimal and agent friendly exchange but failed to gain momentum. This year, the insurance exchange proposal came from Governor Dayton. The governor’s exchange bill was based upon the recommendations of the Health Insurance Exchange Advisory Task Force that is administered by the Department of Commerce. The bill was not received favorably by the Republican controlled legislature and failed to pass out of a single legislative committee.

On the other hand, Republican attempts at health care reform were passed by the legislature only to meet a swift gubernatorial veto. One vetoed proposal would have established a “Health Care Compact”, which would grant states the authority to regulate their own health care. Each state could suspend federal laws, regulations and rules regarding health care requirements and take primary responsibility to regulate health



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care in their respective states. It would allow Minnesota to control federal programs such as Medicaid. While the compact would require Congressional approval that is highly doubtful, the governor didn't want to have anything to do with this American Legislative Exchange proposal.

The governor also vetoed another Republican proposal calling for the creation of a premium aggregator. This proposal, which had the support of the Minnesota Association of Health Underwriters, would have established unified personal health premium accounts that would basically be trust accounts for the payment of health insurance premiums. These accounts could accept contributions from employers, individuals, spouses, dependents, other family members, charities and state and local governments. This was seen as an alternative to a state based health insurance exchange. Neither veto by Dayton was unexpected.

So as we head into the fall elections, the question of Minnesota's involvement in federal health care reform is still undecided. However, the Governor and Commerce Commissioner Rothman will continue their efforts through the Health Insurance Exchange Task Force to develop an exchange for the state. As throughout the country, this debate will ultimately be decided by the Supreme Court and our national-state elections this fall or both.

### **Fire Safety Surcharge**

The surcharge assessed on every homeowner's, commercial fire and commercial non-liability insurance policy will be reduced from .065 percent to .05 percent beginning July 1, 2013. New legislation will also remove an ongoing transfer from the fire safety account to the states general revenues. This transfer was enacted to help the legislature and the governor address the state's budget deficits over the last few years. Any current unallocated balance in the fund will be sent to the general revenue fund but no longer in the future, assuming the governor and the state legislature can control themselves. To prevent such a "raid" of the fund in the future, the law specifies legislative intent for the fire safety account. It states "The legislature intends that all money in the fire safety account be appropriated to the commissioner of public safety to fund the state fire marshal's office and activities and programs related to fire safety". Minnesota Session Law Chapter 289 is effective July 1, 2012. The change in surcharge will take effect for policies sold after July 1, 2013.

### **Salvage Title**

This legislation amends current statutory definitions of "late model", "high value", and "older model vehicles", designed to assure that more vehicles are repaired instead of totaled. The new law ties salvage to vehicle damage that exceeds 80 percent of the vehicle's cash value. Current law is 70 percent. The new law also removes the valuation of the replacement of air bags from the damage threshold. This bill was jointly sponsored by the Insurance Federation of Minnesota and the Alliance of Automotive Service Providers (repair shops). The industry felt that repairing vehicles instead of totaling them would improve policyholder satisfaction. Minnesota 2012 Session Laws Chapter 267 is effective August 1, 2012.

### **Fire Sprinklers – Single Family Dwellings**

Once again, Governor Dayton vetoed an attempt to prohibit state and local building/fire codes from requiring the installation of fire sprinklers, system components or automatic fire-extinguishing equipment in any new or existing single family home. The governor last year vetoed a similar proposal sponsored by the building industry. Installation of fire suppression sprinklers is required under the International Residential Building Code and is being considered by the Commissioner of Labor and Industry. In his veto message the governor pledged that the administration will consider carefully all sides of this issue before making a final decision about fire sprinklers and state building codes.



**Dominic J. Sposeto**  
MIIAB Lobbyist



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# Value: What Your Customers Really Want

## Learn How to Sell Based on Value, Not Price

By Nathan Jamail

How many times do you hear, "The customer only cares about the price"? Most companies or individuals will say they hear it all the time. Price is only an issue when it is presented as the only benefit (or primary benefit). Regardless of industry, product and economy, a company does not need professional sales people to sell price. For that, all they need is a website or catalog and a payment processor.

If a sales organization wants to increase sales and margin, they need to teach the sales team how to establish real value and once the sales teams are taught this, they need to practice doing it over and over again. The difference between an amateur and a professional is a professional practices their skills; they don't just play the game or go on sales calls assuming the sales call is their 'practice.' The key to overcoming price is not a scripted catchy phrase, rather it is learning how to create a real value partnership and in order to do that, one must practice.

### Stop selling value like everyone else

**Selling value** is more than making statements like, "We offer great customer service," "We have experience and expertise," or "Our people make the difference." When asked about the value offered, these are the most common answers given from sales people and sales leaders. This is no different than a person going on a job interview and telling the interviewer that they should hire them because they are a self-starter, team player, people person, motivated and loyal. All of these answers are generic and do not differentiate you from the next person.

**Value is determined by the prospect.** 'What value do you add?' is a trick question because it can only be answered after the sales professional understands what the prospect or client defines what they believe is value. To determine what the customer perceives as value, a sales professional must ask the prospective customer purposeful questions and ask a lot of them. The more the sales professional learns and understands, the more likely they will be able to establish their value according to the prospect. Although many sales people know this belief, very few truly implement it. Too many sales people flood a prospect with information on what they have to offer without knowing whether or not what they are saying will be a value to a client or prospect. It cannot be stressed enough-ask questions first before explaining the value you bring!

**Asking questions** is more than just asking open-ended or leading questions. Most sales people ask questions like, "Would it be a benefit to you if we could give you more of this for less money?" In most cases it is a rhetorical question that the customer has no choice but to respond to with a 'yes.' That is like

*continued on page 21*

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asking a child if they'd like to have more candy, play all day and not do homework. **Asking purposeful questions** allows the sales professional to truly understand the prospect, and not just their service needs so they can 'sell' them.

Here are three easy steps to make sure you're able to sell on true value and not price.

1. Write down your questions and take them with you. This does not make a sales person less of a professional or less of an expert. In fact this will allow you to show a client or prospect how important it is to fully understand their needs and desires. In order to do this correctly, the order of your questions is important as well. Start your questions wide: industry-company-person-current vendor and then finally about the product or service.
2. Help the prospective client understand what makes you and your company successful. A partnership is a two way street-- so remember the sales professional is responsible for both ways. This means a sales professional shares with the prospective client what makes them successful without making it difficult or inconvenient for a prospective client but shows the why and value for both sides.
3. Practice your sales calls every day before you go on them rather than simply talking about the appointment afterwards and call it practice. Practice, practice, practice.

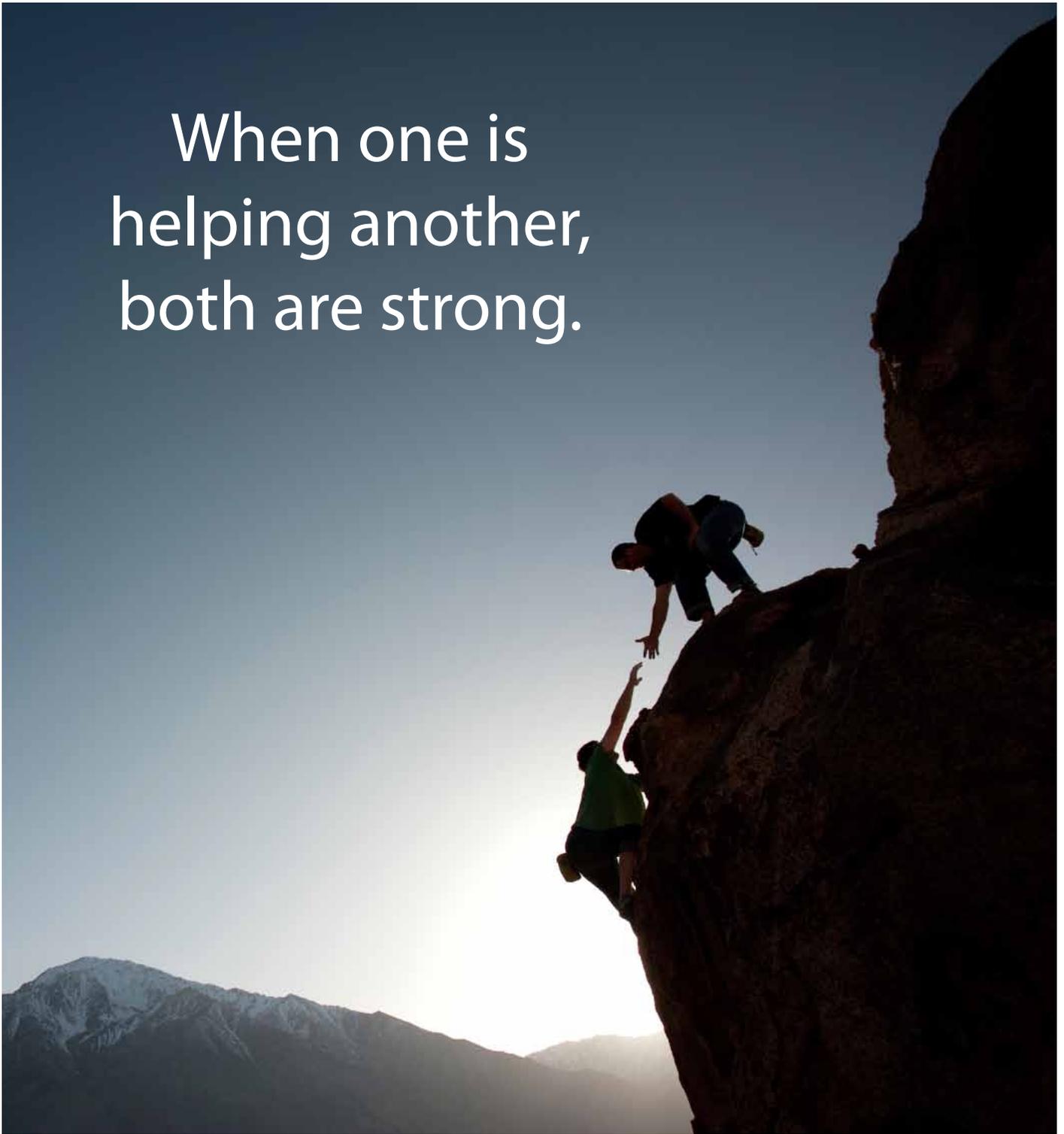
**Final thoughts** This goes for all sales leaders and sales professionals-if the sales leader does not mandate ongoing practice and get involved themselves then it will never happen. This is just like a professional sports team that will not practice if the coach does not require it and work on the field with the team. Second thought- if the prospect cannot truly afford the product or service the sales professional is offering, then do not lower the price and the perceived value. Instead, find a new prospect. By admitting that your product is not a fit, you will gain more clients long term than force feeding a product or service and losing value along the way. Lastly, every customer/client wants the most for the lowest price. This is not a bad thing once a sales professional learns how to help the prospect understand they really want success for the best price.

Success cannot be provided by just a vendor, rather it can only be provided by a true partner. Sales professionals need to prepare and practice so the next time the prospective client says, 'I want the cheapest price,' they are confident and ready to take control of the sales call and never sell (or lose) on price again.

#### ABOUT THE AUTHOR

**Nathan Jamail**, best selling author of "The Playbook Series," is also a motivational speaker, entrepreneur and corporate coach. As a former executive for Fortune 500 companies, and owner of several small businesses, Nathan travels the country helping individuals and organizations achieve maximum success. A few of his clients include Fidelity, Nationwide Insurance, The Hartford Group, Cisco, Stryker Communications, and Army National Guard. To book Nathan, visit [www.NathanJamail.com](http://www.NathanJamail.com) or contact 972-377-0030.

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# The Reality of Texting For Insurance Agencies

by Pat Alexander

During every meeting I have attended in the last few months, there have been questions and discussions on “should an agency allow texting by its clients and staff and if so, how do we control Errors & Omissions and documentation in our agency management system?” Empowered clients are going to communicate with agents in the manner most convenient to them, so the real issue becomes how is the agency going to manage texting if the client prefers to use it? In this article, I discuss several concerns agencies have with texting, current “best practices” for managing these communications, and the technology options for managing texts and importing them into your systems as I understand them. There may be other options and not everyone uses Microsoft Outlook. Your technology professional should be able to assist you with the details.

## Agency Concerns

1. If clients are texting staff members on their personal phone, a number of issues come to my mind:
  - a. What if your staff member is on vacation where their phone is not functioning or they are just too busy to take care of the issue?
  - b. What if your staff member is ill and not able to pay attention to incoming messages on a real-time basis?
  - c. What if the individual is actually no longer a staff member?
  - d. What if the individual says they will take care of the request and does, but doesn't document in the system and something is not correct?

I have heard more than one agency principal flatly state that they weren't going to allow any texting. Others don't see any way to stop people from texting but don't know what to do with it and how to set parameters.

A number of people commented that it was seamless to attach an email, voicemail or other documentation in their agency management system, but not so texts. Since it is difficult to manage the capture of the text information, they want to ban receiving texts. We need to remember that capturing email information in an agency management system was not always easy. Once upon a time we copied the emails and pasted them into an activity or note since we couldn't attach anything to our agency management systems.

Through communication with the various agency management vendors from their user groups, the vendors enhanced their systems to handle email attachments. From this grew the ability to easily attach various other attachments and we hope vendors will create streamlined workflows for capturing texts as well, possibly as a part of their mobile apps. The initial attachment functions were “clunky”, but as time and technology have progressed, this function has become more streamlined.

In today's world, texting is a reality. It is not only your young clients that are engaging in this act. Texting eliminates telephone tag, and results in an almost instant response. This is what many of us are programmed to want.

*continued on page 25*



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## **Current “Best Practices”**

I recommend you consider taking the following approach with regard to texting:

1. Do you want to be relevant to your client base? If so, then you must embrace this technology.
2. Set standards and best practices. These really are no different than handling face-to-face conversations, phone calls, emails, etc. Your standard should be that all conversations with the client or with others about the client's account are to be documented in the agency management system or the system which you are using to collect client data.
3. Be pro-active and determine how to best receive texts at the agency level and educate your staff and clients.
4. If your client and someone in your agency are friends, inevitably there will be a text on a personal phone. Define, train and implement the process to get this moved to an agency level as quickly as possible.

I don't see that there is any more of an errors & omissions exposure in receiving and responding to texts than there are in phone calls, emails or face-to-face conversations. The biggest issue I believe agencies have at this time is how to make this format work for them as seamlessly as possible.

## **Forwarding Texts to Email**

Here are some thoughts I have on this process that I have picked up from users who have already addressed this issue:

1. As soon as the initial text is received on a personal phone, forward it to your business email address. Text a response back to the client from your business Outlook account. The client's text response will come back into the email which will let you accumulate the stream of the conversation which can then be attached to the agency management system.
2. Some phones will allow you to capture an entire text conversation. In this case it could be acceptable that the conversation continue on that phone and then be captured and sent to the business email address for attachment into the agency management system. This would be the best approach when the conversation is just a question and answer session.
3. It is important for everyone in the agency to learn how their specific phone works for text forwarding:
  - a. iPhone – <http://iphonefaq.org/archives/97335> ; Another approach is to take a picture of your iPhone screen when the text is showing, by pressing the on/off button on the top of the phone simultaneously with the application change button on the bottom front of the phone. This approach creates an image of the entire text message and the picture can then be emailed to your Outlook account.
  - b. Android Phones - Each manufacturer handles this in a different way and I find even some differences within a manufacturer between their phones. It is best to check the operating information for your specific phone for this function.

## **Sending Texts from Email**

Microsoft Outlook can be used as a tool to manage text messaging with your client. There are several steps to setting up and implementing the use of Microsoft Outlook. However, like anything else that you do, if you invest the time to research, implement and train a process, the rewards will be great.

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The best place to start the research is on the web at Ste Up text messaging (SMS) in Outlook. [http://office.microsoft.com/en-us/outlook-help/send-and-receive-text-messages-sms-HA101823438.aspx#\\_Toc261416088](http://office.microsoft.com/en-us/outlook-help/send-and-receive-text-messages-sms-HA101823438.aspx#_Toc261416088)

Microsoft has done a really good job here of explaining the options available for using Outlook and providing lots of screen shots.

### Implementing an Agency Text Address

I also recommend that the agency implement a way to receive text messages directly. I understand from my tech friends that many VoiP phone systems can have a number set up for receipt of text messages. I am also advised that this works differently with every system and that you will need to work with your phone system provider to get this set up and implemented. Once set up, someone in your agency will need to monitor this number during business hours so that the expected immediate response can be managed.

If your agency does not have a VoiP system, another option available for receiving texts at a number that you control is to set up a Google Voice number at <https://www.google.com/voice> In the Settings section of your Google Voice account, you will find a place to show the email address for Text Forwarding.

When you receive these text messages, they should then be forwarded to the Outlook email address of the individual in your agency who will be handling this client. Once the number is set up, you should promote it to your clients, so that those who want to communicate in this manner can do so. When agency employees receive text messages on their phones, they should let that individual also know there is a number that is attended during business hours and would get attention even when the employee is not available.

Finally, some important points about texting to keep in mind:

1. If the client texted you, that is how they would like to communicate, so at least your initial response should be in a text.
2. If the client texted you, they expect an immediate response as that is what the common expectation is with texting.
3. Your employees should know the agency's procedures for documenting text messages in the agency's system, just as they would other communications from clients and business partners.

**Patricia Alexander**, CIC is a consultant, coach and mentor with many years of experience in retail agency and MGA settings. She may be reached at [pat@patalexander.com](mailto:pat@patalexander.com) Alexander developed this article for the Agents Council for Technology (ACT), part of the Independent Insurance Agents & Brokers of America. ACT's Web site is [www.independentagent.com/act](http://www.independentagent.com/act) This article reflects the views of the author and should not be construed as an official statement by ACT.



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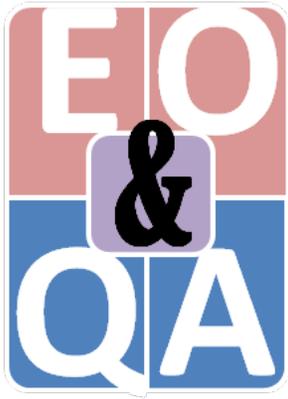


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## *Agent's questions about Errors and Omissions, and how E&O losses can be prevented.*

By Mary LaPorte, CPCU,  
CIC, LIC, CPIA

**Q:** We are reviewing our procedures in the office, and wonder if it is really necessary to issue binders anymore. We have an agency standard of always obtaining signatures on commercial applications and we check the box on the application that says "Bound". Isn't that evidence enough to the carrier that coverage has been bound? If the insured needs some evidence of coverage, we usually give them a copy of the application. Do you see any problems with this procedure? **Vaughn, Ohio**

**A:** Vaughn, this is an area which can contribute to E&O claims in the agency, so you are wise to examine your procedure. Improper use of Binders can cause the insurer to pay for losses which were not intended, resulting in litigation against the agency by the carrier. Binders were designed to represent coverage for a policy which has yet to be issued. Most carriers limit an agent's binding authority; not only what can be bound and up to what limit, but also for what period of time. Most binding authority is limited to 30 or 60 days. There are also some State statutes which may limit the period that coverage can be bound, so you need to familiarize yourself with your own state regulations. But is the issuance of Binders as critical as it was in the past?

It seems that the issuance of Binders in Personal Lines has gone by the wayside, or at least it is rare to find agents who still issue Binders for a Homeowners or Personal Auto policy. Most of these policies are processed on-line in the carrier's own site, and the issuance of the policy is usually immediate. For auto policies, a client is usually satisfied with receiving an Auto ID (Certificate or "Proof of Insurance") demonstrating that coverage is in effect. For situations where confirmation of coverage is needed for a Homeowner's policy, the Evidence of Property Coverage form is customarily used. Because of the prompt receipt of policies processed on-line, there are very few Binders issued for small commercial policies issued in this manner as well. However, it is still very common for Binders to be issued for mid-to-large sized commercial accounts.

The fact that the Binder does not include complete policy provisions (coverages/exclusions) creates an E&O minefield. There is case law which has required carriers to pay losses for coverage which would not have been included in the policy, such as flood. Some agencies even forbid the use of Binders, since they have learned the hard way how they can be held responsible for losses occurring before the policy is issued. You mention that you always check the "Bound" box on an application when coverage is bound. If this is your practice, then it is probably a good substitute for the Binder, since it clearly establishes the coverage which will later be reflected by the policy. Make sure that employees are still aware of what may be bound by providing guidelines for each of your carriers, and do not check the "Bound" box unless you have authority to bind.

If an agency is currently using Binders to confirm coverage, they should carefully examine their procedures and make sure everyone is in compliance. Issue Binders only when within your authority. Verify your authority with each of your carriers and check applicable statutes. Follow up on the issuance of the policy and make sure the Binder does not expire if the policy has not been issued. If the Binder replaces a previous policy, refer to the expiring coverage being extended under that policy number. If the coverage form is known, include that in the description of coverage. Never issue Binders which expire "when the policy is issued", as that can create coverage until the end of time in the event that the policy is never issued. The Binder is superseded by the policy when it is issued, but if the insured decides to cancel coverage before the binder expires, make sure you cancel the Binder as you would any policy.

The use of Binders can create a great deal of E&O exposure for the agency. Management should carefully examine the use of Binders and develop a uniform practice to follow.

*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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## The Longshore and Harbor Workers' Compensation Act

Several times a year, I get questions about the above federal law. It does not come up often, and I suppose that is why a lot of confusion results. Since it is a law that impacts the navigable waters of the United States, it can bring us here in Minnesota into the picture. Then it is a question of whether we need to add this federal endorsement coverage to our Workers Compensation policies. Let's look at the basics.

**1. Who is Covered:** there was a time when just about anyone could ask for benefits under this law, if they could show that they were on a ship or yacht and were injured. For example, an employee of a flower shop sought and received compensation when he slipped and seriously injured his knee while delivering flowers on a yacht. The reason many employees looked to this law for compensation was simply – the benefits are generous and are in the same league as the higher benefit states. In the 1970's the law was changed to exclude those who had only a fleeting relationship with maritime operations.

Basically, the law covers workers in traditional maritime occupations such as longshore workers, ship-repairers, ship builders or ship-breakers and harbor construction workers. Non-maritime workers may also be covered if their work is performed on navigable waters and their injuries occur there. The loss must occur on the navigable waters of the United States (like our Mississippi river), or in adjoining areas such as piers, docks, terminals, wharves and those areas used to load and unload ships.

**2. Who is Not Covered:** there is a long list that was drafted to remove those workers who are really not in a maritime occupation.

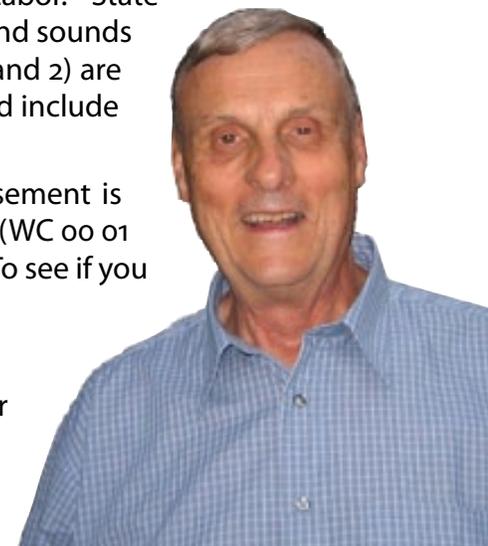
- Masters or members of a crew of any vessel (Jones Act).
- Employees of the United States government, a state government or a foreign government.
- Employees who's injuries were caused solely by their intoxication.
- Any of the following if they are covered by a state WC law:
  - a. Individuals who perform office clerical, secretarial, security or data processing work;
  - b. Individuals employed by a club, camp, recreational operation, restaurant, and museum or retail outlet;
  - c. Individuals employed by a marina and not engaged in construction, expansion or replacement of the marina;
  - d. Aquaculture workers;
  - e. Individuals employed to build, repair or dismantle any recreational vessel under 65 feet;
  - f. Small vessel workers if exempt by certification of the Secretary of Labor.

**3. What are Navigable Waters:** this is the definition from the Department of Labor. "State territorial seas and U. S. inland waters (that is, all rivers, tributaries, lakes, bays and sounds shoreward of the territorial sea baseline) that are: 1) subject to tidal influence and 2) are or have been used for interstate or foreign commerce." In Minnesota, this would include the Minnesota, Mississippi and St. Croix rivers and Lake Superior.

**4. How do we Add This Coverage, if Needed:** the name of the WC endorsement is the Longshore and Harbor Workers Compensation Act Coverage Endorsement (WC 00 01 06A). It is added to the WC policy, using the rules and rates in the WC manual. To see if you need to add this endorsement, use this web site:

<http://www.dol.gov/compliance/laws/comp-lhwca.htm>

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# Does Your Liability Insurance Customer Have An Uncovered Exposure Under The “Professional Services” Exclusion?

by Matthew R. Smith, Tomsche, Sonnesyn & Tomche, P.A.

Many standard CGL policies include an exclusion barring liability coverage for “professional services.” Professional services are typically understood to include medical, accounting, engineering, insurance, architectural and legal services that naturally come to mind as “professions.” However, the language of a typical professional services exclusion is actually much broader and not confined to the foregoing traditional occupations. Under the list of what constitutes a professional service the exclusion many times includes “supervisory” and “inspection” services. Further, the exclusion typically lists a variety of occupations that “are included but are not limited” to the type of occupations excluded from coverage. This creates the possibility that other “professional” occupations may also be barred from coverage even though they are not separately identified in the exclusion.

As a result, if your insurance customer is engaged in any variety of commercial, business or vocational trades his or her work may fall within the broad definition of “supervisory,” “inspection” or other “professional services” that are subject to the exclusion. This creates the potential for liability exposure stemming from “professional services” that are subject to the exclusion and begs the question:

**“Does my insurance customer have an uncovered exposure for work that may be considered a professional service?”**

The answer is unfortunately not clear. The definition of the term “professional” continues to evolve and the ordinary meaning of the word is no longer limited to the “learned professions,” but has a broader scope that includes skilled services.<sup>1</sup> The Minnesota courts have provided some guidelines regarding what constitutes a “professional service”. They have defined professional service to mean an occupation or a vocation that requires special skill or knowledge, and that the exercise of the skill or knowledge requires primarily intellectual or non-physical work.<sup>2,3</sup> Some courts also find that whether the occupation requires a license is an important factor in determining whether it is a professional service.<sup>4</sup>

Various trades or vocations require a high degree of specialized skill and licensure. For example, an electrician or a plumber requires a high degree of specialized skill and licensure.<sup>5</sup> Also there is a clear “supervisory” or “inspection” aspect inherent in the work of a general contractor or construction manager.<sup>6</sup> All of these trades require specialized skill, knowledge and licensure that could potentially invoke a professional services exclusion in a liability insurance policy.

*continued on page 37*



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There is no bright line to draw between what constitutes a “professional service” as opposed to a traditional “non-professional” vocation or occupation. As occupations become ever more specialized and require higher degrees of education, knowledge and skill the line becomes even more blurred. This lack of clarity may create unanticipated coverage gaps for insureds whose work may be subject to the professional services exclusion. It is worth careful consideration to determine whether the nature of the insured’s work may constitute a professional service and whether additional professional liability insurance should be recommended.



When in doubt, review the policy to see if it contains or attaches a professional liability or professional services exclusion. If still unclear after reviewing the policy, call the underwriter to ask whether the policy excludes coverage for professional services. At the same time you can ask the underwriter about available insurance coverage for professional services. It is not uncommon for insurance carriers to offer miscellaneous professional liability endorsements. If the policy does exclude professional services you can discuss the matter with your insurance customer and use it as an opportunity to sell additional insurance.

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<sup>1</sup> Amex Assur. Co. v. Allstate Ins. Co., 112 Cal. App. 4th 1246, 5 Cal. Rptr. 3d 744 (2003).

<sup>2</sup> Western Nat. Mut. Ins. Co. v. Structural Restoration, Inc., 2010 WL 1753336 (Minn.App.)(unpublished) (applying a professional services exclusion to bar coverage for a concrete restoration company).

<sup>3</sup> Ministers Life v. St. Paul Fire & Marine Ins. Co., 483 N.W.2d 88, 91 (Minn. Ct. App. 1992).

<sup>4</sup> Auto-Owners Ins. Co. v. E.N.D. Services, Inc., 2011 WL 6319189 (M.D. Fla. Dec. 15, 2011).

<sup>5</sup> Amex Assur. Co., 112 Cal. App. 4th at 1251, 5 Cal Rptr 3d at 748(held that a journeyman plumber and certified welder fell within the definition of professional services exclusion).

<sup>6</sup> Batson-Cook Co. v. Aetna Ins. Co., 200 Ga.App. 571, 409 S.E.2d 41 (Ga.App.,1991)(applying a professional liability exclusion to bar insurance coverage for a construction manager).

**Matthew R. Smith** is a lawyer at Tomsche, Sonnesyn & Tomsche, P.A. Mr. Smith obtained his undergraduate degree from the University of Minnesota-Duluth in 1997 and law degree from the University of Wisconsin Law School in 2002. He concentrates his practice in civil trial and appellate work representing clients in insurance defense and insurance coverage matters throughout Minnesota and Wisconsin. Matt can be contacted by phone at 612.520.8612, or by email at [msmith@tstlaw.com](mailto:msmith@tstlaw.com) For more information on firm services please visit Tomsche, Sonnesyn & Tomsche, P.A.'s website at [www.tstlaw.com](http://www.tstlaw.com)



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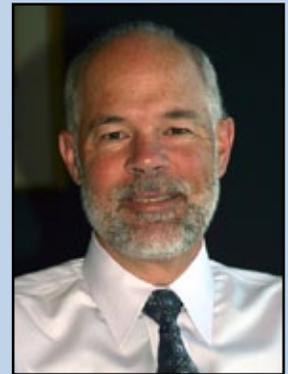
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# In The News...

## **YOUNG AGENTS RAISE RECORD-BREAKING SCHOLARSHIP DOLLARS FOR INVEST**

*Young Agents from coast-to-coast raise more than \$65,000 in student scholarships.*

The Independent Insurance Agents & Brokers of America (IIABA or the Big "I") Young Agents Committee (YAC) sponsored a successful casino night fundraiser titled "YAC Gives Back: A Benefit for InVEST Scholarships" in conjunction with the Big "I" Legislative Conference & Convention and the annual InVEST Silent and Live auction.

InVEST is a one-of-a-kind financial literacy program that educates high school and community college students about insurance, risk management and financial services.

The same night that "YAC Gives Back" was raising money for InVEST in Washington, D.C., the NetVU Young Professionals Chapter held a fundraising hula hoop contest, Ula Hoopla, in conjunction with the annual 2012 NetVU Conference in Anaheim, Calif.

"The national Young Agents Committee is proud to be part of a record-breaking year for the InVEST Scholarship fund," says Jason Cass, Big "I" National Young Agents Committee chairman and owner of JDC Insurance in Centralia, Ill. "The third annual 'YAC Gives Back' event is just one way we can 'pay it forward' as young insurance professionals. Insurance is a rewarding career path and we are excited to help bring awareness to InVEST and help so many students join the ranks of the insurance industry."

Collectively, "YAC Gives Back," the NetVU UlaHoopla, the auction and direct contributions raised more than \$65,000 this year. Auction items were donated by insurance carriers, agents and brokers, the Big "I" and its state affiliates, and other industry organizations. The money goes directly to scholarships.

"Helping our high school and community college students pursue higher education or become licensed in insurance or financial services is

top-priority," says Heather Minkler, chair of the National InVEST Board of Directors and CEO of Clark-Mortenson Agency, an independent agency in Keene, N.H. "These scholarships are just one way we are working to bring talented young professionals into the insurance industry."

## **WESTERN NATIONAL SELECTED TO RECEIVE MINNESOTA BUSINESS ETHICS AWARD**

Western National Insurance Group (WNIG) of Edina, Minn., today announced that it has been selected as the 2012 Minnesota Business Ethics Award (MBEA) recipient in the medium-size company category.

The MBEA, which is administered annually by the Center for Ethical Business Cultures and the Society of Financial Services Professionals (Twin Cities Chapter), recognizes Minnesota businesses that exemplify and promote ethical conduct in the workplace, marketplace, and community. Now in its 13th year, the MBEA has recognized 38 Minnesota-based businesses ranging in size from less than 10 employees to more than 150,000.

"It's an honor to receive the Minnesota Business Ethics Award," said Stuart Henderson, president and chief executive officer of Western National Insurance Group. "Acting with integrity in the service of others is not only our mission but also a deeply ingrained part of our company's culture. We look forward to many more years of serving our policyholders, employees, and agency partners according to the same high ethical standards that have brought us here."

## **BIG "I" ISSUES AGENT AWARDS**

*Association presents prestigious awards at annual agent gathering.*

The Independent Insurance Agents & Brokers of America (IIABA or the Big "I") yesterday bestowed three prestigious awards at the annual Big "I" Legislative Conference & Convention.

Clay Jackson of BB&T Insurance Services in Nashville, Tenn. is the 2011 recipient of the Sidney

O. Smith Award. This award is bestowed annually by the Big "I" and the Independent Insurance Agents of Georgia upon an individual agent or broker for outstanding service to his or her peers and the national association in the field of government affairs. It is named in honor of an IIBA past president and Georgia agent who was instrumental in focusing the association and its members on legislative advocacy.

"Clay Jackson has been a regular attendee at the Big "I" legislative conference each year, as well as a regular contributor to InsurPac," said Jon Jensen, Big "I" government affairs committee chairman. "He is very politically active both locally and nationally, and in his home state of Tennessee he is well known and respected by members of Congress from both political parties."

Jackson also served on the Government Affairs Committee from 2006 to 2008 and continues his service to the national association on the Large Agents & Brokers Roundtable, where his keen government affairs insight is appreciated.

Forrest "Brick" Schnobrich of Iowa is the recipient of the 2011 Barney Burns Award which is named after former Big "I" President Barney Burns, who founded InsurPac in 1975, and served as chairman of its Board of Trustees until 1983. During his tenure, Barney worked tirelessly to educate agents about the importance of being politically active and contributing to InsurPac.

"Forrest "Brick" Schnobrich embodies this same relentless work ethic for InsurPac," said Jensen in presenting the award. "He spent countless hours dialing for dollars, engaging agents and encouraging them to become more politically active and support InsurPac."

Under his leadership, Iowa increased its contribution to InsurPac by more than 30%.

The New Hampshire Association of Insurance Agents is the recipient of the 2011 Herndon Award which is bestowed upon the state association whose legislative achievements the previous year on behalf of IIBA and its members have been deemed most outstanding. The award is presented annually by the Big "I" and the Independent Insurance Agents of Illinois (IIAI). The honor is named after the former head of IIBA's

government affairs operation. Herndon, who died in January at age 91, directed the Association's Washington D.C. office from 1949 to 1976 and was known as "Mr. Washington" to agents and brokers across America. He is fondly remembered as an extremely effective leader of the Big "I" government affairs and grassroots operations.

## **INTEGRITY INSURANCE ADDS PAROUBEK AS COMMERCIAL UNDERWRITER**

Sharon Wetzel, Commercial Lines Underwriting Manager, announces Mike Paroubek has accepted the position of Commercial Underwriter at Integrity. In his new role, Paroubek will be responsible for developing agency relationships and managing a book of commercial business including quotes, new business, and renewals. Prior to accepting this position, Paroubek was a commercial lines underwriter at Secura Insurance in Appleton.

"We're excited to have Mike join commercial lines," Wetzel said. "His experience in writing profitable new business and developing successful agency relationships will be a great addition to our team."

A DePere, Wis., native, Paroubek received a Bachelor of Science degree in Accounting and Finance from the Edgewood College in Madison, Wis. He is currently working towards his CPCU certification.

## **ACUITY ANNOUNCED THAT STEPHANIE WALCHESKY HAS BEEN PROMOTED TO CLAIMS CONSULTANT**

Stephanie graduated from Lakeshore Technical College with a Paralegal Associates Degree in Applied Arts. She began her professional career with the law firm of Sonnenberg and Zelp. Stephanie joined ACUITY as a Claims Representative - Central Claims in January 2001. She was promoted to Senior Claims Representative in January 2008.

A native of Prentice, Wisconsin, Stephanie currently resides in Howards Grove with her husband, Tom, a member of ACUITY's Workers' Compensation Claims team, and their children, Bridget and Charles.

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MN Independent Insurance Agents & Brokers Association

# 2012 Flood Seminars

## June 26, 2012 - Eden Prairie

Prairie Conference Center  
7500 Flying Cloud Drive  
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952-835-4180

## June 27, 2012 - Duluth MN

Holiday Inn & Suites  
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## June 28, 2012 - Rochester

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On December 31, 2007, the MN Department of Commerce issued Bulletin 2007-13. The bulletin addresses the state's requirement for flood insurance training, "All resident insurance producers who sell flood insurance policies through the National Flood Insurance Program (NFIP) must comply with the minimum training and education requirements established by FEMA pursuant to Section 207 of the Act..." "FEMA and continuing education sponsors are developing courses related to the NFIP. An insurance producer who sells flood insurance through the NFIP can satisfy the minimum training and education requirements established by FEMA by completing an accredited course related to the NFIP..."

This means that this seminar meets the requirements of Section 207 of the Act and are approved by the Commissioner of Commerce for 4 continuing education credits. These seminars address not only the most basic flood insurance issues, but some of the program's more advanced components as well.

### Cost

\$70 Members  
\$85 Non-Members

### Registration Information

8:00a.m. - 8:30a.m. Sign in  
8:30a.m. - 12:30p.m. Seminar

### Method of Payment

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**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*

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# 2012 MIIAB CIC Program Schedule

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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.  
 Optional Exam: **Friday** 2:00 p.m. to 4:00 p.m.  
*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)
<b>\$420.00</b>	Ruble Graduate Seminar (16 Hours)

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# 2012 MIIAB CISR Program Schedule

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**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

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 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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# 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