

# INSURANCE EXPO 2010

## “AGENCY BOOT CAMPS”

### August 12 – 14

### Gwinnett Center in Duluth, GA

#### Insurance Expo 2010:

August 12 – 14 at [Gwinnett Center](#) in Duluth, GA

#### Theme:

### INSURANCE COMMANDO TRAINING

Last year's Insurance Expo broke all records for attendance. This year's lineup of events and CE seminars promises to break that record.

And what's the best news for Attendees? I refuse to pass on the increased costs so your cost is the same as last year!

Every day brings more economic bad news for the insurance industry. Can we do something about it?

#### Yes We Can!

Everyone who attends Insurance Expo 2010 will get an inspirational & positive lift to their spirits. Everyone will take away ideas, products and services they can immediately implement in their agencies.

#### What Do Agents Want?

I finally figured out what agents want to learn this year in their CE seminars. Each year's seminars are based on whatever “hot buttons” are currently in the minds of attendees.

One thing for sure ... it will be standing room only like last year!



### FREE Trade Fair

Thursday from 2:00 p.m.  
– 4:00 p.m. & Friday from  
2:00 p.m. – 4:00 p.m.

#### Why Should You Attend?

It's 3 days of non-stop action and education designed especially for the Independent Insurance Industry.

Get up to 15 hours Continuing Education! Each day features 3 hours Ethics CE! Largest Insurance Industry Trade Fair in the South! IE2010 is Bigger & Better than ever! Check out these features:

#### Free Parking:

Gwinnett Convention Center has acres of free parking with quick accessibility from I-85.

#### One, two & three day registrations

Attendees to this year's EXPO may enjoy all activities, which includes up to 15 hours of CE & Trade Fair for only \$149.00. One day-only attendees pay as little as \$69 for Trade Fair & 5 hours CE.

#### Attendee Online registration

Register Online at <http://ie10-agent.eventbrite.com>

**Room Reservations ... only \$89.00 per night!**

**Room Block Cutoff is July 28<sup>th</sup>!!!**

Hilton Garden Inn & Homewood Suites by Hilton are adjacent to I-85, the Gwinnett Civic Center/Arena and near Discover Mills' shopping. Guests will find an array of restaurants and terrific shopping across the street at Discover Mills or nearby at Mall of Georgia.

<http://www.fygeorgiaviews.com/IE2010/Hotel.htm>

#### FREE 3 hours Ethics CE

Thursday 12:30 p.m. – 5:30 p.m.

You & the GA DOI

16 years with Commissioner Oxendine

Meet the Candidates for Insurance  
Commissioner 2010

Register Online at <http://ie10-agent.eventbrite.com>



*"What You Don't Know Can't Help You!" ... Eddie K. Emmett, Editor / Publisher*



## **REPUBLICAN OR DEMOCRAT?**

**EVERYONE VOTES FOR UNITED AUTO'S**

**BIGGEST INSURANCE PARTY IN GEORGIA!**



**FREE OPEN BAR, FREE FOOD, MUSIC & DANCING**

# **EVERYONE IS INVITED!**

**FRIDAY, AUGUST 13<sup>TH</sup> AT INSURANCE EXPO 2010 IN GWINNETT CENTER**

**FREE REGISTRATION AT [HTTP://IE10-AGENT.EVENTBRITE.COM](http://IE10-AGENT.EVENTBRITE.COM)**

**EVEN COMPETITORS ARE WELCOME TO ATTEND!**

**FREE REGISTRATION AT [HTTP://IE10-REP.EVENTBRITE.COM](http://IE10-REP.EVENTBRITE.COM)**



<http://www.agencyadvantage.com>

**Agency Advantage User Conference (3 hours CE)**

**Thursday & Friday mornings at IE2010**

**9:00 a.m. – 12:00 p.m.**

Agency Advantage User Conference will roll out its latest innovations and reveal new programs that fit every agency's budget and agency management needs.

I'm sworn to secrecy on much of what Tom Preston has in store for y'all but I promise you do not want to miss his User's Conference!



**Agency Automation**

<http://www.accuauto.net>

**Accu-Auto Agency Automation Boot Camp**

**(3 hours CE)**

**Thursday morning 9:00 a.m. – 12:00 p.m.**

**& Friday afternoon 12:30 p.m. – 5:30 p.m.**

Attendees to Accu-Auto Agency Automation User Conference will learn how to give the "Ultimate Quote" and generate reports that pinpoint exactly how & where your CSRs are quoting, how to track their Closing Ratios and how to follow up on the Undecided.

You can even contact the folks to whom you gave a quote at any time in the past to see if they are ready to transfer to your agency. I call it "Guerilla Marketing".

**Tips 'n Tweaks**

Accu-Auto has invited all of IE2010's auto insurance company reps to demonstrate the best ways to "seal the deal" with additional discounts.

I got the idea from Wayne Hooper of Unitrin Specialty when he was showing me how to correctly use my comparative rater.

You will be amazed at how much business you are losing because you are not quoting correctly.

And you get to see firsthand the brand-new complete web-based solution for your agency: a fully integrated rating and management software created specifically for Accu-Auto Users.

Accu-Auto will be showing off their brand-new "24 / 7 Quote Generator" at IE2010. You are notified instantly whenever a visitor to your website quotes themselves.

Accu-Auto Agency Automation Boot Camp will be held on Thursday morning and repeated on Friday afternoon. That way, everyone on your agency staff can attend at least one of their 3 hours CE seminars.



<http://www.GAInsurance.org>

**GA's DOI: Past, Present & Future (3 hrs Ethics CE)**

**Thursday afternoon only at IE2010**

**12:30 p.m. – 5:30 p.m.**

Sponsored by



<http://www.AggressiveUSA.com>

IE2010 Commandos may attend a free 3 hour Ethics CE seminar sponsored by Aggressive Insurance on Thursday afternoon, August 12<sup>th</sup>. It features Insurance Commissioner John Oxendine's Division Deputies and I have invited the Republican & Democratic Insurance Commissioner Candidates to attend and tell us why we should support their campaign and urge the insuring public to join us in voting for them in November.

Georgia will elect a brand - new Insurance Commissioner in November for the first time in 16 years.

How many of y'all were in the insurance industry under Tim Ryles? Have you forgotten how important it is to elect the right person who will lead our industry into the next decade?

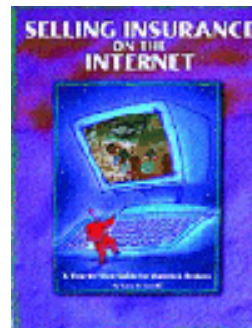
I have posted a list of the candidates on the home page of FYI Express at [www.FYIGeorgiaViews.com](http://www.FYIGeorgiaViews.com). I also have a straw poll for you to anonymously cast your vote and enter comments if you wish.

<http://insurance-web-sales.com>

**Selling Insurance on the Internet (3 hours CE)**

**Friday morning only at IE2010**

**9:00 a.m. – 12:00 p.m.**



Gary Savelli has spent the last decade studying what agents who are successfully selling on the web are doing in building their websites and how they are marketing their sites online through search engines and other methods. This 3 hour CE seminar will cover the Top 10 most helpful ways to "Get Your Web Site Visited". Don't have an agency website? No

hay problema! Gary will explain the most important things you should do before and after creating an agency website.

Take Gary's 10 question test at <http://www.fyigeorgiaviews.com/IE2010/onlinetest.html> to see if you need to attend his seminar.



<http://www.assuranceamerica.com>

### Off Road Battle Plan (3 hours Ethics CE)

Thursday morning only at IE2010

9:00 a.m. – 12:00 p.m.

Charlie Brock of AssuranceAmerica asks “if you run your agency the same way everyone else does, how are you going to stand out from the crowd?”

You’ve read the familiar quote “Two roads diverged in a wood and I ... I took the one less traveled by, and that has made all the difference.”

IE2010 Commandos who complete Charlie’s “7 P’s” Boot Camp will make a difference in their agency.

#### Plan

- Where am I going?
- How am I going to get there?

#### People

- Customers - Who are the customers I want to serve?
- Associates - Who do I need to hire to help?

#### Point of Difference

- What is it about my agency that will be different, better & special?
- How will I market that to my new and existing customers?

#### Product Line

- Primary product
- Secondary products
- Ancillary products

#### Partners

- Carriers - Which companies do I want to partner with to serve my customers better?
- B2B partners – who else serves my customers that I can jointly promote with?

#### Process - Putting my plan in motion

- Daily execution to serve my customers with excellence
- The Ultimate Quote

#### Progress

- Metrics – What counts toward success?
- Dashboard – How do I track it?

“The War is won before the Battle begins” ... Sun Tzu



<http://www.siuins.com>

### Commercial Lines for New Recruits (3 hrs P&C CE)

Thursday morning only at IE2010

9:00 a.m. – 12:00 p.m.

Earlier this year Southern Insurance Underwriters and SIUPrem set a goal of \$50,000 for the fight against Breast Cancer. \$5.00 is donated for each SIU commercial app financed through SIUPrem.

To help agents better understand how to “Diversify or Die”, Brian Dunn and Roger Shelton of Southern Insurance Underwriters will explain a step-by-step strategy to implement commercial lines in your agency.

You’ll learn how to quote, explain coverages, service and market the commercial insurance products. And you’ll also learn how to avoid the danger of E&O when dealing in unfamiliar territory.

BTW ... anyone wearing their pink “SIUPrem Cares!” wristband can attend this CE seminar for free as long as there are seats available. (And you can pick up the wristband just outside the classroom by asking any of the SIU / SIUPrem Reps.)



[www.NationSafeDrivers.com](http://www.NationSafeDrivers.com)

### Understanding Supplemental Insurance Products

(3 hours P&C CE)

Friday afternoon only at IE2010

12:30 p.m. – 5:30 p.m.

Want to increase your profits, grow your business, and retain more customers? Please come see Shane Griffis, NSD’S National Sales Manager and current President of the Florida Specialty Agents Association, as he teaches 3 hours of CE on Friday August 13th starting at 12:30p.

Shane will teach you the tricks of “Understanding Supplemental Insurance Products.” You will learn the impact these products can make on your bottom-line and the tremendous benefits they can provide for your clientele. You will also see how simple it is to write these products with the assistance of modern technology.

We all want to make more money right? Find out how to achieve your financial goals as an agency more efficiently and with more ease than ever.



## Insurance House

<http://www.InsuranceHouse.com>

### Get Rich in Your Niche (3 hours P&C CE)

Friday morning only at IE2010

9:00 a.m. – 12:00 p.m.

Insurance House wants you to discover the untapped goldmine in personal and commercial lines “niches”.

You’ll learn how to specifically target niches such as Commercial Vacant Property, Commercial Auto (Auto Haulers, Towing Risks), Restaurants (with Liquor Exposure), Personal High Value Homes and Vacant Property.

Want to see just how easy it is to do “niche” marketing? Type “Vacant Property in *Your City, State*” in your Internet browser and see what comes up.

That could have been your agency if you properly marketed this niche.

Insurance House will show you how to “Get Rich in Your Niche” at IE2010.



<http://www.TheMetroCPA.com>

### Survive or Thrive? It’s Up to You! (3 hrs Ethics CE)

Friday morning only at IE2010

9:00 a.m. – 12:00 p.m.

Losing my agency is not an option for me ... it shouldn’t be for you either.

What are you doing to ensure you make it through this economic meltdown and governmental battlefield?

Are you maximizing all of the tax breaks? Did you realize Uncle Sam will pay up to 80% of the cost for new employees?

Do you have the “Urge to Merge”? Are you thinking of Buying or Selling an Insurance Agency?

Let us guide you through that “Buy / Sell / Evaluate” minefield.

Spencer Hostetter, Super CPA to the Insurance Industry, and his panel of experts will explain all of the ethical (& non-ethical) ways to deal with Employees, IRS, Multi-Office Operation and Agency Management.



“A good executive has the ability to face the facts.”

Sponsored by <http://www.SantaFeInsurance.net>



<http://expo.infinityperks.com/>

### Prove It! Unleashed! (3 hours Ethics CE)

Friday afternoon only at IE2010

12:30 p.m. – 5:30 p.m.

Tom Freeland of Infinity Insurance presents the latest in their series of seminars aimed at “Investing in Your Success”. It is Tom’s privilege to Unleash a Proven Process that can guide you step-by-step in your quest to compete more effectively. It’s a challenging “dog eat dog” market! Don’t you wish you could snap your fingers and make the economy instantly better for you and the consumers you serve?

Wouldn’t it be nice to put a “choke collar” on the Direct Writers and reign in their clever mascots?

#### Arm yourself with:

**P**hone scripts that build relationships during the quote process

**R**eferrals, and a 7 point plan to work them

**O**ptimized email campaigns to connect you with customers and prospects

**V**aluable insight into your marketing investments with a break-even calculation template

**E**asy campaign analysis tools including a cost per lead calculation template

**I**nsight and guidance into community marketing opportunities

**T**argeted growth opportunities through business to business marketing

<http://www.Georgia-Agents.com>

### An Unfair Advantage (3 Ethics CE)

Saturday morning only at IE2010

9:00 a.m. – 12:00 p.m.

Since I coordinate all of the activities I get **advance** access to all of the information that will be presented on Thursday & Friday at IE2010.

I also personally wrap up each year’s Insurance Expo and teach the last 3 hours CE on Saturday morning.

I’ll be able to take all of the best ideas presented by IE2010 “Drill Instructors” in each of Thursday & Friday’s seminars and show y’all how to implement each into your agency operation.



# Register Online at <http://ie10-agent.eventbrite.com>

## IE2010 ATTENDEE REGISTRATION INFO

Everyone is invited to enjoy the IE2010 Continuing Education Seminars that were created especially for Independent Agents & CSRs. Get up to 15 hours CE ... each day features at least 3 hours Ethics CE.



### GEORGIA ONLY CE

IE2010 CE seminars qualify for CE only for Georgia's licensed agents. But agents from our neighboring states are invited to enjoy them anyway!

Therefore, 50% discounts will apply to anyone from outside of Georgia or just doesn't need CE. You'll get great information by attending the seminars but you won't get CE credit.

**Don't need CE?** Many Attendees have asked for a Special Non-CE Registration Package for themselves and their CSRs. You spoke and I listened! Attend for 50% discount and enjoy "news, views and opinions" for Independent Agents from Independent Agents! You'll get great information by attending the seminars but you won't get CE credit.

### IE2010 ATTENDEE REGISTRATION FORM

Please fill out a separate Registration Form for each Attendee. (Feel free to copy)

*Instead of filling out the following, you may just include your business card(s) when you mail in the registration if your card has all of the following info:*

Name: \_\_\_\_\_

First Name (or Nickname) for Badge: \_\_\_\_\_

Agency: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

(City) \_\_\_\_\_ (State) \_\_\_\_ (Zip) \_\_\_\_\_

Ph :(\_\_\_\_\_) \_\_\_\_\_

Fax :(\_\_\_\_\_) \_\_\_\_\_

E-mail: \_\_\_\_\_



**Registration does not include lunch. Box lunch (sandwich, drink & chips) must be purchased in advance for additional \$10.00 per day**

## IE2010 ATTENDEE REGISTRATION INFO

### \_\_\_ ONE-DAY REGISTRATION = \$69.00

Choose either: \_\_\_ Thurs \_\_\_ Fri

Pay only \$69 for that day's activities: Morning's 3 hours CE, Trade Fair (Thurs & Fri), & Afternoon's 3 hours Ethics CE.

Don't need CE? 50% discounts will apply!

\_\_\_ **NON-CE REGISTRATION = \$35.00**

\_\_\_ **Do you want lunch? Add \$10.00**

### \_\_\_ TWO-DAY REGISTRATION = \$99.00

Any Two Day Package (up to 12 hours CE) is only \$99 for that day's activities: Morning's 3 hours CE, Trade Fair (Thurs & Fri), & Afternoon's 3 hours Ethics CE.

Choose any two: \_\_\_ Thurs \_\_\_ Fri \_\_\_ Sat

Don't need CE? 50% discounts will apply!

\_\_\_ **NON-CE REGISTRATION = \$50.00**

\_\_\_ **Do you want lunch? Add \$20.00**

### \_\_\_ THREE-DAY REGISTRATION = \$149.00

The **BEST** Bargain will be \$149.00 for all 3 days activities, Trade Fair, Welcome Reception and up to 15 hours CE!

Don't need CE? 50% discounts will apply!

\_\_\_ **NON-CE REGISTRATION = \$75.00**

\_\_\_ **Do you want lunch? Add \$30.00**

### \_\_\_ MORNING CE or \_\_\_ AFTERNOON CE = \$49.00

If a person wants to attend only one of the seminars and all of the other activities ... the cost is only \$49.00.

Choose one: \_\_\_ Thurs \_\_\_ Fri \_\_\_ Sat

Don't need CE? 50% discounts will apply!

\_\_\_ **NON-CE REGISTRATION = \$25.00**

\_\_\_ **Do you want lunch? Add \$10.00**

***Everybody can't leave the office at the same time?***

***Don't want to close it completely down?***

***Feel free to combine your registration with fellow employees and still get the multi-day discount price!***

Total check attached = \$ \_\_\_\_\_

Please make check payable to FYI: Insurance Views and News & mail it with completed form(s) to:

FYI: Insurance Views and News

200 Russell Court, Canton, GA 30114

Questions? Contact me at (770) 312-2342;

Fax (770) 783-8226 or e-mail to:

[eddieemmett@windstream.net](mailto:eddieemmett@windstream.net)