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AGENT EXPO 2015



February 19-20, 2015



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PRESIDENT'S MESSAGE

Welcome to Agent Expo 2015!



Agent Expo is the fastest growing event in the state of Florida, if not the nation, because of the support and commitment of dedicated agents like you! We know that being here takes up your most precious resource, your time. That is why we are absolutely committed to delivering the very best educational programming and value for your investment. It remains a point of pride that agents tell us year after year that there is no place they would rather be!

Each year of Agent Expo brings something new, and this year will not disappoint! Not only have we added one of the segments of the CPIA designation program on the day before Expo starts, but also a testing session for those who want to qualify for one of the AAI segments. We are also excited to add a silent auction to benefit Agent's PAC, and best of all, a one-of-a-kind Casino Night Party experience that is sure to bring a full house.

Thank you for joining us and being a part of the best Agent Expo yet! Together, let's go All In For Your Agency.

Sincerely,

Max Pulcini
President, PIA of Florida

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The Professional Insurance Agents of Florida promotes the prosperity, growth, and perpetuation of our members as professionals in the Florida insurance industry.

INFO & SPECIAL EVENTS

Name Name badges have been provided for all attendees
Badges and should be worn at all times.

Registration Hours
THU, Feb. 19th 8:00 am – 7:00 pm
FRI, Feb. 20th 8:00 am – 12:00 pm

Tradeshow Hours
THU, Feb. 19th 12:30 pm – 7:00 pm
FRI, Feb. 28th 9:00 am – 10:30 am

AgPAC Silent Auction
THU, Feb. 19th All Day through...
FRI, Feb. 20th 12:00 pm

Welcome Reception & Tradeshow
THU, Feb. 19th 5:00 pm – 7:00 pm

Casino Night Party
THU, Feb. 19th 9:00 pm – 11:00 pm

Hospitality Suite
THU, Feb. 19th 11:00 pm – 2:00 am

Installation, Awards, & CIA Conferment Luncheon
FRI, Feb. 20th 1:00 pm – 2:30 pm

CASINO NIGHT PARTY

In conjunction with Agent Expo the Professional Insurance Agents of Florida invite you to join us for the event everyone is talking about – Casino Night. We all know that you are gambling each day you are in the insurance business, but this time the stakes will only be for fun and prizes. Try your luck at one of our many gaming tables, slot machines or the money wheel while enjoying an evening of networking and cocktails among friends and colleagues.

Enjoy a couple of cocktails, snacks, and your ante into the game on us! If you run out of chips, you can buy back in with a \$25 contribution to AgPAC!

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We love our sponsors! Please be sure to thank these generous companies for sponsoring our events and supporting our Agent Expo! If you get a chance, give their representatives a hug.

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Bronze	BrightFleet	Mercury Insurance Group
	Reliable Reports	Wright Flood

MISSION

SCHEDULE AT A GLANCE

THURSDAY, FEBRUARY 19, 2015

8:00 am			Networking Morning Coffee Station Palms Foyer	Registration Desk Open West Registration Desk
9:00 am	Becoming the Human Firewall: Best Practices for Internet Security Palms A & B	5-Hour Property & Casualty Course (Pt. I of Course #89008) Magnolia A		
10:00 am				
11:00 am	Getting All of Their Business: Cross-Tell, Cross-Sell, & Up-Sell Palms A & B			
12:00 pm				
1:00 pm	Tradeshow Luncheon Palms Ballroom C-G			
2:00 pm				
3:00 pm	Citizens ACP plus Personal Lines Policy Center, Clearinghouse & Depop Updates Palms A & B	Networking Afternoon Break Palms Foyer		
4:00 pm				
5:00 pm	Welcome Reception & Tradeshow Palms Ballroom C-G			
6:00 pm				
7:00 pm				
9:00 pm	Casino Night Magnolia B & C			
10:00 pm				
11:00 pm	Hospitality Suite Event Marathon Hospitality Suite #107			
2:00 am				

THURSDAY, FEBRUARY 19, 2015

8:00 am - 7:00 pm **Registration Desk Open**
Location: West Registration Desk

8:00 am - 12:00 pm **Networking Morning Coffee Station**
Location: Palms Foyer

SCHEDULE OF EVENTS

THURSDAY, FEBRUARY 19, 2015 (cont...)

9:00 am - 11:00 am **Becoming the Human Firewall:
Best Practices for Internet Security**

Location: Palms A & B

Speaker: Abigail Showman, *Florida Department of Law Enforcement*

The Internet is a vital part of our daily lives, both at work and at home. This presentation will discuss a broad range of cybersecurity issues that can affect your organization. Topics include cybersecurity best practices, network intrusions, piracy, and disaster recovery.

9:00 am - 12:30 pm **5-Hour Property & Casualty Course (Pt. I of Course #89008)**

Location: Magnolia A

Sponsored by: Speaker: Glenn Cook, *Central Insurance School*

DRIVERS HISTORY

This program meets the FL DOI CE mandatory requirements for Florida licensed GENERAL LINES (2-20, 20-44, 4-40, 4-42, 2-33) insurance professionals, addressing

the following areas of concern: Regulatory Awareness (i.e. jurisdiction of duties/responsibilities of the CFO, DFS, OIR, OFR); licensing requirements (appointments, agency licensing, license updates, duties of licensed vs. unlicensed personnel); Other Requirements (advertising, record keeping); Department Communication; Guaranty Association; Insurance Laws/Updates (new FL law updates; pertinent Federal Law Review applicable to FL licensed insurance professionals); Ethical Requirements (Code of Ethics, marketing regulatory & ethical guidelines, understanding industry products & suitability of sales/services, unfair methods of competition and unfair or deceptive acts, understanding required premium discounts); Disciplinary/Industry Trends (recent violations/enforcement actions, unauthorized products/entities, new and other important terminology).

11:00 am - 12:30 pm **Getting All of Their Business:
Cross-Tell, Cross-Sell, & Up-Sell**

Sponsored by: Location: Palms A & B

Speaker: John Fear, *Premier Business Consulting*



Tower Hill
Insurance

Hockey Hall of Fame inductee Wayne "The Great One" Gretzky is quoted as stating that "you will miss 100% of the shots you don't take" and effective Cross-Selling incorporates a similar principle of "Don't Ask... Don't Sell." Our businesses go through a nearly Herculean effort to attract potential new clients only to have our staff ask for only a small portion of their available business - leaving the rest to be written by our competitors. During this presentation we will discover and discuss methods of identifying and writing ALL the insurance products our new business leads

and current clients have available - using questioning techniques to discover needs and ways to effectively anticipate and overcome some of the more common objections.

12:30 pm - 3:00 pm **Tradeshow Luncheon**
Location: Palms Ballroom C-G

Sponsored by: **PROGRESSIVE**

SCHEDULE OF EVENTS

THURSDAY, FEBRUARY 19, 2015 (cont...)

3:00 pm - 5:00 pm **Citizens ACP plus Personal Lines Policy Center, Clearinghouse & Depop Updates**
Location: Palms A & B

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3:00 pm - 5:00 pm **Networking Afternoon Break**
Location: Palms Foyer

5:00 pm - 7:00 pm **Welcome Reception & Tradeshow**
Location: Palms Ballroom C-G

9:00 pm - 11:00 pm **Casino Night**
Location: Magnolia B & C

11:00 pm - 2:00 am **Hospitality Suite Event**
Location: Marathon Hospitality Suite #107

SCHEDULE AT A GLANCE

FRIDAY, FEBRUARY 20, 2015

8:00 am				Networking Morning Coffee Palms Foyer	Registration Desk Open West Registration Desk
9:00 am	Tradeshow: Open To Any Pre-Registered Agent Palms Ballroom C-G	5-Hour Property & Casualty Course (Pt. II of Course #89008) Magnolia B & C	Marketing Your Agency in the 21st Century Palms A & B		
10:00 am	Legislative Briefing & Planning Session Palms A & B			Networking Morning Coffee Palms Foyer	Registration Desk Open West Registration Desk
11:00 am					
12:00 pm	Installation, Awards, & CPIA Conferment Luncheon Palms A & B			Networking Morning Coffee Palms Foyer	Registration Desk Open West Registration Desk
1:30 pm					

SCHEDULE OF EVENTS

FRIDAY, FEBRUARY 20, 2015

8:00 am - 12:00 pm **Registration Desk Open**
Location: West Registration Desk

8:00 am - 12:00 pm **Networking Morning Coffee Station**
Location: Palms Foyer

9:00 am - 10:30 am **Tradeshow: Open To Any Pre-Registered Agent**
Location: Palms Ballroom C-G

9:00 am - 10:30 am **5-Hour Property & Casualty Course (Pt. II of Course #89008)**
Location: Cypress 2 & 3
Speaker: John Fear, *Premier Business Consulting*

Sponsored by: **DRIVERS HISTORY**

9:00 am - 10:30 am **Marketing Your Agency in the 21st Century**
Location: Palms A & B

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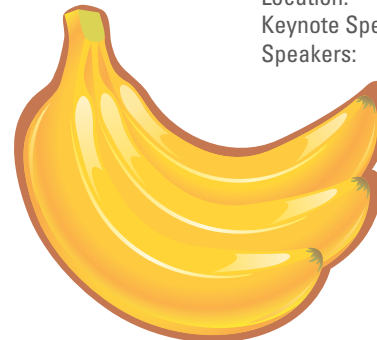


Tower Hill Insurance

Speaker: Steve Anderson, *Insurance Agency Technology*
This program will help insurance agency staff take a new look at how to best attract a new generation of consumers into their agency. Today's consumer demands a different type and level of communication than at any time in the past. Agencies must respond. Technology tools have been available for some time that helps agencies provide proper protection to their clients. In a rapidly changing environment insurance agents must learn to adapt and innovate. The class will explain how an agency organization can use current and emerging technology tools to more effectively connect with future consumers.

10:30 am - 12:00 pm **Legislative Briefing & Planning Session**
Location: Palms A & B
Speaker: David Daniel, *PIA of Florida Lobbyist*

12:00 pm - 1:30 pm **Installation, Awards, & CPIA Conferment Luncheon**
Location: Palms A & B
Keynote Speaker: Steve Burgess, *Florida Insurance Consumer Advocate*
Speakers: Max Pulcini, *PIA of Florida President*
Corey G. Mathews, *PIA of Florida CEO*
Craig Most, *Most Insurance & AIMS Society*



MEET OUR SPEAKERS



STEVE BURGESS

Insurance Consumer Advocate

Steve Burgess received a B.S. in Accounting from Florida State University in 1976 and a J.D. from the FSU School of Law in 1979. He served as Deputy Public Counsel for fifteen years and served as Insurance Consumer Advocate for a combined nine years under Commissioners Tom Gallagher and Bill Nelson.

Most recently, Steve has served as the Staff Director of the Senate Banking and Insurance Committee the past five years. On November 18th, Chief Financial Officer Jeff Atwater appointed Steve to serve for a third time as Florida's Insurance Consumer Advocate.

STEVE ANDERSON

Leading Authority on Insurance Technology, Productivity & Profitability

Steve Anderson has been a licensed independent agent for 30 years and is one of the industry's top technology consultants. With articles in virtually every industry publication, Steve serves as Executive Editor of The Anderson Agency Report (TAAR), a monthly newsletter that advocates growth through practical technology. He is also President of The Anderson Network, Inc. which helps agents and brokers maximize productivity and profits.

Steve began his career as a commercial underwriter at a major insurance company and received post-graduate training in computers, sales and the application of direct response marketing principles. As a manager and producer at two different independent agencies, Steve gained a concrete understanding of agency internal operations, marketing and sales management, and technology efficiency.

Steve received his B.A. in Business Administration and Economics from Taylor University and a Master's Degree in Insurance Law from Antioch School of Law. He is Dean of the School of Technology for the IIABA Virtual University and a member of the national faculty for the Society of Certified Insurance Counselors.



MEET OUR SPEAKERS



DAVID DANIEL

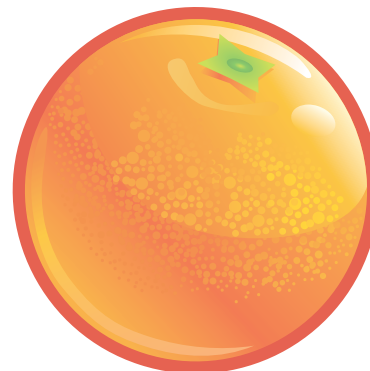
State Legislative Affairs Consultant, PIA of Florida

David Daniel is a seasoned veteran of government relations, political consulting and public affairs with a proven track record of results. Since 1994, David has worked inside and outside the process in Washington D.C. and Tallahassee. He is an experienced advocate with a keen insight on how to meet clients' legislative goals. David's depth of experience at the legislative, political and grassroots levels has consistently helped businesses secure wins in the Florida Legislature.

JOHN FEAR, CPIA, CISR

Premier Business Consulting

John Fear has worked in the insurance industry for 25 years in the areas of Life & Annuity, Small Commercial, Boiler & Machinery, Field Operations, Process Engineering and Personal Insurance. As a former National Director of Agency Development at a Fortune 100 Insurance Company, John conducted over 100 workshops for agency owners and developed sales training sessions for hundreds of Producers and CSRs throughout the country. He has consulted with dozens of agents nationwide, focusing on improving Strategic Planning, Process Engineering and Sales Coaching. In 2007, John started Premier Business Consulting and has since then been a featured presenter at several national sales meetings for major insurance companies and independent agency organizations.



MEET OUR SPEAKERS



ABIGAIL SHOWMAN

Cybersecurity Analyst, Florida Department of Law Enforcement (FDLE)

Abigail Showman is responsible for the research of current cybersecurity threats as it relates to public and private security efforts, then working to disseminate critical information to citizens and private businesses in the state of Florida through FDLE's Secure Florida Initiative.

Abigail also serves as a cyber intelligence analyst and subject matter expert in FDLE's Statewide Intelligence Analysis Center.

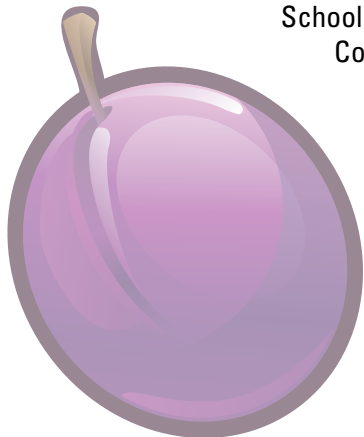
GLENN COOK, PIAM, PCA, PCSR, CIC

Vice President, Central Insurance School

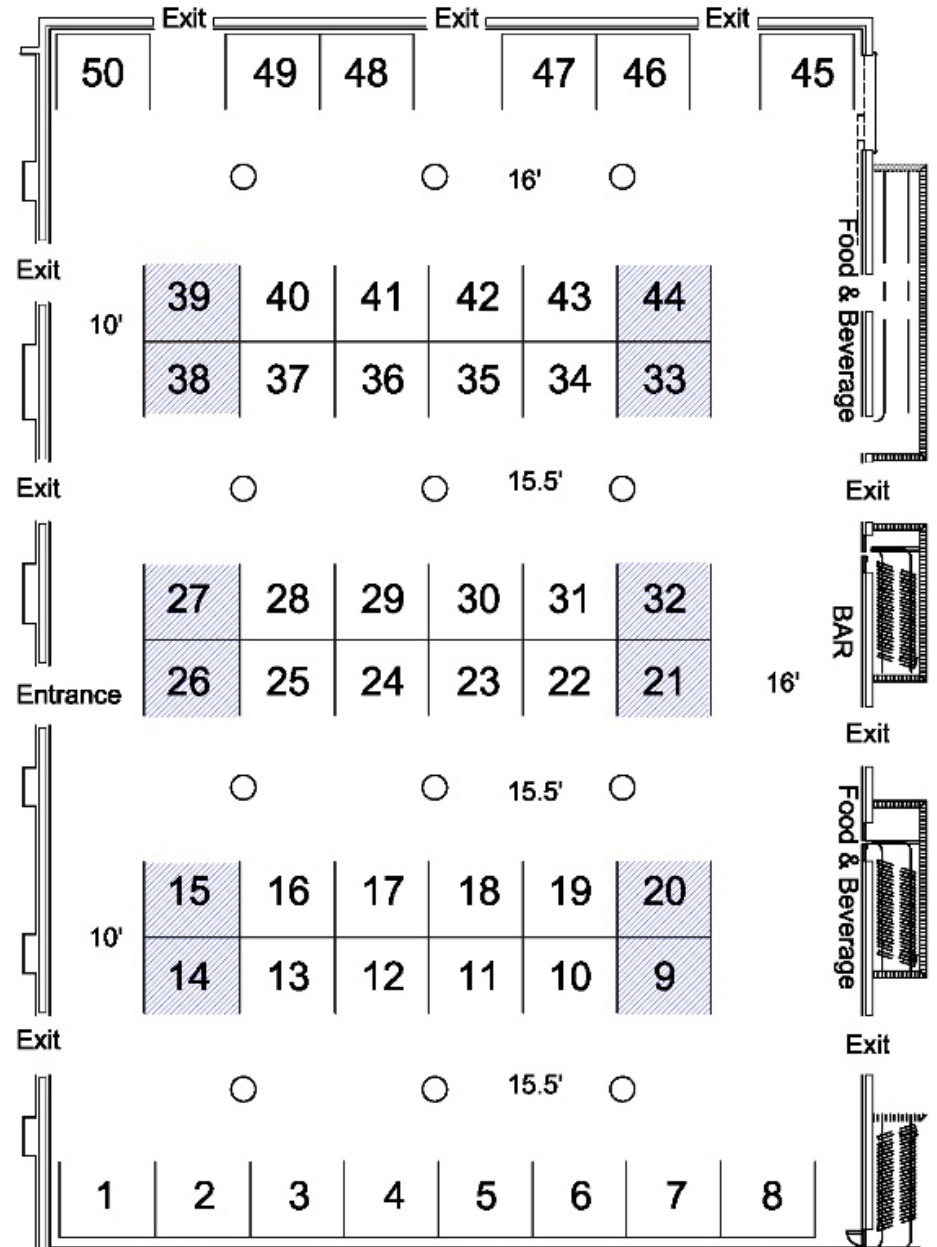
Glenn Cook has over 36 years of experience in the insurance industry. Glenn began his career at Liberty Mutual Insurance Company where he specialized in sales and management. As a Commercial Lines producer at Wittner & Klutts, he enjoyed the highest client retention rate and gained in-depth knowledge in Workers Compensation.

Glenn later joined Rogers & Associates and brought many medium and large sized commercial customers to the agency over the next nine years.

Glenn is also the Vice President at Central Insurance School. For over 16 years, he has taught courses in Commercial, Personal Lines, Errors and Omissions Prevention, Agency Operations and other professional development. Since joining the school, he has enhanced marketing, helped create advanced classes and analyzed industry needs to create long-term academic goals.



MAP



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- 16 Agency Matrix
- 17 QuoteRush
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- 30 QQSolutions
- 31 Insurance House
- 32 Florida Family Insurance Company



- 33 Florida Peninsula Insurance Company
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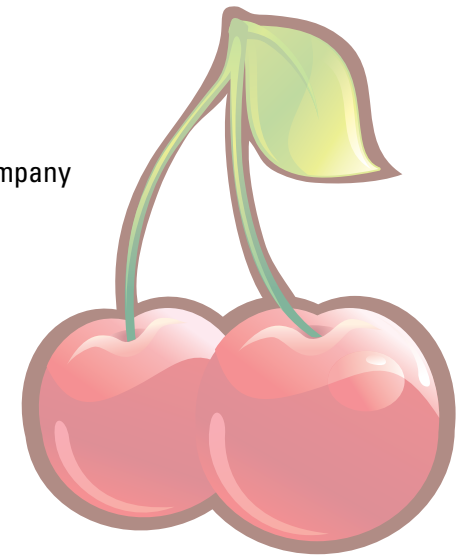
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Security First Insurance Services, Inc.

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SEMCAT Quoting Software

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TAPCO Underwriters, Inc. & AFCO/Prime Rate

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Tower Hill Insurance Group, Inc.

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Shelly, Middlebrooks & O'Leary, Inc.

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Southern Oak Insurance Company

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We Insure Group, Inc.

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