Independent Insurance Agent®

THE WEST VIRGINIA INSUROR

IIAWV 2012 LEADERSHIP ELECTION - OCTOBER 7 AT GLADE SPRINGS RESORT

ASSOCIATION VICE-PRESIDENT AND NATIONAL DIRECTOR TO BE SELECTED AT IIAWV ANNUAL CONVENTION

With the IIAWV regional meeting schedule now concluded, the association's electoral focus has shifted to elections to be held at the IIAWV Annual Convention on Sunday, October 7, 2012.

The next step in the association's leadership selection process is the election of an individual to serve as association Vice-President and another to serve as West Virginia's representative to the IIABA National Board of Directors. Candidates for those offices run on a statewide basis and the elections for those offices take place at the Association's Annual Membership Business Meeting held during the Association's Annual Convention. This year, that gathering is scheduled for Sunday afternoon, October 7, 2012 at the Resort at Glade Springs in Daniels, West Virginia.

Nominations for these positions are accepted from member agencies in a number of ways including at regional meetings, in writing to the association Nominations Committee or on the floor of the Association's Annual Membership Business Meeting.

The association's By-Laws spell out the election process and contain the Duties and Responsibilities of each office.

Association Vice-President

Article IV, Section 3: Vice-President: The Vice-President shall be a member of and attend all meetings of the Board of Directors. In the event of the temporary absence or incapacity of the President, the Vice-President shall perform the duties of, and have the same authority as, the President. In any case of uncertainty, the Board of Directors will make the determination of the President's absence by majority vote. The Vice-President shall perform such other duties as usually pertain to the office and assume those responsibilities assigned by the President. The Vice-President shall serve as a member of the Executive Committee. The Vice-President shall preside at all meetings of the Board of Directors. In the

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VOLUME XXI | ISSUE XVII
SEPTEMBER 15, 2012

A Publication of Independent Insurance Agents of West Virginia

Gray Marion, CAE, Publisher

Trusted Choice®

OFFICIAL NOTICE

Pursuant to the By-laws of the Independent Insurance Agents of West Virginia, Inc., Article VI, Section 7, and Article IX, Sections 3, 5 and 6, notice is hereby given.

The membership of the Independent Insurance Agents of West Virginia, Inc. shall conduct the association's Annual Membership Business Meeting at 4:45pm on Sunday, October 7, 2012 at The Resort at Glade Springs at Daniels, West Virginia.

The meeting shall be open only to duly authorized representatives of regular member agencies of the association.

NFIP MANUAL CHANGES TO TAKE EFFECT OCTOBER 1

SUMMARIES OF THE CHANGES AND AN INFORMATIONAL VIDEO ARE NOW AVAILABLE ON-LINE

Each October and May, the Federal Emergency Management Agency releases manual changes for the National Flood Insurance Program—and this October 1 will be no exception.

You may be thinking that these changes include some of the reforms mandated by the Biggert-Waters Flood Insurance Reform Act of 2012.

Not so much! These manual changes were in the works long before congressional action took place this summer.

View a summary of the changes and download the changes or full manual on the **NFIP iService website**. The rate changes and rules should be used when quoting new business as of Sept. 1, due to the 30-day waiting period for policy effective dates.

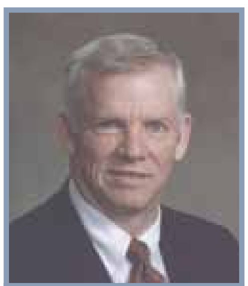
Big "I" Flood has also prepared a **summary of the changes** and a free, 10-minute NFIP training video highlighting these changes is posted on its **website.** Have the manual changes and summary on hand when viewing the video.

If you have any concerns or questions, contact Big "I" Flood at 800-221-7917.

ETHICS TRAINING AVAILABLE AT IIAWV ANNUAL CONVENTION

THREE HOUR SEMINAR SATISFIES WEST VIRGINIA CE REQUIREMENT

Agents trying to satisfy the continuing education requirement calling for three hours of training in ethics can find just exactly what they need at this year's IIAWV Annual Convention at Glade Springs on Sunday, October 7, 2012. *"Ethics and Business: Is This an Oxymoron?"* is a course is designed to satisfy West Virginia's mandate for Ethics Continuing Education.



Stuart Powell
MA, CPCU, CIC, CLU, ChFC

Lead by Stuart Powell, MA, CPCU, CIC, CLU, ChFC, *"Ethics and Business: Is This an Oxymoron?"* is a fast-paced and often humorous session designed to help agents consider the ethical implications of our professions.

What does it mean to act ethically? What are the different levels of ethical behavior (legal, personal, professional)? This course includes a review of the basic elements of ethical behavior, codes of ethics for insurance professionals as well as agents' ethical duties to customers vs. companies. Powell will also examine real-life situations that agents can find themselves in and lead attendees through and exploration of the various options that agents can take in various situations.

Stuart Powell has held an agent's license and been personally involved in the insurance business for more than three decades. He joined the staff of IIANC as Director of Education in 1995 and assumed the supervision of IIANC's insurance operations in 2004. He currently manages the designated insurance agency for the State of North Carolina placing all coverages which the State does not self insure, is administrator of the IIANC Errors and Omissions Insurance program of agents and manages the

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NOTE FROM THE CEO

Gray Marion, CAE
IIAWV Chief Executive Officer
gmarion@iiawv.org

Labor Day has come and gone. I know there was a three day weekend in there somewhere but I seem to have missed it. Oh well. Back to work.

Our association's annual convention is just around the corner, October 7, 8 & 9 at the Resort at Glade Springs. If you and/or your staff need continuing education hours, we have them for you. From ethics, to flood, to additional insureds, to cyber risks, to perpetuation, our 112th Annual Convention has something you need. We are once again bringing in nationally renowned speakers who are among the very best in their fields.

In addition to the insurance related sessions, we are also going to have some very interesting political sessions as well. US Senator Joe Manchin is scheduled to join us. Since moving to Washington, Joe has carved out a reputation for himself as a straight talking realist on budget and tax issues and a no holds barred defender of West Virginia's coal industry. I hope you will join us at Glade Springs and hear what I know will be extremely candid comments on a wide range of issues of importance to all of us.

We are also hoping to spend some time with Governor Tomblin as well. An invitation has been extended and we are looking forward to hearing from the man who may well make the final decision on whether or not healthcare reform is implemented in our state in the manner the US Department of Health and Human Services wants.

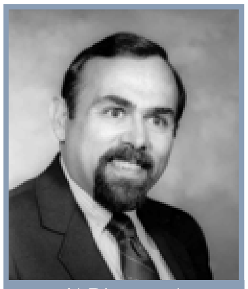
In addition to hearing from the state's two top Democrats, we are also going to be hearing from several Republican office seekers. The Republican nominees for Governor, Attorney General, Treasurer and Agriculture Commissioner are all scheduled to participate in an Issues and Eggs session on Monday, October 8 as is one of the Republican nominees for the West Virginia Supreme Court of Appeals, Allen Loughry. This is as strong a statewide team as the Republicans have put on the ballot in many years. Our convention will be a wonderful opportunity for you to meet them and hear their views on the issues of the day.

We are also going to hear from Insurance Commissioner Mike Riley. Commissioner Riley is going to provide us with his perspectives on the West Virginia insurance industry after a little more than a year in office. He is also going to provide us with an update on the progress (if you can call it that) on developing the healthcare exchange system here in West Virginia. If you agency does business in the health insurance arena, you don't want to miss hearing what Commissioner Riley has to say.

All of the above plus great entertainment, access to super golf courses and a first rate spa and at prices that have not gone up in three years. You really can't beat our convention for a good deal. See you at the Resort at Glade Springs.

AGENCY PERPETUATION A HOT TOPIC AT IIAWV ANNUAL CONVENTION

AL DIAMOND TO LEAD CLOSING SESSION



Al Diamond

Al Diamond, President and founder of Agency Consulting Group, Inc. in Cherry Hill, New Jersey will lead a nationally acclaimed session on *"Agency Succession and Perpetuation"* Planning at the 2012 IIAWV Annual Convention. The three-hour seminar will run on Tuesday morning, October 9, 2012 at the Resort at Glade Springs in Daniels, West Virginia.

The pace of agency mergers and acquisitions in West Virginia is quickening with even large, old name agencies being purchased by groups from within and outside the state. As the West Virginia agency force ages and carriers demand even more growth, perpetuation and succession issues are in the forefront of agency owner concerns. *"Agency Succession and Perpetuation"* is intended to help agents and agencies avoid the pitfalls of planning for those outcomes.

This fast-paced session is packed with valuable information and guidance for agents who are trying to figure out a future for themselves and their agencies. Diamond will cover the critical differences between succession and perpetuation. Participants will discuss how much an agency is worth and how the various ways that value is calculated. There is more to it that just multiples of one revenue source or another. Time will be spent on the many different methods used to perpetuate an agency whether it be through family members, staff members, a new hire(s). contingency buy-sell agreements or the outright sale of the agency. If you're buying agencies, the session takes a detailed look at various methods for purchasing businesses including traditional purchase methods (cash), a corporate

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CYBER RISKS AND ADDITIONAL INSUREDS HIGHLIGHT CONVENTION CE PROGRAM

THREE HOUR SEMINAR SATISFIES WEST VIRGINIA CE REQUIREMENT

These days, an agent and agency support staff must be experts in a broad range of insurance coverage areas running from the genuinely traditional to the newest in coverage needs and applications. This year's IIAWV Annual Convention offers training opportunities that help agents do just that.

For agents and agencies that provide the most up to date coverages for clients with significant on-line exposures, Elise Farnham's Sunday afternoon, October 7 seminar entitled, "*Cyber Risk: Threats and Solutions*" seminar operates right in your bandwidth. On the other hand, if your agency concentrates on more traditional coverage areas, Farnham will offer a second seminar entitled, "*Additional Insured: Coverage or Crapshoot?*" on Monday afternoon, October 8.

Elise M. Farnham
CPCU, ARM, AIM, CPIW

Cyber crime is a growing risk from both a personal and a business perspective. The rapid advance of technology has changed the way all commerce is carried out. "*Cyber Risk: Threats and Solutions*" explores the causes of cyber crime and the impact it has on business and personal lives. Due to the speed of technological change, insurance professionals have struggled to provide the coverage necessary with little or no historical data to guide their actions. Due to the intangible nature of the risk, many existing insurance products are non-responsive.

In "*Cyber Risk: Threats and Solutions*", attendees will learn:

- The unique nature of the cyber crime risk and why it is treated differently than most other business and personal risks
- How existing policy forms may apply in certain aspects of a cyber crime loss
- How territorial limits impact coverage for this global crime
- Gaps in the legacy property coverage – both residential and business owners
- Special liability hazards created by technology
- How to insure a "virtual" business
- Cyber risks associated with advertising liability

For the more traditional minded agents and agencies, "*Additional Insured: Coverage or Crapshoot?*" is a detailed look at a coverage area that is the basis for many disputes and litigation. In addition, contracts between the insured and other

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IIAWV 2012 LEADERSHIP ELECTION - OCTOBER 7 AT GLADE SPRINGS RESORT

(CONTINUED FROM PAGE 1)

event of death, disability, or incapacity of the Vice President, the President shall appoint with the advice and consent of the Board of Directors, a successor to serve the un-expired term.

IIABA National Director

Article IV, Section 5: IIABA National Director: The IIABA National Director shall represent the corporation at meetings of the IIABA National Board of State Directors and shall submit reports of each meeting to the IIAWV Board of Directors. The IIABA National Director shall be a voting member of the Executive Committee and ex-officio, non-voting member of the IIAWV Board of Directors and shall attend all meetings of the IIAWV Board of Directors. In the event of death, disability, or incapacity of the IIABA National Director, the President shall appoint, with the advice and consent of the Board of Directors, a successor to serve the un-expired term.

Nominations for the post are accepted from member agencies in a number of ways. Nominations may be made by qualified member agents during any association regional meeting. Nominations may also be made by writing on member agency letterhead to the association Nominations Committee in care of Gray Marion, IIAWV CEO, at Post Office Box 1226, Charleston, West Virginia 25324-1226. Nominations for the offices may also be made on the floor during of the Association's Annual Membership Business Meeting held at the IIAWV Annual Convention at the Resort at Glade Springs in Daniels, West Virginia on Sunday afternoon, October 9, 2011.

For additional information on IIAWV elections or governance process, please contact IIAWV CEO Gray Marion at 304-342-2440 or 800-274-4298 or by e-mail at gmarion@iiawv.org.

WHAT DO GLASSES AND THE BIG "I" ADVANTAGE VIRTUAL RISK CONSULTANT HAVE IN COMMON?

THEY BOTH MAKE YOU LOOK A LOT SMARTER TO YOUR CUSTOMERS.

The Big I Advantage® Virtual Risk Consultant powered by Rough Notes ("VRC") is an online sales and service resource designed to help your agency better serve your customers. Using this tool will lead to increased sales by improving your staff's knowledge of a prospect's operation enabling them to better identify and cover customer exposures. The VRC will help your staff better understand the product they sell. It will also assist agency staff with preparing proposals, explaining complicated insurance terms, and most importantly documenting client files. It is truly a tool that will increase the professionalism of staff and help your agency grow while limiting your exposure to E&O claims.

Big "I" members have exclusive access to Big I Advantage® Virtual Risk Consultant. The VRC is an incredible value and is extremely affordable compared to similar products. Visit www.iiaba.net/VRC to learn more and purchase.

Big "I" Advantage
Virtual Risk Consultant
Powered by Rough Notes

www.iiaba.net/vrc

IIAWV / SELECTIVE TO PROVIDE REQUIRED FLOOD PROGRAM TRAINING

NFIP CONTINUING EDUCATION AT IIAWV ANNUAL CONVENTION

IIAWV member agents who sell flood insurance can meet current federal training requirements for continuing education at this year's IIAWV Annual Convention.

Very recently the West Virginia Insurance Commissioner circulated an informational piece reminding agents that any agency personnel selling flood insurance is now required by the Federal Government to obtain three hours of training.

According to a Notice circulated by the West Virginia Insurance Commissioner in December 2006, "All West Virginia licensed resident insurance producers who sell federal flood insurance policies must comply with the minimum training requirements of section 207, of the flood insurance reform act of 2004, and basic flood education as outlines at 70 Fed. Reg., 52117 (Sept. 1, 2005) or later requirements as published by FEMA."

The seminar provided at the IIAWV Annual Convention enables member agents and member agency support staff to meet FEMA requirements. Upon completion of the seminar, attending agents should be able to explain the purpose of the National Flood Insurance Program (NFIP); to list the amounts of coverage's available, discuss flood maps and flood zone determinations within the NFIP; to demonstrate familiarity with the General Rules and policy effective dates; to describe the provisions of the NFIP policy forms, including "Definitions", "Insuring Agreement", "Exclusions"; to list specific property coverage limitations of the Standard Flood Insurance Policy (SFIP); to compare the SFIP with homeowners and commercial policies forms, in general along with the rating structure and new Elevation Certificate requirements in 07; to explain the loss settlement provisions and claims handling process of the SFIP and to identify potential E&O exposures.

The instructor for the seminar will be Annette J. Winston, Territory Marketing Manager, Flood Insurance Operations for Selective Insurance Company. IIAWV has requested three hours of Insurance Continuing Education for the seminar.

"National Flood Insurance Program Continuing Education" will be offered beginning at 8:30am on Sunday, October 7, 2012 during the 112th IIAWV Annual Convention. The class will be held in the Conference Center of the Resort at Glade Springs in Daniels, West Virginia.

For more information on and to register for the IIAWV Annual Convention, visit the IIAWV website at www.iiawv.org or call the IIAWV office at 800-274-4298.

CYBER RISKS AND ADDITIONAL INSUREDS HIGHLIGHT CONVENTION CE PROGRAM

(CONTINUED FROM PAGE 4)

parties can further complicate the coverage issues particularly if the insurance coverage does not conform to the contract.

In "*Additional Insured: Coverage or Crapshoot?*", attendees will learn how and when the additional insured endorsement should be used. Through case studies Farnham will identify pitfalls and analyze solutions.

- How the language of the additional insured endorsement has evolved and why
- The extent of the scope of coverage under an AI endorsement
- Coverage afforded by the AI endorsement
- The importance of extrinsic contract language when determining coverage under an AI endorsement

This interactive seminar is designed to provide attendees an opportunity to discuss the issues relative to the additional insured endorsement and how to provide coverage solutions to their insured clients.

The instructor for both seminars is Ms. Elise M. Farnham, CPCU, ARM, AIM, CPIW, President of Illumine Consulting, a Georgia-based consulting firm which focuses on providing education opportunities for insurance and risk management professionals, with applicability for other professionals, such as financial services professionals, architects and engineers, etc.

A veteran of the insurance industry, Elise was named the first female claims branch manager for Crawford & Company and has served in executive positions with Crawford & Company, GAB Robins, CSB Group, and The Harmonie Group. She is a member of the CPCU Society and a past Regional Governor as well as a Past National President of the National Association of Insurance Women (International). An internationally recognized speaker and author, Elise has been named National Claims Professional of the Year and Atlanta Insurance Woman of the Year.

"*Cyber Risk: Threats and Solutions*" will be offered at the IIWV Annual Convention on Sunday afternoon, October 7, 2012 beginning at 1:00 pm at the Resort at Glade Springs.

"*Additional Insured: Coverage or Crapshoot?*" will be offered at the IIWV Annual Convention on Sunday afternoon, October 7, 2012 beginning at 1:00 pm at the Resort at Glade Springs.

For additional information on the IIAWV 112th Annual Convention, visit the IIAWV website at www.iiawv.org or call the association office at 800-274-4298.

IIAWV ANNOUNCES NEW LOSS CONTROL SEMINAR

"E AND O RISK MANAGEMENT: MEETING THE CHALLENGE OF CHANGE"

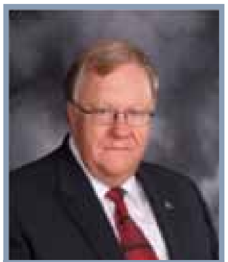
The Independent Insurance Agents of West Virginia is very pleased to announce the first major revision in the Errors and Omissions Loss Control seminar in several years. The new course offering is titled "E&O Risk Management: Meeting the Challenge of Change."

The Best Practices approach still works well, and the same loss control procedures apply, but this year's course will begin with a review the concepts of the law of agency, including how the agency relationship is established and the agents' duties owed in the law of agency to the carrier. This course will explore the key provisions of agency agreements and underwriting guidelines that could create potential E&O exposures. It will also explore how an agent's standard of care is determined along with key components for determining negligence on the part of the agent. It will discuss the concept of balancing the agent's legal duties to the customer while running the agency in a way that creates more customer value.

Attendees can also plan to review the exposures that may cause an uncovered claim, supported by current statistics both on a national basis and for West Virginia in particular, in order to identify those areas that require a focus of risk management efforts. This course will review who is suing agents along with some of the key considerations affecting an agency faced with a potential E&O claim.

Insurance professionals rely primarily on two defenses when faced with an E&O claim – (1) invariable practice, and (2) documentation. Understanding the need to document, what is meant by "good documentation" and the advantage of using disclaimer language are just some of the key points of discussion. It is understood that operations of insurance agencies will vary greatly based on size, representation and geographic location. Over time, agencies have also had to adapt their operations because of changes in carrier capabilities and workflows, the implementation of tools like upload/download, and competitive raters. This course will explore those areas of an agency's daily operation that may open them up to an E&O loss and discuss the points of industry practice that can be considered minimum standards of care – good documentation still means good defense.

Attendees will also be provided with reference sources for finding additional information and resources that are available to them if they know where to look.



Bob Fulwider
Past Chairman, IIABA

Back by very popular demand, the instructor for this year's course is Bob Fulwider from West Liberty, Iowa. Bob is a past chairman of the Independent Insurance Agents & Brokers of America, and is the principal and Executive Vice President of the Ray Wuestenberg Agency, Inc., of West Liberty, Iowa, and principal and Executive Vice President of the Fulwider Agency, Inc., of West Branch, Iowa. He is also president of

MARK YOUR CALENDARS!

E & O
Loss Control
Seminars

October 16th
Lakeview Resort
Morgantown, WV

October 17th
Marriot Town Center
Charleston, WV

Bob Fulwider and Associates, a life and health financial planning agency in Eastern Iowa. Fulwider was elected to the Executive Committee of the Independent Insurance Agents & Brokers of America (IIABA) in September 2002, and installed as chairman in September 2007.

Prior to his election to the Executive Committee, Fulwider served the IIABA as chairman of IIABA's Government Affairs Committee, as chairman of the Personal Lines Committee, as chairman of the Farm/Agri-Business Committee and as the first chairman of the Markets Development Committee. He is the association's federal affairs representative on crop insurance issues and is a certified instructor for IIABA's Best Practices series.

Fulwider is a former national board director and past president of the Independent Insurance Agents of Iowa (IIAI) and currently serves on the state association's Insurance Education Faculty. In 1992, he formed Creative Adventures in Insurance Education, a new corporation designed to provide insurance agent and industry training in policy study, business planning and agency management throughout the country.

Fulwider has been honored with awards on both the state and national levels. He is the first honoree in the Iowa association's history to receive the group's Agent of the Year Award twice. He has been honored with two IIABA Presidential Citations, in 1987 and 1994. In 2002, Fulwider was honored with the Sydney O. Smith, IIABA's highest individual government affairs honor. In that same year, he was named to the Iowa Insurance Hall of Fame. Fulwider holds a B.S. Degree in Agriculture Education and an M.S. Degree in Higher Education from Iowa State University. He resides in West Liberty, Iowa, with his wife, Jan.

This course will be offered at Lakeview Golf Resort & Spa on Tuesday, October 16, 2012 and at the Charleston Marriott Town Center on Wednesday, October 17, 2012. The advance registration fee for this course is $130 for members and $160 for non-members and walk-ins. Registration opens at 8:30 and class will run from 9:00am – 4:00pm with a lunch break at noon. Lunch will be provided. Registration is now available online by **clicking here**.

DEFINING DAMAGE TO "YOUR WORK"

A CONTRACTOR IS DENIED CGL COVERAGE AFTER A BUILDING THAT HE WORKED ON IS DAMAGED BY A RAINSTORM

A contractor installs roof vents on a building that he first built 15 years ago. Although the contractor installs the vents properly, a severe rainstorm blows water through them and destroys about $15,000 worth of insulation and ceiling tiles.

The contractor's insurer denies the claim on the basis that the contractor had built the building.

"This definitely does not fall within the intended scope of the exclusion, but does this exclusion still function?" the contractor's agent asks. "The exclusion is intended to prevent shoddy workmanship. Should the insurer defend?"

If the water damage took place during the installation of the vents, the only commercial general liability policy exclusions that could apply would be j(5) and j(6). Exclusions j(5) and j(6) apply only to "that particular part…if the property damage arises out of those operations or if property must be restored, repaired or replaced because your work was incorrectly performed on it."

In the latter exclusion, "your work" would only be the installation of the vents, not the construction of the building 15 years ago. It seems that neither j(5) and j(6) can apply because the property damage was not to that particular part. Instead, damage was to the insulation and ceiling tiles, which were not the particular part that was addressed by the contractors.

If the property damage took place after the vents had been installed, then the vent installation is within the products-completed operations hazard. While the entire building may be the contractor's work from 15 years ago, it would be more reasonable to consider "your work" as the actual job just finished—the installation of the vents. It would be helpful to make this point with a work or documentation that shows the scope of the work.

Thus, to be excluded, the property damage must be to "your work"—which would be the vent installation—and it must arise out of it (again the vent installation). The fact that the contactor happened to have built the building should have no bearing on the matter. The intent of the work exclusion is to avoid paying damages for work that damages itself, which is not what happened here.

This is similar to a homeowners claim question that Big "I" Virtual University experts fielded a few years ago.

The homeowners found a great deal on some used office furniture that they used to furnish their house. Following a loss, the adjuster tried to use the business property sublimit, which applied to property used "at any time for any business purpose." His logic was that there was no time limit and the property was once used by a business.

The same argument could be made for any furniture—since it was sold by a business, one could say it had been used for a business purpose. In this case, a separation of years since the original work had been performed should be enough, so it's rather silly that someone would try to impose the exclusion for this.

Bill Wilson is director of the Big "I" Virtual University. This question was originally submitted by an agent through the VU's Ask an Expert Service. Answers to other coverage questions are on the VU. For help accessing the website or to request login information, email logon@iiaba.net.

LEARN TO HARNESS PRESENCE POWER

A PERSON'S APPEARANCE CAN HAVE A SUBSTANTIAL EFFECT ON HOW HE IS PERCEIVED BY OTHERS

How we hold ourselves communicates a tremendous amount of information about us. When networking or meeting with clients, be aware of presence power. Studies conducted by UCLA suggest that a person will unconsciously interpret approximately 55% of the meaning of our message from physiological cues from our attire, body position, stance and facial expressions.

Body language, demeanor and dress are important elements in making lasting impressions. So take pride in your appearance. Be fun and sociable. Each of us is the No. 1 element in our success strategy.

How we look and present ourselves matters. We want to look smart and with-it. We should not look untidy. No messed up hair, wrinkled shirts or loose ties. In fact, the ideal wardrobe for a networking event is slightly better dressed than the other attendees.

Here are five presence power tips:

Check yourself before you go out. Do a 360 in front of a full-length mirror. Would you want to talk to you? Would you want to be seen talking to you?

Ask someone's opinion. Take the advice of others about your appearance. I ask my wife. She has saved me from more than a few bad shirt and tie combinations.

However, do not rely on your "together" look to cover up for sad puppy behavior or poor conversational ability. Stand, speak and act as if you were self-confident, attractive and vital. If you have flair, use it. Make sure you will be remembered in a positive way. Be enthusiastic. An enthusiastic attitude distinguishes the effective networkers from the so-so networkers.

Exhibit confidence and display a natural enthusiasm about your life and work. Be a walking-talking representation of life, in all its excitement and possibility. How you say something means as much or more than what you say. You are your best public relations representative. You are the person who knows best what you do and what you have to offer others.

Sit or stand up straight. Gesture with power and confidence. Be fully engaged. Nod in agreement. Smile. Do not fold your arms or let your eyes wander off into the distance; look like you are having a good time. People trust people who look them in the eye. The more you change your focus, the more new information your brain is taking in. If you change focus frequently, you can overload your brain to the point where you are "at sea" and unable to focus on the issue at hand.

Be careful about shifting your weight while chatting with someone. It communicates a lack of interest and confidence, and it can result in your contact feeling a lack of trust.

Each positive impression has the potential to turn into a priceless business relationship. People want to do business with professionals who are excited about life and who look like they have their act together.

Crack the networking code. Be progress.

Dean Lindsay is author of "Cracking the Networking CODE"

Big "I" Professional Liability Program

Insurance Agents Errors and Omissions Coverage That's Right for Your Business

Why the Big "I" Professional Liability Program?

- Superior customer service and expertise by your state association
- Professional Liability Committee comprised of IIABA members that oversees and has a direct influence in the program
- Nationally endorsed program with 25 years experience
- The largest independent insurance agency E&O program in the country
- Supports lobbying efforts protecting your industry by contributing a percentage of every premium dollar to the funding of important advocacy efforts of the IIABA

Swiss Re

As the nationally endorsed carrier of the Big "I" Professional Liability program for 25 years, Swiss Re has created the strongest coverage form in the marketplace. The largest writer of agents E&O insurance in the country, it provides solid core coverage as well as coverage units to insure against other exposures of concern. Review the preferred policy form and you will find that these are just a few of the coverage benefits of the Westport policy:

- Coverage for the sale of both Property/Casualty and Life/Health insurance products
- Limits of liability up to $20 million
- Broad definition of covered professional services and activities
- Comprehensive definition of "who is an insured"
- Aggregate deductibles
- Defense cost outside the limit
- Available first dollar defense
- Full prior acts available
- Coverage for punitive damages (where available and covered by insuring agreements)
- Multiple extended reporting period options
- True worldwide protection
- Coverage for advertising, including libel and slander
- Protection for related consulting services
- Expert witness testimony covered
- Teaching formal insurance courses included
- Premium finance services placement built-in
- Additional coverages include catastrophe extra expense, subpoena and regulatory expenses
- Choice of Defense Counsel - by endorsement
- Real Estate Agent Activity - by coverage unit
- Employment Practices Liability - by coverage unit
- Cyber Liability Coverage - both first and third parties

Why Swiss Re?

- Exclusive loss prevention resources including:
    - o risk management website, E&O Happens
    - o risk management newsletter, E&O Claims Advisor
- An exclusive policy form and premium credits filed on a Risk Purchasing Group basis give Big "I" members tailored coverage
- Dedicated claims staff focuses solely on defending insurance agents E&O claims - 70% of claims personnel are attorneys
- Rated "A" (Excellent) by A.M. Best

The information provided is for general informational purposes only and you should review the policy form and any applicable endorsements for complete policy language.
Please note that all applications are subject to review, underwriting and approval by Westport Insurance Corporation. If you have any questions please contact your state administrator.

FIVE IDEAS FOR KEEPING CUSTOMERS FOR LIFE

These days I hear many excuses for agents losing customers. The most prevalent by far is price. "The other company had a better price. There was nothing I could do." While price is always a factor, very rarely is it the main consideration when considering a switch, the best estimates put the percentage at about 7%. The reality is, many agents simply aren't building the strong relationships and they use price and other excuses when the customer naturally goes elsewhere. If you build a strong relationship and keep customers happy, they won't jump ship the first chance they get. Also, if you thrill customers such that they are customers for life, they are much more likely to refer friends and family, thus increasing business and making your life a whole lot easier. In addition, if you're working with happy, life-long customers all day, your work and life will be also be much more enjoyable.

Five Keys to Keeping Customers for Life:

1) Always make the customer your number one priority.

You must bend over backwards for the customer and make sure that every experience with you and you company is an absolute pleasure. This begins with the number one rule of customer service: making sure the customer is always right. It also means doing what you say you'll do when you say you'll do it, and going above and beyond, doing more than you get paid for, to make sure the customer is always pleasantly surprised by the extra service they receive. In addition, the customer comes before paperwork, phone calls, and other tasks you need to get done. When customers think of the best customer service they've ever received, you should be the one that comes to mind. They should always feel like a V.I.P.

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AGENCY PERPETUATION A HOT TOPIC AT IIAWV ANNUAL CONVENTION

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purchase and non-traditional transaction methods. Diamond discusses whether or not it's always a good idea to retain the agency owner following a purchase. Participants will also come to understand how to form internal agency succession plans with their next generations (if they have them in place), how to recruit their successors, how to meld agencies together for eventual succession without losing control and how to establish their agencies for maximum value in a sale. The discussion on succession covers identifying successors, when do you notify them of the role they will play and how do you prepare them to take over.

Al Diamond has been deeply involved in all facets of insurance agency and company operations including merger, acquisition and divestiture, perpetuation and strategic planning, organizational development, compensation and perpetuation issues. A past president and a current member of the American Association of Insurance Management Consultants (AAIMCO), Mr. Diamond is a charter member of the Quality Insurance Congress and is Chairman for the Appraisal Standards and Guidelines Committee in the design of appraisal standards for the insurance agency industry for AAIMCO. Mr. Diamond acts as independent moderator for disputes arising from insurance agency operations, and as a facilitator for mergers, acquisitions, divestitures and internal perpetuation plans. Mr. Diamond is an identified Expert on business management issues for the AllExperts Website and has been named Key Consultant for Mergers, Acquisition, and Valuation for Insurance Marketing and Management Services. Mr. Diamond has created a Masters Program in insurance agency management (MAM) certifying agency managers and professionally managed insurance agencies (ACE – Agency Certified in Excellence). Mr. Diamond also writes The PIPELINE, a national newsletter for insurance agency principals and insurance industry executives.

"Agency Succession and Perpetuation" will be offered beginning at 8:30am on Tuesday, October 9, 2012 as the closing session of the 112th IIAWV Annual Convention.

For more information on and to register for the IIAWV Annual Convention, visit the IIAWV website at www.iiawv.org or call the IIAWV office at 800-274-4298.

WAPAC Contribution Form

WAPAC West Virginia Agents Political Action Committee

The West Virginia Agents Political Action Committee (WAPAC) is a political action committee established by independent insurance agents. WAPAC was established to provide independent insurance agents with a mechanism to support candidates for the West Virginia House of Delegates and State Senate, judicial candidates at the Supreme Court and Circuit Court level and candidates for statewide office such as Governor and other Council of State candidates who share our membership's business philosophies.

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ETHICS TRAINING AVAILABLE AT IIAWV ANNUAL CONVENTION

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insurance benefits operations for members of the Association. Prior to joining the IIANC staff, Stuart was the owner of The Powell Agency, Inc. of Reidsville, NC, a family agency whose roots can be traced back to the 1890's.

"Ethics and Business: Is This an Oxymoron?" will be offered beginning at 1:00pm on Sunday, October 7, 2012 as a part of the 112th IIAWV Annual Convention. The convention will be held at the Resort at Glade Springs in Daniels, West Virginia.

For more information on and to register for the IIAWV Annual Convention, visit the IIAWV website at www.iiawv.org or call the IIAWV office at 800-274-4298.

FIVE IDEAS FOR KEEPING CUSTOMERS FOR LIFE

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2) Keep communicating.

While some people require more communication than others, you want to reach out to people on a regular basis. This includes sending at least three cards to everyone you do business with: a Birthday Card, Holiday Card, and Anniversary Card on the date you started doing business with them. You also want to have your e-mail customers on an e-mail list that you send something of value to once a month. The title should make the content obvious to the recipient. In addition, you should talk to each client on the phone a minimum of once or twice a year, and meet with them in person at least once a year to review their coverage and find out if anything has changed that might affect their coverage.

A note on your cards: make sure they are personally signed by you in blue ink. Better yet, handwrite a personal note. If you don't have good handwriting, you can have the note printed, but make sure you still sign it no matter what your signature looks like. Everyone from teenagers to centenarians appreciates a hand-written note.

3) Personalize the relationship and always seek to build and strengthen it.

You want to take a personal interest in customers. Where are they from, where did they go to school, what interests do they have, do they have kids, grandkids, are they married? What activities are the people in their lives involved in? Once you have this information, show interest is what makes each customer unique. Ask about children, grand children, their personal interests, and the like.

Also, ask customers for their personal preferences and do business with them according to those preferences. For example, do people prefer e-mail or hardcopy? Are they okay receiving their renewal in the mail, or would they rather you deliver it personally? Yes, these are extra steps, but they are extra steps that your competition is more than likely not taking. Ultimately you want to move customers from acquaintances, to friends, to good friends. The better relationship you have with a customer, the more likely they are to stay with you. If all your customers are good friends, and you take good care of them, they will stay with you.

4) Let them know you appreciate their business and that you don't take them for granted.

Thank customers for their business on a continual basis. You should be saying, "Thank you for your business, I really appreciate it" and/or "Thank you for being a customer" during phone calls and in-person meetings. You don't have to mention this in the Birthday and Holiday Cards you send out, but you do want to mention it in the Anniversary Card as that is the main focus. The primary objective of the Holiday and Birthday cards is to add a personal touch.

The bottom line: Treat customers right by making them a priority, taking a personal interest in them, and by letting them know that you appreciate and care about them.

By John Chapin

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