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**Subject:** Breakfast Bits from IIAM Week of 11-8-2010  
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November 8, 2010

**DON'T FORGET TO FORWARD THIS TO YOUR STAFF!**

Issue: 42



Happenings this week:

Last Call...register NOW!

[November 10-Directors & Officers Liability Seminar](#)

[Your November/December Messenger is available online](#)

## **BIG "I" PAC SCORES 93% CONGRESSIONAL VICTORY RATE**

*InsurPac distributes \$1.7 million to campaigns across the country in election 2010.*

WASHINGTON, D.C., - The Independent Insurance Agents & Brokers of America announced that its political action committee,

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**IIAM Education Programs**

InsurPac, distributed more than \$1.7 million in the 2010 campaign cycle resulting in a 93% congressional victory rate.

"While the dust is still settling on campaign 2010, and our victory rate could actually increase as a few close races are tabulated, one thing is certain - just as the election was historic for our country, it was also historic for InsurPac," says Robert Rusbuldt, Big "I" president and CEO. "Big 'I' independent agents have spoken loud and clear through InsurPac dollars."

In the 2010 election cycle, more than 5,000 independent agents came together to support InsurPac with personal, voluntary contributions. InsurPac distributes 100% of its voluntary agent contributions to federal campaigns and, as a result, has an impressive bipartisan track record in Congress and on the campaign trail.

"InsurPac supported more House and Senate campaigns than ever before, and distributed a record amount of money as the largest political action committee representing the property and casualty insurance market," says Charles Symington, Big "I" senior vice president of government affairs. "InsurPac distributed \$1,722,750 in support of 265 races, winning at least 247 of them for an amazing 93% victory rate."

In disbursing contributions, InsurPac does not look at party affiliation but supports U.S. congressmen, senators, and candidates for federal office who have been advocates and supporters of the independent agency system.

## **ACT TO HOST FREE WEBINAR ON SOCIAL NETWORKING SUCCESSES & LESSONS LEARNED**

*Webinar to address social media strategies and tactics that are working for independent agencies and how they are managing the tool.*

ALEXANDRIA, Va., - The Independent Agents & Brokers of America's Agents Council for Technology (ACT) announced they will be hosting a webinar titled "The Social Web and Insurance -Finding Success & Lessons Learned" on Nov. 16 at 2:00 p.m. Eastern.

"This webinar is intended not only for those who are still new to social networking but also anyone who wants to hear 'real life' strategies and tactics other agents and industry experts have found to be most successful," says Jeff Yates, ACT executive director. "We will have a discussion among our panel of agents and experts about the best practices they have discovered using these online tools and the lessons they have learned over the past 18 months."



### **UPCOMING SEMINARS:**

[Directors & Officers](#)  
November 10, 2010

[CRIS Auto, Surety, Etc.](#)  
November 17, 2010

[Next P/C Licensing Class](#)  
December 6, 2010

### **SEATS AVAILABLE!!**

**For an entire listing of our programs for the remainder of the year, [click here!](#)**

**Legislative**



Keep track of the bills that impact you and your business. The IIAM Legislative Bulletin is online and all bills may be viewed or saved from that site. Check in regularly to see the bills and what the IIAM Legislative Committee is doing.

Click here to visit IIAM's [Legislative Bulletin](#)

TITLE: "The Social Web and Insurance -Finding Success & Lessons Learned"  
PARTICIPANTS: Claudia McClain, McClain Insurance Services; Rick Morgan, Rick Morgan Consulting; Angelyn Treutel, Treutel Insurance Agency; ACT chair Mike Wise, WebWisdom LLC; and Jeff Yates, ACT executive director (moderator)  
DATE: Nov. 16, 2010  
TIME: 2:00 - 3:00 p.m. Eastern  
REGISTRATION: [Click HERE](#)  
COST: **Free**

***PLANNED TOPICS OF DISCUSSION INCLUDE:***

Does social media really drive new business?  
How important is blogging and how is it affecting the website of today?  
How does social networking fit into your overall marketing plan and client communications strategy?  
Where do you start your social networking efforts?  
Where do you get content and how does content relate to web traffic?  
How receptive are the customers and prospects you want to reach to social media?  
How do you manage staff time for social media efforts?  
How do you measure your results with social networking?

## **RLI Good News!**

RLI is expanding the availability of Excess Uninsured/Underinsured Motorists coverage for the Personal Umbrella product. This expansion will become available in Maryland for all new and renewal policies written effective February 1, 2011. This will entail new applications and new procedures.

## **ACORD Forms Changes**

ACORD announced forms changes to the National Flood Insurance Program, specifically the application (301), the change endorsement (302), the Preferred Risk Policy Application (303), and the Cancellation form (304). All of the forms are new forms and carry the effective date of 10/2010.

They have also changed Maryland Property Insurance Availability Program Essential Property Insurance Inspection and Placement, 64MD, effective 11/2010. The section relating to Location of Property to be Insured was amended to add a subsection for the Windstorm Deductible, where a % of the Building amount should be placed.

## NCCI Receives Approval from the MIA on the Loss Cost Filing for Maryland

The loss cost filing submitted to MIA by NCCI on August 4, 2010 has been approved. The filing proposed an increase of 5.7% for the industrial classes, an increase of 15.6% for coal classes and a decrease of 8% in federal classifications. All would become effective on 1/1/2011.

## FREE LIFE/HEALTH SEMINAR FOR IIAM MEMBERS

Belman Klein will be presenting a CE credit course for one hour towards your Life and Health license renewal. The course date and location is as follows:

**Date:** Monday, November 29<sup>th</sup>, 2010  
**Time:** 9:00am  
**Location:** 2408 Peppermill Drive, Suite A  
Glen Burnie, MD 21061

The topic will be "Life Insurance Checkup: Keeping Clients in Good Financial Health".

Please [click here](#) to register. Please register by November 17th.

Shelley Arnold, CPCU, AU, ARM, AAI, ACSR  
Independent Insurance Agents of MD

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