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BREAKFAST BITS

Issue: 9

DON'T FORGET TO FORWARD THIS TO YOUR STAFF!



This Week:

- May 11-15 P/C Licensing
- May 13-A.M. Best Webinar
- May 14-Executive Committee Meeting
- May 15-Risk Management E&O Webinar-FREE

In This Issue

- [FREE Risk Management E&O Webinar](#)
- [IIAM Education Calendar](#)

Breakfast Bits

We really thought that 'Breakfast Bits' was a great idea. A way that we could keep in touch with our membership and our membership could keep in touch with the happenings of that specific week. After 8 weeks, it appears that the membership may not need, nor want such contact. We haven't hit the 50% mark on any issue. That means that more than 1/2 of our members are not even opening the email. If you want this project to continue, we need to hear from you. Here are our hits for the past 8 issues:

Date	Sent	Opens	Clicks (Links Opened)
5-4-09	254	32.9% (82)	28.0%(23)
4-27-09	253	34.3% (85)	21.2%(18)
4-20-09	252	38.4% (94)	10.6%(10)
4-13-09	252	33.6% (83)	24.1%(20)
4-6-09	248	33.5% (83)	10.8%(9)
3-30-09	247	38.4% (93)	8.6%(8)
3-23-09	251	43.2% (102)	31.4%(32)
3-16-09	247	42.3% (96)	24.0%(23)

IIAM Education Programs



UPCOMING SEMINARS:

SEATS AVAILABLE!!

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

We don't mind the extra work, but we do want it to be a service of value to our membership. If a member isn't even opening the email what benefit do they derive? More importantly, what are they missing?

LAST CHANCE TO REGISTER!

Free Risk Management Webinar: Avoiding E&O Pitfalls in E&S Business Webinar is the first in a series addressing E&O risk management.

Swiss Re Academy and the Big "I" Professional Liability Program will present a free risk management webinar for Swiss Re agency E&O policyholders on May 15 from 2-3 p.m. EST. The webinar is appropriate for all agency staff and covers the E&O issues of placing insurance in the excess & surplus lines market, and working with E&S brokers.

This is the first webinar in a series addressing knowledge of E&O risk management that will be held throughout 2009.

The highly knowledgeable panel will include: an experienced E&S broker, a respected Big "I" state executive director with years of E&S experience, an attorney who has handled numerous cases involving independent agents and their E&S placements, a Swiss Re underwriter who works with E&S placements and a Swiss Re claims attorney who works with Swiss Re E&O insured agents.

Attendees will learn more about: where E&O claims occur with the placement of E&S risks; when and why to use the E&S market; laws affecting E&S markets, such as cancellation requirements, coverage changes and Guaranty fund protection; how to select an E&S broker; the duties of the producing agent or broker and more. Please join us as we give you more ammunition to protect yourself in the ever-changing world of the independent agent. [Click here to register now.](#)

Swiss Re policyholders can also find more valuable agency E&O risk management information by visiting www.independentagent.com/EOhappens.

Want to Save Money? Did you know that ACSR's may attend any IIAM class for 50% of the actual price?*

We at IIAM believe that the ACSR designation is a very important one. We also know that continuing education is costly. ALL ACSRs can take IIAM classes** for half the price! That's right! Half the price! We believe that education is the most important key to unlocking your potential as an insurance professional. If you are an ACSR, it is obvious that your employer realized the potential and invested in your education. To thank our agencies for their support we are opening our classes to all of our **member** ACSRs for half the price. To learn more about the ACSR program, [click here!](#)

**Don't forget the
72nd Annual
Installation Dinner
June 12, 2009
The Turf Valley
Resort**

Dinner Registration

Dinner Sponsor Form

We also want to congratulate some of our new Designees:

ACSR Program:

Personal Lines:

Scott Latham Joseph W. McCartin Insurance
Robin Preston Mason & Carter, Inc.

Commercial Lines:

Emily Bucci HMS Insurance Associates
Cynthia Englar Barnes-Bollinger Insurance
JoAnn Genovese Tidewater Insurance Associates
Valerie Townsend HTG Insurance

IIAM also offers the **AAI program**. This is an Institute Program. For information about the program, [click here!](#)

New AAI Designees:

Jackie Siejack Injured Workers Insurance Fund

ACSR classes do not include Pre-Licensing classes, AICPCU or any classes sponsored through another non-IIAM organization.
Education Matters and is the Agency's Key to Success!
For our full education calendar, [click here!](#)

IIAM also wishes to express our congratulations to Phyllis Jeddry at Diversified Insurance Industries for completing her CPCU (Chartered Property Casualty Underwriter).

Plan to Attend the 72nd Annual Installation Dinner

Be on hand to hear the legendary, 'NFL Hall of Famer' 'Lenny Moore', #24, flanker/running back, for the Baltimore Colts. Lenny was first round draft pick in 1956, amassed 12,451 yards, scored 113 TDs, named All-NFL 5 years and played in seven Pro-Bowls. He was the NFL Player of the Year in 1964. He played with the Colts in the 'Greatest Game that ever Was', the 1958 NFL Championship against the New York Giants. Lenny will be on hand after his presentation for autographs.

IIAM will be 'raffling' an authentic 'Lenny Moore' autographed jersey (#24). Proceeds will benefit Lenny's charity, The Leslie Moore College Scholarship Foundation, established for his son, after his death at the age of 43. Leslie Moore died with Scleroderma, a hideous disease affecting about 300,000 Americans.

Besides the Jersey, IIAM will provide each table with Moore memorabilia that Lenny may sign after the presentation.

For \$95.00, you receive a great meal at The Turf Valley Resort, a FREE 'Ethics' class, Lenny Moore and quality networking with other agents and company representatives.

To register online or to print the registration form, [click here!](#) There are special table discounts!

Sponsors may also register online (and each sponsor receives a set number of tickets based on the level of sponsorship). To sponsor,

[click here!](#)

The schedule of events is included on the registration forms.

If you have any questions, contact Shelley at iiamarnold@aol.com.

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

[Are you taking advantage of IIAM's Stimulus Package. Learn how to make Big 'I' Bucks to help pay for dues, classes and more!](#)

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