



INDEPENDENT INSURANCE
AGENTS OF IOWA

RURAL AGENTS CONFERENCE



PEACE LOVE & INSURANCE



JANUARY
22 & 23, 2025



HOLIDAY INN DES MOINES AIRPORT
6111 FLEUR DRIVE, DES MOINES, IA 50321

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AGENDA

WEDNESDAY, JANUARY 22, 2025 (3 CE HOURS)

8:00 a.m. Registration - Coffee & rolls

9:00 a.m. Welcome - Cody Newgard IIAI Rural Agents Committee Chair, will get things started! IIAI's President, Chris Gentry will welcome everyone.

9:10 a.m. State of the Insurance Market - Insurance Commissioner Doug Ommen - Iowa Insurance Division

9:40 a.m. - Important News & Views on PAC, Young Agents and much more.

10:10 a.m. Break

10:30 a.m. - Have you thought about your Agency Perpetuation/Succession? - Carey Wallace, Agency Focus

12:00 p.m. Lunch Time - Get caught up with fellow agents and company friends over lunch.

1:00 p.m. Keynote -Motivational/Comedian/Team Building -Jason Douglas, Comedian Company

2:00 p.m. State of Agriculture Economy - Mike Naig - Secretary of Agriculture

2:30 p.m. - Break - Grab a soda and visit with friends - you'll have a lot to talk about.

3:00 p.m. Flood Insurance - Nina Do, Selective Insurance & Chris Parsons, FEMA Region 7

4:30 p.m. Adjourn - Hospitality Rooms Open - join them for food, drinks and conversation!

THURSDAY, JANUARY 23, 2025 (4 CE HOURS)

7:00 a.m. - 8:15 a.m. Breakfast

8:30 a.m. Insurance Agency Transfers and Combinations: What's the Future for Rural Iowa Agents? - Phil Brooks, Simmons, Perrine, Moyer, Bergman PLC

9:45 a.m. Break - grab a cup of coffee!

10:00 a.m. What is EPLI and How Does it Challenge HR Staff? - Janice Thomas, Lamson, Dugan & Murray, LLP

11:15 a.m. Farm/Ag Risk Management - Casey Roberts, ACSR, AFIS, CIC, PLIC, CAIP, Laurus Insurance Consulting

12:15 p.m. Adjourn - Thank you for coming and have a safe trip home!

SPEAKERS



Phil Brooks, Simmons, Perrine, Moyer, Bergman PLC

Phil Brooks is a business attorney serving clients on tax matters with emphasis in estate and business tax planning for closely-held entities including corporations, limited liability companies, partnerships and sole proprietorships. Although his practice is largely devoted to counseling businesses and their owners on organizational, tax and estate planning matters, he has developed a niche practice area of assisting insurance agents and brokers in mergers, acquisitions, joint ventures and other areas unique to the regulated environments of the property, liability, life and health insurance industries. In addition to earning an MBA in risk management and finance, Mr. Brooks also holds the Certified Property and Casualty Underwriter (CPCU) and the Chartered Life Underwriter (CLU) designations.

Mr. Brooks is a frequent speaker at insurance trade association meetings dealing with construction and interpretation of property and liability insurance contracts and insurance agent and broker business and tax issues. He also serves as an adjunct lecturer at the Emmett J. Vaughan Institute of Insurance and Risk Management located within the Tippie College of Business at the University of Iowa where he teaches life, health, property and liability insurance courses.



Nina Do, Selective Insurance

Nina Do is a Territory Manager for Selective Insurance Company of America. Selective has been a Write Your Own carrier (WYO) for the National Flood Insurance Program (NFIP) since 1984 and is one of the top 5 writers of NFIP policies. Selective is proud to be the endorsed flood carrier for the Independent Insurance Agents & Brokers of America (IIABA). Nina has been in the insurance industry since 1999 and is well versed in flood underwriting, education and marketing. Her extensive experience makes her a go-to resource for flood insurance knowledge.



Jason Douglas, Comedian Company

With his quick wit and commanding stage presence Jason Douglas takes his audience on a roller coaster ride of laughs from the word go. Incorporating a barrage of "pop" culture references, funny stories, and off the wall "one liners", you can't help but laugh at this goofy, crazy, and original talent.

Jason's show pulls no punches and he refuses to sugar coat anything ... He tells it the way it is, the way it was, & the way it should be! His ability to improv with the audiences makes every show a unique experience. You never know what he'll say next!

Jason performs over 200 shows per year. He's also a regular in Las Vegas. He's an accomplished comedy writer too, with several of his jokes printed in both Prevention and Maxim Magazine.



Mike Naig, Secretary of Agriculture

Mike Naig grew up on a family farm in the northwest corner of the state near Cylinder, Iowa and he continues to be involved in the operation today. Mike is a graduate of Buena Vista University in Storm Lake with degrees in biology and political science. Mike was elected as the 15th Iowa Secretary of Agriculture in November 2018 and was reelected in November 2022. He previously served as the Deputy Secretary at the Iowa Department of Agriculture and Land Stewardship. In a state where agriculture is a leading economic driver, Mike knows that protecting our air, soil and water is essential to our success. He works with initiatives that encourage public-private partnerships and leads efforts that will protect our natural resources.

He and his wife Jaime have three boys.



Doug Ommen, Iowa Insurance Commissioner

Ommen has a strong and varied public service background. Ommen's dedication and desire to serve the public began in seeking justice for victims of fraud in the Missouri Attorney General's Office, where as an assistant attorney general and then as chief counsel, he led the fight to protect consumers over the course of three decades.

Ommen served as Deputy Insurance Commissioner at the Iowa Insurance Division from August 2013 to December 2016. Ommen also served in the Missouri Department of Insurance during 2005 – 2008, and as Missouri's Insurance Director was instrumental for several key regulatory reforms.

Ommen obtained his law degree in 1985 from the Saint Louis University School of Law, and is licensed to practice law in both Iowa and Missouri. Ommen and his wife, Sharon, have two married children and seven grandchildren.



Chris Parsons, FEMA Region 7

Chris works as a Operations Customer Service Leader at National Flood Services, which is an Insurance company with an estimated 600 employees; and founded in 1985. They are part of the Customer Service / Support team within the Operations Department and their management level is Non-Manager. Chris is currently based in Overland Park, Kansas.



Casey Roberts, ACSR, AFIS, CIC, PLIC, CAIP, Laurus Insurance Consulting

I would love to help you grow your insurance business. My 37+ years in commercial property & casualty insurance combined with 20 years as an instructor gives me a unique skill set. I offer Sales Coaching, Continuing Education classes (in person or via the web), and Expert Witness testimony.



Janice Thomas, Lamson, Dugan & Murray, LLP

Janice Thomas is a partner of Lamson Dugan & Murray in the Des Moines office. Over the years, she has handled a variety of litigation matters including, but not limited to, professional negligence matters including medical, dental and attorney malpractice defense, personal injury defense, claims against school districts based on alleged Title IX violations, allegations of negligent supervision, retention and hire, and discrimination matters.

Janice is a Fellow of the American College of Trial Lawyers. Fewer than one percent of the total number of lawyers in a state or Canadian province are inducted into the College. Outside of work, Janice enjoys spending time hiking and bicycling with her family.



Carey Wallace, Agency Focus

Carey started her career in a technology startup and found her way into the insurance industry like many others have – by chance. She fell in love with the people, the entrepreneurial spirit, and the insurance industry. While working for the Ohio Insurance Agents Association, Carey created valuation and consulting services as well as built and led the first data-analytics company solely focused on independent insurance agencies. She is incredibly passionate about helping agency owners leverage data to grow and thrive in the changing insurance marketplace. Over the past 14 years, Carey has worked with hundreds of agencies helping them understand their agency's value and turn that knowledge into an actionable plan for their agency's future. Carey has a Finance degree from West Virginia University and provides a variety of consulting services through the company she founded, Agency Focus, LLC.



2025

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