

BIG  | IOWA

YOUNG AGENTS CONFERENCE

APRIL 1 & 2, 2025



AGENDA

DAY 1 - APRIL 1

8:30 a.m. Check in & Attendee Meet and Greet

9:00 a.m. Cross Selling Panel - How Cross Selling can be Achieved; Tactics that are Commonly Used and How to Handle the Tough Conversations

- Chris Gentry , Gentry Insurance
- Chris Haviland, Group Benefits, Ltd.
- Bobby Shomo, Shomo-Madsen Insurance

10:00 a.m. - **Brian Haney, CLTC, CFBS, CIS, CFS, CAE, LACP**, Becoming a Digital Ninja - Mastering your Brand in the Digital Age

11:00 a.m. - **Bobby Shomo**, Selling a Catastrophic Perspective in a Price Conscious Culture

12:00 p.m. - Lunch

1:00 p.m. - **Keynote** - Lisa Behrends - Be Clear, Say What You Mean

2:15 p.m. - **Jared Kirby**, Storm Claims

3:30 p.m. - **Life Beyond Young Agents Panel** - Involvement in the Association and How it can Help you Grow Personally and Professionally in the Business

4:45 p.m. - 8:30 p.m. - Company & Agent Mixer at Top Golf

DAY 2 - APRIL 2

7:30 a.m. Breakfast

8:30 a.m. - 11:30 a.m. - **Alan Messer, CIC, CPCU** - Agency Coverage Standards! Putting the Pieces Together

HOTEL INFORMATION

Rewind Hotel | 6075 Mills Civic Pkwy, West Des Moines, IA 50266

- Room rate \$164 - indicate you are with IIAI Young Agents Conference

Room Block Ends March 10th! Reservations at (515) 309-3900.

CONFERENCE SPEAKERS



**Brian Haney, CLTC, CFBS, CIS,
CFS, CAE, LACP**
CEO The Haney Company



Lisa Behrends
Speaker, Executive Coach, Founder of
Intentional Connections



Alan Messer, CIC, CPCU
Insurance Concepts & Services



Jared Kirby
Deputy Insurance Commissioner

REGISTRATION

APRIL 1 & 2, 2025

Please complete all information below to register by mail.

Fee: **\$149.00 Member | \$200.00 Non-Member**

Register online at www.iiaiowa.org

Agency _____

Address _____

City _____

Zip _____

Phone _____

Name _____

License # _____

Email _____

DOB/Title _____

Name _____

License # _____

Email _____

DOB/Title _____

Name _____

License # _____

Email _____

DOB/Title _____

Total Enclosed \$ _____

Return with Payment to: IIAI 4000 Westown Parkway, Suite 200 | West Des Moines, IA 50266

IIAI Office Use Only: Date Paid _____ Method of Payment _____ Check # _____



2025

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