

**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

**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.** - TBD

**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](http://www.iiaiowa.org)**

Agency \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zip \_\_\_\_\_

Phone \_\_\_\_\_

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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

## Thank You to Our Partners

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