



July 2015



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4 Reasons You Need to Attend This Year's Convention!

by Deanna Darnielle, CIC

Please accept my personal invitation to attend this year's Independent Insurance Agents of Montana annual convention to be held in Billings on September 21-22, 2015. I would love your support and participation in this event and have the following to offer:

Sunday, September 20, 2015, there are plans to hold the **Darrell Bjornson Memorial MIEF Golf Tournament** at the Billings Par 3 Golf Course.

This is our annual fundraising effort in support of the Professional Development Scholarship offered by the Montana Insurance Education Foundation, and the Par 3 is a beautiful course. Come improve your short game by playing a round. For those of you who may find a standard course intimidating, this one's for you!

The newly renovated Northern Hotel is lovely and great attention was paid to accommodating meetings and conventions. Their food should be spectacular!

Keynote - Our keynote speaker is with Oratium - "Architecting World-Class Sales Messages." They are



international presenters home-based in Billings. I have attended one of their workshops and the goal is - by their own admission - to provide a genuinely new approach in an otherwise very "tired" field.

I'm very excited to bring Oratium to our convention this year and hope for a tremendous turnout!

Yegen Ranch Special Outing - Tuesday evening we will be transported to the Yegen Ranch gently west of town to enjoy an evening of good food, some "plunk, plunk" country music, special events of a "rural" na-

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ture, and an absolutely great opportunity to mingle around and visit with all our good friends and company partners.

Claims Panel - to be moderated by Jim Smith to include some of our company partners. We don't always get to hear from the claims folks to learn about their side of the business. I personally feel that when there is a claim the rubber meets the road, and the policy I have sold is tested. Have I done a thorough and proper job insuring for this risk? What are the most common coverage gaps that claims folks experience in the field? How often do they have to apply an underinsurance penalty? What are the mind numbing mechanics of adjusting a CAT loss?

In my excitement I've run on too long, but please plan to attend! Follow the information provided by our Helena office, [register online](#), and please don't hesitate to [contact me](#) if you have questions, concerns or ideas. Thank you so much for your attention, and I look forward to seeing you here in Billings in September!

Sincerely,



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Convention Hotel:

Northern Hotel
19 North Broadway, Billings MT 59101
(406) 867-6767

[reserve your room](#)

Group Code: 34463

Group Name: Independent Insurance Agents of Montana

Rate: \$129 classic king or queen, \$175 classic suite
(per night, plus taxes & fees)

84th Annual IIA of Montana Convention

Agenda (tentative)

[REGISTER](#) »

Sunday, September 20th :

1:30 MIEF's Darrell Bjornson Memorial Golf Tournament & IIAM Picnic
(Par 3 Golf Course)

Monday, September 21st:

8:00 Cyber Liability *(will be filed for 2 CE)*
10:15 The Agents Role in the Insurance Claims Process *(may be filed for 1 CE)*
Claims panel moderated by James F Smith, CIC, CPCU, AFSB
12:00 Opening Lunch –
Annual Conferment, President Awards
2:00 Keynote Presentation: Architecting World-Class Sales Messages
presented by Oratium
5:30 Reception & Banquet Dinner
with annual Awards Ceremony

Tuesday, September 22nd:

8:30 IIAM Agents' Annual Meeting
(closed session for IIAM Member Agents)
Carrier Club Meeting
(session for all carriers)
10:15 2015 Legislative Changes to Montana Insurance Statutes (1 CE)
presented by Bob Biskupiak, CPCU, CIC
11:30 Exhibitor Tradeshow
Heavy hors d'oeuvres will be provided. Prizes awarded throughout the show.
2:00 Free time
(hosted walking tours available)
4:30 Pitchfork Fondue at the Yegen Ranch
Cow patty bingo, hay-bale roping, live band and more! Transportation provided, no parking available at the ranch. Dinner opens at 5:30, live entertainment begins at 7:00.

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Par 3, Holes 9, Fun 10

MIEF Darrell Bjornson Memorial Golf Tournament

Join us on Sunday, September 20th, for the annual MIEF Darrell Bjornson Memorial Golf Tournament.

This year's fundraiser for the Professional Development Scholarship Fund is being held at the city of Billings Par 3 Golf Course. This course is perfectly set up for a casual, fun-filled afternoon of golfing and camaraderie.

Not a golfer? Not sure what "Par 3" means? It's simply a shorter course with Par 3 holes—where an expert is expected to only need 3 strokes to complete. These courses are particularly good for beginners, and great for skilled players to work on their short game.

There will be plenty of prizes for all, including 9 hole prizes and two team prizes! The IIAM annual picnic will be held immediately after the tournament at the

Par 3 Course facility. Hamburgers, beer brats, potato salad and beans will be provided by Tiny's Tavern.

So come on out to the Billings Par 3 Course on September 20th, 2015!



All proceeds from this tournament go to the Darrell Bjornson Professional Development Scholarship Fund. One of the early adopters and supporters of the Montana Insurance Education Foundation (MIEF), Darrell Bjornson founded Bjornson General Agency in Fargo, ND, in 1981. Now Concorde General Agency, Bjornson's start-up has grown to serve more than 2,000 insurance agencies across 12 states. MIEF is a 501(c)3 non-profit. A portion of your registration fee may be tax deductible.

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Summer Fun, IIAM Style: 4th Annual All-Industry Picnic

When: Sunday, September 20th at 4:00pm

Where: Par 3 Golf Course, Billings

How Much: FREE!

Our annual summer picnic is for the whole insurance industry, and there's no cost to attend thanks to our sponsors. Hamburgers, beer brats, potato salad and beans will be provided by Tiny's Tavern.

We'll be digging in and hanging out at the Par 3 Golf Course in Billings, after the MIEF Darrell L Bjornson

Memorial Golf Tournament. Golfing is not required, but you're more than welcome to play! The shotgun start is set for 1:00pm.

The tournament offers a fun, relaxing way to spend the afternoon while supporting our Professional Development Scholarship. Tournament is open to all, so invite your family, friends, customers and more!

Register for the [golf tournament here](#). Please RSVP for the picnic via [email](#).

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