



Independent Insurance Agents of Omaha **News & Notes**

NOVEMBER 2010

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President's Message



**Amy Hruska, API, CISR
2010-11 IIAO President**

Husker Power! Husker Power! I wrote this message after the Husker's disappointing loss to Texas (I know, why did I bring it up again?), but their recent success has reminded me of the positive things going on in Nebraska this time of year.

The IIA of Omaha monthly meetings began again in September with the installation of officers and directors and our 70th year anniversary celebration. We invited our past-presidents to attend and a few took us up on our offer. We celebrated the luncheon with a cake sporting our IIAO logo. IIAO's first president on record was in office in 1940! We've had a long proud tradition in Omaha!

We will continue celebrating our past by highlighting topics of interest in the industry over the last several decades. Look for information sheets on your table at the upcoming meetings. We will continue to invite IIAO past-presidents to be our special guests at our monthly meetings and will keep them on our mailing list

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IIAO Membership Luncheon

Thursday, Nov. 18, 2010

Regency Lodge, 107th & Pacific St.

Buffet Line Opens at 11:15 a.m.

Program Noon to 1 p.m.

SPECIAL TRUSTED CHOICE® PROGRAM

Begins at 11 a.m. — See Page 2 for More Information

PROGRAM SPEAKER:

**Liz Kittell — Marketing Representative
Independent Insurance Agents of Nebraska**

TOPIC:

“Ethics and Social Media”

COST:

**IIAO Members — No charge
Guests — \$15**

Twitter. Facebook. LinkedIn. MySpace. Lots of us are using social media and it is here to stay! There are many opportunities for the insurance industry in social media — but many potential pitfalls as well.

This program will review and discover ethical issues an agency and staff may face with using new social media technologies with insureds. The presentation will educate agents and agency support staff on the ever-changing world of social media and prepare you for ethical dilemmas and decisions you may need to make someday.

You will gain background knowledge of how to deal with ethical social media issues and you will receive tools that will enable you to help implement an agency procedure for dealing with such incidences.

Our speaker, Liz Kittell, is the marketing rep for the Independent Insurance Agents of Nebraska. She is responsible for promotion of membership in the association and marketing Big I products and services to members. Liz participates on several Agent Counsel for Technology work groups for national IIABA. She has recently been featured in industry publications and spoken on social media issues across the country. Her background includes three years as a producer for a P/C agency in Lincoln. She is a graduate of University of Nebraska-Lincoln's Business Administration College. Liz is an advocate for the use of social media and technology within the independent agency system.

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IIAO Nov. Membership Luncheon

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This program has been approved for one hour of Ethics CE credit for both Nebraska and Iowa.

**** SPECIAL PROGRAM NOTE:** Come early at 11 a.m., and learn about how your agency now will have all of the benefits of Trusted Choice® for FREE. Learn how to take advantage of valuable client-building tools, including: radio advertising, YouTube videos, consumer articles, press releases, and much MORE! After signing your pledge form, you will receive your introductory marketing pack to use in your agency — along with your agency window clings, client touch-cards, and an opportunity to purchase radio advertising.

The buffet line at our monthly luncheon meetings opens at 11:15 a.m., and remains open through noon. Our CE presentation runs from noon to 1 p.m. You can come as early as 11:15 to network and visit with fellow members, or come just before

noon to go through the buffet line and sit down for the meeting. Either way, you will be out the door and headed back to work by 1 p.m.!

To register, please see the **CONFIRMATION OF ATTENDANCE** insert page. We hope to see you there!

Cash Giveaway Jackpot Up to \$50!

We did not have a winner at our September meeting, so we have added \$25 to the pot and will draw for a \$50 winner at our Nov. 18 meeting. All current IIAO members are eligible to win this cash drawing, which concludes our monthly membership luncheon.

But you must be present to win!

Special thanks to **Grace/Mayer Insurance** for sponsoring this month's drawing.

Independent Insurance Agents of Omaha News & Notes

November 2010

For change of address information, please contact the IIA of Omaha office at (402) 397-7782, or by e-mail to Chief Administrator Joe Pittman at iiao@cam-omaha.com.

IIAO News & Notes is published six times per year. For advertising rate information, contact the IIAO office.



IIAO President's Message — Nov. 2010

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to let them know what we're up to.

We have been successful in obtaining new IIAO sponsors, including: Mold Solutions, Inc. dba as Restoration Solutions, and Markel Collision Center. If you know of any organization that may be interested in becoming a sponsor, please contact a member of the board. We offer different levels of sponsorship, each comes with its own rewards and benefits. We are also looking to amp up the Young Agents program again. Look for more information from two very energetic women who will be heading this

up — Lori Ruzicka and April Walker.

We are always looking for new members. If you know of a potential new member, please let us know. The IIA of Nebraska also is introducing a new mentoring program for those individuals new to the insurance industry. If you are interested in becoming a mentor, or would like to invite someone as your guest to one of our luncheon meetings, please let someone on the board know (see page 1).

Again this year we will continue to support local organizations. In September we collected donations for the local food bank. We collect-

ed 59 pounds of food at the September meeting (not including those donations you collected in your own offices), in addition to \$251.96 in contributions. What a great idea Joanie Bogers had in throwing in the first dollar — we'll try this same tactic at future meetings!

This month we will be supporting our troops by collecting donations to send overseas. Bruce Husted will arrange for the mailings through his American Legion Post. We appreciate all the help Bruce provides in coordinating this effort!

In December at our Holi-

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November Community Service Project: Support Our Troops!

At our Nov. 18 luncheon, we will once again be collecting donations of items to send to service members overseas. Here are some suggestions:

- **Drinks:** instant coffee, powdered creamer, powdered Gatorade, pre-sweetened Kool-Aid, tea bags, powdered lemonade, powdered Tang, powdered Crystal Light, and powdered hot chocolate mix

- **Snacks:** Slim Jims, crackers and easy (spray) cheese, potted meats, crackers, single servings of bagged chips, cookies, tuna with crackers, candy (anything that won't melt), Little Debbie snack cakes, graham crackers, pre-packed brownies, licorice, gum, Chex Mix, peanuts, pretzels, Rice Krispie Treats, applesauce/pudding/fruit cups, hot sauce, granola bars, power bars, dried fruit, non-microwave meals, Mrs. Dash and spices, Cup 'O Noodles (made with hot water), dry cereal (such as oatmeal pack-

ets), salsa, non-refrigerated Lunchables, raisins, trail mix, Campbell's Chunky Soup, microwave popcorn, Bowl Appetit Dinners (made with hot water), breakfast bars, and Pop Tarts.

- **Toiletries:** razors, shaving cream, foot powder, shampoo, conditioner, after-shave lotion, toilet paper, soap, body wash, deodorant, mouth wash, dental floss, combs, vitamins, anti-fungal products, shower-to-shower powder, baby powder, Tylenol or Motrin, band aids, cough lozenges, small packs of facial tissue, flip flops, and Deet insect spray

- **Comfort Items:** gel insoles, T-shirts (monthly), socks (monthly), underwear (monthly), Glade stick-ups, a blanket, sheet sets, big towels, small fan, baby wipes, eye drops, Febreze, Clorox wipes, anti-bacterial hand sanitizer, Chapstick, sunblock, Avon's

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Dear Joanie,

I want to thank you for the \$100 donation, along with 59 pounds of food collected for Food Bank for the Heartland by the Independent Insurance Agents of Omaha. After you offered your dollar bill and called for other financial donations during the luncheon, another \$251.96 was raised! We truly appreciate your support.

Your contribution will help us as we try to meet a growing demand for our services. The total financial contribution of \$351.96 is equivalent to more than 1,700 meals! It is also enough to purchase nearly 1,000 boxes of macaroni and cheese, or 650 cans of tuna, or 550 jars of peanut butter. This is what the power of the dollar can do at the Food Bank.

Thanks again for inviting me to your luncheon. Please know your contribution is making a difference.

Sincerely,

Brian Barks

Director of Development and PR



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Red Oak, IA - 604 S. Broadway

Shenandoah, IA - 1110 W. Sheridan Ave.



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November Community Service Project: Support Our Troops!

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Skin-So-Soft, vitamin E lotions, cotton balls, breath mints, sachets for shoes and lockers, egg crate mattress pad, small or inflatable pillows, self-inflating camping air mattresses, dryer sheets, and nail files

• **General Stuff:** assorted batteries, cordless razor, small sewing kit, stain remover stick, CD/DVD disk cleaning kit, first-aid kit, battery-operated touch lights, and flashlights

• **Downtime Items:** disposable cameras, film, journals, yo-yos, hackie sacks, hand-

held games, radio headsets, joke and comic books, frisbees, footballs, key chain board games, magazines, and playing cards.

Please promote this within your agency and bring your donations with you on Nov. 18. Items will be shipped to service members overseas by The American Legion Benson Post 112.

Cash donations are also accepted! If you would like to write a check, you can make it payable to American Legion Benson Post 112. We truly appreciate your involvement and support!

For more information, contact **Eva Bennett** at 697-4617 or eva_bennett@wellsfargois.com.

Wanted: Used Eyeglasses And Cell Phones!

At each meeting in 2010-11, we also will be collecting donations of old eyeglasses and cell phones. If you have any that you are looking to dispose of, please bring them with you!



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News & Notes

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RETURN SERVICE REQUESTED

November President's Message - Continued

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day luncheon, we will be asking for donations for Toys for Tots. Perhaps you could promote this within your agencies and have a departmental competition to see who can collect the most toys.

During January, we will be asking for donations for The Salvation Army. And, in April, we will be collecting for the Omaha Fire Department to help purchase smoke detectors for those who are unable to afford them. In addition to your individual contributions, the IIAO gives a \$100 donation to each month's organization. Together we are helping build a better community for those less fortunate.

At the November meeting, the IIA of Nebraska will speak to us regarding the Trusted Choice® brand. We also plan on partnering with the Omaha CPCU chapter this spring for an Insurance Ethics program.

As Joanie Bogers mentioned in her September president's message, we have

great speakers and topics in store for you this year. If you are new to the IIAO, we have a monthly cash drawing sponsored by various agencies represented by our board members. You need to be present to win. So, come to the meetings! You won't want to miss out on the fun year we have planned! For information about upcoming meetings and events, please check out our website at www.iaomaha.org. We'd like to thank our sponsors for their continued support of our organization, and the great door prizes!

I'd like to offer my personal condolences to the family and co-workers of longtime member Bill Dempsey, who passed away last month. He surely will be missed. As insurance professionals, we should strive to maintain relationships with our fellow insurance practitioners. This is one of the reasons we gather monthly. As a whole, our professional organization provides camaraderie among our members. While we are all competitors, we can respect each other and maintain friendships at

the same time.

I am excited to begin my term as your new president and I look forward to working with the new board. We're going to have a great year!

Upcoming IIAO Events

Thursday, Nov. 18

Monthly Luncheon

Speaker: Liz Kittell, IIA of Nebraska

Topic: "Branding & Social Media"

Thursday, Dec. 16

Monthly Luncheon

Speaker: Adam Taylor,

United States Liability Insurance Group

Topic: "Employment Practices

Liability Update"

Thursday, Jan. 27

Monthly Luncheon

Speaker: Town Hall Panel Discussion

Topic: "Legislation & Regulation

Update"