

WE UNDERSTAND WHAT MATTERS MOST TO YOU AND WE HAVE THE TOOLS TO HELP—THAT'S **OUR JOB.**

AGENTS COUNCIL FOR TECHNOLOGY.

Work smarter. ACT is always looking for ways to help agents work smarter, save time and market their services. With workgroups made up of agency, carrier and vendor representatives tackling issues such as mobile strategies, real-time, ACT creates best practices for the independent agency system on security, mobile, future trends and much more.

Ron Berg, Executive Director
ron.berg@iiaba.net | Independentagent.com/ACT

BEST PRACTICES.

Be better. The Big "I" Best Practices study provides a chance for all Big "I" members to learn from the top agencies across the United States by revenue category. The comprehensive product line delivered via research, resource guides and webinars provides key strategies to help improve overall agency performance and increase agency value.

Jennifer Becker, Director of Education Programs
jennifer.becker@iiaba.net | Independentagent.com/BestPractices

VIRTUAL UNIVERSITY.

Find analysis. The Big "I" VU links agents to insurance research, coverage analysis, sample forms, court cases and white papers. With more than 17,000 searchable pages your employees have a wealth of knowledge at their fingertips. Have a tough question? The Ask an Expert service is like adding more than 50 insurance experts to your staff at no charge.

Chris Boggs, Big "I" VU Executive Director
chris.boggs@iiaba.net | Independentagent.com/VU
Jennifer Becker, Director of Education Programs
jennifer.becker@iiaba.net | Independentagent.com/VU

DIVERSITY COUNCIL.

Be diverse. The Big "I" Diversity Task Force is charged with fostering and creating a profitable independent agency distribution force that reflects, represents and serves the diverse U.S. population. Find tools for more inclusive marketing and the Right Start Series will help agencies get carrier appointments.

Whitnee Dillard, Programs Director
whitnee.dillard@iiaba.net | Independentagent.com/Diversity

INVEST.

Fuel the future. InVEST is an insurance education program in high schools and colleges that promotes insurance as a career opportunity connecting agents, brokers and carriers with potential employees. Opportunities are available to volunteer in one of the more than 800 classrooms. In 2017 InVEST will reach more than 30,000 students creating insurance savvy consumers and future recruits.

Deborah Pickford, Executive Director
deborah.pickford@iiaba.net | Investprogram.org

YOUNG AGENTS.

Lead the way. The Big "I" national Young Agents program encourages industry involvement, from opportunities to speak with legislators to sales, leadership and technology training. The Big "I" Young Agents Leadership Institute is the annual gathering of the nation's best and brightest. Let the Big "I" Young Agents help you perpetuate your agency inquire about scholarship opportunities for the Big "I" Legislative Conference and leadership meeting.

Susie Bonner, Director, Agent Development & Marketing
susan.bonner@iiaba.net | Independentagent.com/youngagents

TRUSTED CHOICE®.

Enhance your brand. Trusted Choice® is the national brand created exclusively for Big "I" members to help consumers understand the value independent agents offer. Differentiate your agency from the competition when you leverage our reach, expertise and marketing savvy to grow your business. Need help creating an advertising campaign, looking for content for your social media channels, or want to see how

you can optimize your website and improve your customer experience? Trusted Choice offers multiple free resources, tools, training and financial support for utilizing cobranded marketing materials.

Kasey Connors, Director of Marketing Operations
kasey.connors@iiaba.net | trustedchoice.com/agents