

ELEVATE | EMPOWER | EXCEL

# IIAW MEMBERSHIP

JOIN OR RENEW TODAY



The IIAW is an unrelenting advocate for independent insurance agents and brokers in Wisconsin and across the nation with our counterpart, Independent Insurance Agents & Brokers of America. Together, we can strengthen the independent agency channel and build upon the values independent agents bring to their customers. The IIAW provides tools, knowledge and resources to effectively build and maintain a successful agency.



**Independent Insurance Agents of Wisconsin**  
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**Independent  
Insurance**  
Agents of Wisconsin

# A Strategic Move for your Agency's Future

The Independent Insurance Agents of Wisconsin isn't just a trade association. It's your agency's strategic growth engine, your professional development partner, and your industry's collective voice.

## Grow Your Agency: Resources that Drive Results

Whether you're a Main Street agency in rural Wisconsin or a rapidly scaling operation in the heart of Milwaukee or Madison, the IIAW equips members with the tools, insights, and connections needed to thrive.

### Financial Services

Access connections to financial institutions across Wisconsin — we'll help connect you with banking and financial partners that align with your agency's business needs and goals.

### Technology Support

Harness the power of **Catalyit**, **AI integration consulting**, and vendor-neutral guidance to build a tech stack that's secure, scalable, and sharp.

### Marketing Resources

Access Big "I" marketing resources designed to help grow your agency, including reimbursement opportunities, PR and social media tools, website and SEO support, and more. Plus, take advantage of advertising opportunities through IIAW publications, email newsletters, and digital platforms.

### Consulting Services

IIAW offers personalized consulting and support through custom industry updates and presentations, **Virtual Agency Solutions** for operational efficiency and technology guidance, and **Agency Launch** startup consulting designed to help new agencies build for long-term success.

## Your Voice in Madison & D.C.

The IIAW Government Affairs team partners with Lee Government Relations; a Wisconsin-based, multi-client lobbying firm specializing in influencing public policy to directly meet the needs of independent insurance agents. We are the eyes, ears and voice for our members at the State Capitol. On the national level, the Big 'I' Government Affairs team helps the independent insurance industry with its political efforts at the capitol in Washington D.C.

**NEW: Quarterly Government Affairs Briefings (State, Regional, and National)** keep IIAW members informed on key legislative, regulatory, and industry developments impacting independent agents and the insurance marketplace.

# Agency Services & Insurance Solutions

## Agency Launch

IIAW leverages strong carrier relationships to help members identify market opportunities, gain a competitive edge, and build meaningful connections with insurance carriers.

## Protect Your Practice

Get access to competitive **E&O coverage**, **cyber protection**, **EPLI**, and **data breach packages**—backed by proactive risk management consultations.

## Operational Excellence: Scale with Confidence

IIAW equips members with customizable workflows, HR templates, onboarding tools, and legal resources that take the guesswork out of scaling.

## Agency Support Services

Save time and improve outcomes with pre-vetted support services and connections to the industry's leading carriers.

## Data-Driven Decision Making

From exclusive **market reports** to **compensation benchmarks** and **weather event-based data**, members have access to business intelligence that powers smart strategy.

## Education & Networking Events

### FREE CE with The Institutes

IIAW agency members receive **FREE** unlimited access to 150+ on-demand courses and live CE Webinars from **CEU/The Institutes**. All content is approved for producers and employees licensed in P&C or L&H insurance.

Additional CE courses are available for purchase through ABEN.

### Employee Training

Flexible, accessible training through **InsurAcademy's Agent Development Program** keeps your staff current and competitive.

### Prelicensing Classes

The **IIAW licensing school** has some of the highest passing ratios in the state for the last 25+ years, with both in-person and virtual options available.

### Networking Events

Engage in IIAW-hosted events like **InsurCon** and **legislative conferences**, along with specialized forums for **Emerging Leaders** and **Women in LeadHERship**.

# A TEAM BUILT FOR YOU AND YOUR NEEDS

The IIAW team was built with your agency in mind. Membership in the IIAW gives you access to our team and our professional expertise, ready to assist where you need it most.



**Matt Banaszynski**

Chief Executive  
Officer  
[matt@iiaw.com](mailto:matt@iiaw.com)

20+ years of insurance regulatory experience generating and saving the industry billions of dollars.



**Janel Bazan, CIC**

Vice President  
[janel@iiaw.com](mailto:janel@iiaw.com)

Independent agent with over 30 years of experience and IIAW agency member for 20+ years.



**Kim Kramp**

Association & Agency  
Accounting Manager  
[kim@iiaw.com](mailto:kim@iiaw.com)

25+ years of accounting experience



**Trisha Ours**

Director of  
Insurance Services  
[trisha@iiaw.com](mailto:trisha@iiaw.com)

20+ years of industry experience



**Evan Leitch**

Director of  
Agency Solutions  
[evan@iiaw.com](mailto:evan@iiaw.com)

Worked with agents in 10 different states to identify over 2,500 instances of E&O exposure



**Kim Fiene**

Marketing & Communications  
Director  
[kimf@iiaw.com](mailto:kimf@iiaw.com)

12+ years of marketing and creative direction experience.

## IIAW TEAM



**Diana Banaszynski**  
Coordinator of Education,  
Events & Member Solutions  
[diana@iiaaw.com](mailto:diana@iiaaw.com)

10+ years of HR experience



**Ali Smeester**  
Agency Accounting Specialist  
[ali@iiaaw.com](mailto:ali@iiaaw.com)

Joined the IIAW in 2023



**Sarah Fish**  
Agency Accounting Specialist  
[sarah@iiaaw.com](mailto:sarah@iiaaw.com)

Joined the IIAW in 2025



**Gabrielle O'Brien**  
Prelicensing Instructor  
[gabrielle.h.obrien@gmail.com](mailto:gabrielle.h.obrien@gmail.com)

Taught 20,000+  
prelicensing students



**Misha Lee**  
IIAW Government Affairs  
[misha@leegovernmentrelations.com](mailto:misha@leegovernmentrelations.com)

Joined the IIAW in 2012



**Josh  
Johanningmeier**  
IIAW General Counsel  
[IIAWHotline@gklaw.com](mailto:IIAWHotline@gklaw.com)

Joined the IIAW in 2011

# IIAW Membership Benefits

## IIAW Resources

### Agency Solutions - Free Evaluations

- Operational Reviews
- Workflow Mapping
- Technology Consultation
- Financial Consultation
- Strategic Consultation
- Agency Compensation

### Communications

- WI Independent Agent Magazine
- Big I Buzz (Weekly E-Newsletter)
- Interest Area Newsletters (Personal Lines, Commercial Lines, Employee Benefits and Industry Relations & Operations)
- IIAW Publications

### Education

- Prelicensing - In-Person and Live Virtual Classes
- FREE Online CE through the Institutes
- Swiss Re approved E&O courses & more through ABEN
- Employee Training with InsurAcademy Agent Development Program

### Emerging Leaders

- Professional Development
- Networking Events
- Opportunity to Attend National Leadership Conference
- Volunteering & community involvement

### Events

- Annual Convention (InsurCon)
- Emerging Leaders Events
- Joint Legislative Conference
- Women in LeadHERship

### Government Affairs

- Political Advocacy at the State & National Level
- News & Updates
- Quarterly Briefings

### Legal Briefs and Guidance

- Free Quarterly Consultation
- Legal Publications & Guidance

### Reports

- Industry Research
- Marketing Guides
- Compensation Report
- Monthly Market Share and Data Report

### Services

- Agency Accounting Services
- Agency Operational Consulting
- Agency Technology Consulting
- HR Consulting
- Virtual Operational Improvement Reviews

### Technology

- Cybersecurity Compliance Bundle
- Catalyt - comprehensive agency technology guidance (FREE Full Access Subscription)

## IIABA (National) Resources

- ACORD Forms
- Agency Perpetuation Services
- Agency Universe Study
- ACT - Agents Council for Technology
- Ask an Expert
- Best Practices Study
- Big "I" Business Resources
- Big "I" Disaster Relief Fund
- Big "I" Hires
- Carrier Contract Reviews
- Diversity Task Force

- E&O Risk Management Website
- Government Affairs
- Guaranteed Income Program
- Hard Market Toolkit
- Independent Agent Magazine
- IndependentAgent.com
- InsurPac
- InVEST
- Large Agents & Brokers Council
- Legal Advocacy & Services
- Marketing & Branding Materials and

### Content

- National Market Share Report
- Personal Relations Toolkit
- Media Relations
- Retirement Plans
- Social Jazz
- Trusted Choice Independent Insurance Agents Resources
- Young Agents – Professional Development

## Products

- Agents E&O Insurance
- Data Breach Insurance
- Employment Practices Liability Insurance

- Employee Benefits Insurance
- ePayPolicy
- Flood Insurance Program
- Home Business Insurance

- Independent Market Solutions (IMS)
- InsurBanc
- Rough Notes Advantage Plus (VRC)
- RLI Umbrella Insurance

# IIAW SUPPORTING COMPANY MEMBERS

## EXCLUSIVE



## DIAMOND



## GOLD



## SILVER

AF Group  
AMERISAFE  
Chubb Insurance Company  
Cincinnati Insurance Companies  
Erie Insurance Group

Foremost Insurance Group  
The Hanover Insurance Group  
IFC National Marketing  
LeClair Group  
MarshBerry

Midwest Family Mutual Insurance Company  
Pekin Insurance  
Rough Insurance Services, Inc.  
Selective Insurance Company of America  
SERVPRO

## BRONZE

Aegis General Insurance Agency  
Berkley Management Protection  
Berkshire Hathaway GUARD Insurance Companies  
Branch Insurance  
Capital Premium Financing  
Church Mutual Insurance Company  
Construction Bondex Specialists, LLC  
Coterie Insurance  
Donegal Insurance Group  
Frankenmuth Insurance

Gainsco Auto Insurance  
Germantown Mutual Insurance Company  
Hastings Insurance Company  
IA Valuations  
ICW Group Insurance Companies  
Johnson & Johnson, Inc.  
Kelmann Restoration  
Keystone  
Lift Local LLC  
Madison Mutual Insurance Company  
Mt. Morris Mutual Insurance Company

National General, an Allstate Company  
North Star Mutual Insurance Company  
Old Republic Surety  
Openly  
The Peoples Community Bank  
Rainbow Insurance  
Risk Placement Services  
SIAA - The Agent Alliance  
Westfield