Dear Christi,

Whether you're a football fan or not, February is a time that sees many of us tackling the implementation of our game plan for the year.

This issue a couple of football stars share some wisdom that translates well to the insurance agency playing field. We also offer some tips for you and your clients who may be hosting Super Bowl parties on Sunday, to avoid any potential insurance foul plays.

We certainly encourage you to include "Marketing & Bourbon", our 2018 Annual Meeting as part of your strategy for success this year. Join us in Lexington March 20-21 for bourbon tasting, networking and updates on the many new and improved resources and support that your PIA will provide for you. Creating a winning social media marketing presence is at the top of most agent's to-do lists, and our featured speaker, Chris Paradiso, has a full day of proven techniques for insurance agents to share. For more info and registration options, visit our annual meeting webpage.

We're glad to have each of you on the PIA of Kentucky team!

What Football Can Teach the Insurance Industry
Disruption, collaboration and leadership: Football players have learned to expect the unexpected, and the insurance industry can as well. "Disruption is what the game of football is all about," Terrell Davis, Pro Football Hall of Fame 2017 inductee and former star running back for the Denver Broncos, told the insurance industry professionals...

Homeowners Insurance Tips for Super Bowl Parties
Despite the fact that not everyone loves American football - particularly in light of its...
Branding, Social Media & Content Marketing
Live Webinars with Annual Meeting featured speaker, Chris Paradiso

Did you miss the first one on Wednesday, January 31st? Don't worry, we've recorded the session for you, so you can get a running start on your digital marketing campaign.

VIEW WEBINAR PART I RECORDING

And be sure to register now for the second live webinar, which will be coming February 28 at 2:00PM ET.

REGISTER FOR LIVE WEBINAR PART II
When: March 20-21, 2018
Where: The Campbell House, A Curio Hotel, Lexington, KY

The PIAK Annual Meeting is the premier event of the year for professional insurance agents.

REGISTER FOR THE PIA OF KENTUCKY ANNUAL MEETING

6 Ways Insurance Agents Can Build Winning Teams
In addition to developing talent, advisors need to know themselves and their clients, says the former Tennessee Vols coach Phillip Fulmer. Growing trust in business relationships is not all that different from coaching a college football team...

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Utilizing Email for B2B Marketing
Long gone are the days of relying only on cold calling to secure new business. Today's strategy must focus on inbound marketing where prospects are drawn to you. A great tool to have in your marketing belt is email, and while many may argue email is ineffective when connecting to prospects, I disagree...

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Four Sales Tips to Make You More Successful in 2018
Tip #1: Stop working smart and get back to working hard.
Most salespeople use "working smart" as an excuse to avoid hard work, especially the traditional methods of prospecting such as cold calling...

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Volunteers Needed for Content Review for PIA Direct Mail Program
PIA is working on a cost-effective way to saturate a localized area and get marketing messages directly into the hands of consumers. They are looking for PIA members who would like to review postcard messaging and provide feedback...

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In Every Issue
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Personal Auto Exposures
February 7 ~ Lexington

Personal Lines Miscellaneous
Consumer Groups Call for Insurance Rate Cuts The Consumer Federation of America and the Center for Economic Justice sent a letter to insurance commissioners in all 50 states on January 23, asking them to step in and order rate cuts from insurers that benefit from the reduction in the corporate income tax under the new tax law. more

Floods Dominate Disaster Declarations: Pew Between 2008 and 2017, 73 percent of presidential disaster declarations issued were for flooding events, according to an analysis of the Federal Emergency Management Agency's disaster declaration database conducted by the Pew Charitable Trusts. more

NOAA: Harvey Second-Costliest After Katrina The National Hurricane Center at the National Oceanic and Atmospheric Administration (NOAA) said Hurricane Harvey likely caused $125 billion in damages, making it the second-costliest tropical cyclone in U.S. history after Hurricane Katrina. more

GA Bill Proposes Medical Billing Transparency Georgia state lawmakers are considering legislation that supporters say aims to promote more transparency in medical billing for outpatient procedures at doctor's offices, medical clinics, and hospitals. The bill is in response to concerns that some consumers are being forced to pay some specialists extra because they are not in their insurance network. more

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