Dear Christi,

Resolutions can be easily made, and just as easily broken. Instead, we're offering some strategies that you can put into action now and ideas to help you reflect on your successes in 2017 and concepts to take your agency to new heights in 2018.

PIA of Kentucky is undergoing that same process, celebrating the improvements we've made over the last 12 months, and looking forward to sharing even more member benefits, enhanced services and the platforms to allow you to easily network state-wide with the entire independent agent community.

Our new website is live, along with our 2018 event schedule. If you haven't already registered, take a moment now, so you can explore the many benefits and resources that our site was built to provide to you. Our registration page will take you to a "look-up" so that you can quickly discover if you are already in our system and/or if your agency is currently a member. Remember, agency membership extends to your entire staff, so please forward to your entire team, so they too can take advantage of the many resources to be found.

Much of the required information will auto-populate, but do double-check for accuracy. If you are not already in the system you can choose to become a member or simply register as a website user. Note: Registration is required in order to enroll in classes, and member's registration will unlock the member-only benefits now conveniently available within the site.

Register at the all-new PIAKY.org now.

In This Issue

Quick Links
Previous Issue
Post a Job
PIAK Calendar
Join Our Mailing List
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Don't Miss It!

Tackling 2018: Fresh Strategies for Your Insurance Agency
BY NOW it's probably too late to make any major impact on 2017. The review of the year's goals and objectives and the must-dos and dealing with unforeseen events are, most likely, over. read article

What's Trending? A Look at the Factors Impacting Insurers This Year
A REVIEW OF 2017 finds it was littered with everything from natural disasters to large-scale public acts of terror that injured and claimed the lives of thousands in the U.S. alone. There were a number of other contributing factors that
6 Ways to Sell More Insurance in 2018
THE NEW YEAR IS A GREAT TIME to focus on how best to meet the insurance needs of your current and potential clients. Here are 6 insights that are sure to give your sales a boost. read article

NEW CONSUMER-FRIENDLY INFO PAPER. PIA presents the latest in our series of customizable materials for members to distribute to their clients. Download the PDF, infographic, social media post or article to distribute or use on your blog or website. read article

6 Ways Cybersecurity Will Impact Insurers in 2018
WHILE CYBER ATTACKS ARE DEEPLY CONCERNING, there's a silver lining for the insurance industry in 2018: opportunity. Here are several ways cyber risks will affect insurers in the coming year. read article

How to Build Relationships in Your Organization and with Vendors
WE ALL KNOW RELATIONSHIPS ARE IMPORTANT with clients. If you own the relationship with a client account, you most likely own the business. Just as important as client relationships are the relationships within your organization and with vendors who help your business run smoothly. read article

6 Insurance Claims So Crazy They Must Be True
PROPERTY & CASUALTY ADJUSTERS Why Facebook? encounter plenty of mundane claims: flooded basements, trees falling in attics, and cars backing into one another at the grocery store. But every adjuster has at least one unusual claims story. read article

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E&O Risk Management Alert
Education - Upcoming KY events
Latest News
Our Partners
Education

CISR Classes

**Personal Residential Property**  
January 23 ~ Lexington

**Personal Auto Exposures**  
January 24 ~ Paducah

**Commercial Casualty I**  
January 24 ~ Louisville

**Personal Auto Exposures**  
February 7 ~ Lexington

**Personal Lines Miscellaneous**  
February 20 ~ Louisville

**Commercial Casualty I**  
February 21 ~ Paducah

**Personal Auto Exposures**  
March 7 ~ Louisville

**Commercial Casualty I**  
March 13 ~ Lexington

**Personal Residential Property**  
March 14 ~ Paducah

CIC Classes

**Personal Lines**  
January 24-26 ~ Louisville

**Commercial Casualty**  
March 7-9 ~ Louisville

Latest News

**Deadly Amtrak Crash at 50MPH Over Limit Rekindles Safety Debate**  
The deadly Amtrak crash in Washington state marked the railroad's third fatal accident in as many years, putting the passenger rail operator under fresh scrutiny less than a month after safety regulators issued a scathing report....more

**If You Hate Driving in the Snow, a Robot Can Now Do It for You**  
Self-driving cars may be the future, but relinquishing control of the wheel certainly takes some getting used to. The minds at VTT Technical Research Centre of Finland seek to collectively reassure us with Martti, which they claim is the first fully-autonomous car to safely handle a snow-covered public road without spinning out on a patch of black ice and death spiraling over a cliff....more

**PIA Priority Bill Passes House FSC**  
The House Financial Services Committee (FSC) has endorsed a bill intended to preserve the U.S. state-based system of insurance regulation, while giving Congress greater oversight and