Greetings!

Labor Day weekend seemed like the perfect opportunity to talk about your agency's workforce. From recruitment to retention, finding and keeping the right people is the basis of success. Enjoy this issue, and your holiday. The PIA of Kentucky office will be closed on Monday in observance of Labor Day.

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#### 6 Hiring Lessons

**To Use Right Now**

Hiring the right people is one of the most critical jobs of any manager. In a world of shrinking budgets and expense reduction, each hiring opportunity is golden. It's even more critical now as an employee's willingness to stay long-term with any employer is a constant challenge.....[read more]

#### Employee Retention

**4 Ways to Improve**

Remember the days when athletes, regardless of the sport, would spend their entire careers with one, maybe two teams at most? Today, for better or worse, the days of ballplayers whose names are forever associated with a particular team or city are long gone.....[read more]

#### Problem Employee

**Are Your Holding On?**

While insurance is a people business; finding, keeping and training the best people is one of the top insurance industry challenges. Still holding on to a problem employee can have long lasting and detrimental affect on everyone in and around your insurance agency.....[read more]

#### Employee Vacations

**Keep the Agency Running Smoothly**

Maintaining a real balance between work and one's personal life provides real benefits for both employer and employee. For most individuals, some portion of the balance is achieved by taking vacations from...
PIA Market Access is a wholesale market access program that will help PIA members access personal and commercial lines markets from a number of admitted "A" or better-rated companies. Agents submitting applications through the platform can receive quotes from most of these companies through a technologically advanced personal and commercial lines rater. Learn more

Facebook
For Your Job Post
It's time to hire a new sales producer for your insurance agency. Where do you advertise the position? Back in the day you might have listed the job in the newspaper. But now? You can use Facebook! And it's incredibly easy and effective. ..... read more

Top 5 Excuses
For Not Involving the Whole Agency Involved in Marketing
One of the areas where people are quick to offer up excuses is assisting in marketing efforts. We often say that "everyone is in sales". However, we should also be saying that "everyone is in marketing" as well! ..... read more

Are Your Salespeople Just Getting By?
And Happy about It!
The PIA Market Access Program is a wholesale market access program for PIA members, provided through partnership with InsureZone. Agents who enroll in the PIA Market Access Program will receive the first two months free.... read more

In Every Issue
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Education - Upcoming KY events
Latest News
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Education

Ruble Graduate Seminar

JK Ruble Seminar
September 18-19 ~ Louisville

Get away from your day-to-day routine and meet your colleagues in a stimulating educational forum, at a top recreational vacation spot or right in your own backyard. Along with instruction by expert faculty and a chance to tackle the hottest topics, dues-paid designees* can fulfill their CIC and CRM update requirement and earn CE credit for most seminars in all CE states.

CISR Classes
Additional Insureds: The Quandary
November 15 ~ 9:00 AM - 12:00 PM

This course addresses the seemingly endless challenges posed to agents in the world of Additional Insureds. We will discuss basic policy coverage for the exposure and how applicable endorsements amend the coverage. Policies reviewed in this course include the Commercial General Liability policy (CGL), Business Auto policy (BAP), Worker's Compensation (WC) and Umbrella. This course has been approved by the Florida Department of Financial Services for insurance continuing education credit.

CIC Classes

Life & Health
October 24-26 ~ Louisville

There are countless opportunities for property and casualty professionals to develop life and health business. This institute will provide the essential background and knowledge for your personal understanding of these important products. It should also instill confidence in you to provide some counseling and guidance to your clients and succeed in this market.

Latest News

Western Kentucky University Developing Drought Warning System for State
Western Kentucky University is developing a statewide drought warning system with the help of a $200,000 federal grant. Officials will use the money to install soil moisture and temperature probes at 10 sites within the Kentucky Mesonet, a network of 69 weather monitoring stations across 67 counties..... more

Kentucky Fines Justice Companies Additional $3M Over Coal Mine Clean-Ups
West Virginia Governor Jim Justice's family coal companies are breaching their environmental responsibilities, according to Kentucky regulators, who are seeking millions in additional fines for surface mining areas that haven't been cleaned up..... more

Kentucky Distillery Sues Bob Dylan Whiskey Company Over Trademark
Heaven Hill Distillery of Kentucky is taking Bob Dylan's whiskey company to court, claiming trademark infringement involving its logo..... more

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