

Happy Labor Day



PIA of Kentucky Newsletter

September, 2018

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.

In This Issue

Quick Links

[Previous Issue](#)

[Post a Job](#)

[PIAK Calendar](#)

[Join Our Mailing List](#)

[PIAK Membership](#)



AVYST eForms Wizard

A turnkey submission workflow sales and risk management system that provides producers with the ability to input data once and complete agent specific, carrier unique and almost 800 ACORD forms.

Increase efficiency and speed to market. Available free to PIA members through 2018 and then at half-price beginning in 2019. [Learn more](#)



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](#)



Local Agents Serving the Bluegrass

In Every Issue

- [E&O Alert](#)
- [Education - Upcoming KY events](#)
- [Latest News](#)
- [Our Partners](#)

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

Insuring Commercial Property

September 12 ~ Lexington

Personal Lines Miscellaneous

September 19 ~ Paducah

Life & Health Essentials

September 20 ~ Louisville

Agency Operations

October 10 ~ Louisville

Commercial Casualty II

October 17 ~ Paducah

William T. Hold Seminar

October 23 ~ Louisville

Agency Operations

November 1 ~ Lexington



Webinars

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](#)

[Download Latest Issue](#)

Thank You to Our Sponsors!



**Liberty
Mutual.**
INSURANCE



Kentucky Employers' Mutual Insurance



PROGRESSIVE[®]



Professional Insurance Agents of KY
502-875-3888 | clemay@piaky.org | www.piaky.org

107 Consumer Lane
Frankfort, KY 40601

Copyright © 2016. All Rights Reserved.