Greetings!

Agency management is very much a juggling act. Insurance skills and business skills have to be combined so that your agency will succeed. At PIA we are committed to the success of your independent agency, as we continually add to our extensive collection of tools to help you in all relevant areas.

This month we present a series of articles on agency management for your review and potential application to your specific challenges. Be sure and check out our entire, ever-growing library of curated articles, ranging on topics from social media marketing to E&O to customer service, and more.

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2018 PIA National Award Winners
PIA presented these prestigious annual awards during a gala luncheon ceremony held on April 24, 2018, in Arlington, Virginia, held in conjunction with PIA National meetings.

3 Things That Can Help Executives Do Their Jobs Better
Three tips, followed by three articles.

- Don't rely on transparency so much.
- Just listen.
- Give employee surveys a try...

The Downside of Transparent Decision Making
It seems logical that you would want to be fully transparent when making a big decision, right? But according to a recent analysis by a pair of Kellogg School researchers, requiring transparency may actually yield less information than allowing deliberations to go on in private.....

Turn Up Your Listening Skills
A leader who isn't a good listener isn't a good leader, says Margot Murphy Moore, SF '07. President and chief strategy officer of Standard Homeopathic Company, Moore says she kicks off every turnaround situation with a listening tour, sitting down with each of the key players one by one and giving them the airtime they need to talk about the strengths and weaknesses of the company and the culture.....
Who Needs Employee Surveys? You Do!
For decades, having regular employee opinion surveys has been on evidence-based lists of high-performance HR practices. Our internal research at Facebook suggests that for three reasons, it would be a big mistake to abandon them today..... read more

Sales, Marketing and Management Ideas for Agencies - Doable Dozen
Eggs, juries, roses, even doughnuts - many good things come in a dozen. On the theory that more than 100 of anything seems like a lot to consider, but a dozen seems doable even on the busiest of days, here are 12 out of the 101 sales, marketing and management ideas for 2017 collected by Insurance Journal Editor-in-Chief Andrea Wells for her annual feature report in Insurance Journal magazine.....read more

5 Ways to Lead Change in a Change-Averse Environment
Despite the constancy of change in today's global marketplace, the environment for change in many organizations is unfriendly at best. Few organizations have the appetite for change found at Facebook, Google, Amazon, and other innovative firms.....read more

The Independent Agent as Entrepreneur
Running a successful business requires certain business skills; running a successful insurance agency requires certain insurance skills. The trick is to combine both skill sets so that your business, which happens to be in insurance, will succeed. If both the business and insurance skills aren't mastered, the agency can never reach its growth and profit potential - and that can lead to failure.....read more

Summertime Insurance - New Consumer-Friendly Info
Summertime is approaching. Do your clients know what they need to make sure they're safe this summer? Share these materials with your clients, on your website and via social media and blog posts.

- PIA-branded PDF
- Customizable PDF
- Infographic
- Article in copy/paste word format
- Social Media Post-coming soon

Be sure to check out our collection of consumer-friendly info sheets and consumer brochures exclusively for PIA members.
Sales Success Lessons I Learned from my Mom

My mom passed away recently. As I was writing her eulogy, I realized that a lot of what she stood for, and a lot of what she taught me, led to my sales success. As I looked deeper, I realized that most of her examples also had to do with success in life, not just sales. Here's what I learned....

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

Welcome New Member

Italia A. Parisi

Italia has been an independent Life & Health agent for 15+ years and added Mortgage Lending to her portfolio 8 years ago. Since, Lambuth Mortgage has opened Lambuth Insurance Agency in Lexington, which offers Life, Health, and Property Casualty. Her personal mission as a producer and manager in both markets, is to provide the complete financial service package to my clients. Italia's special area of interest as an agent is to provide insurance solutions to the Latino market. Not only in personal lines but she is dedicated to the Latino based/owned business' on the Commercial Lines side as well.

She considers herself blessed as a single mother of three beautiful girls. She stays very busy with many school and extracurricular activities, making her a basketball mom, softball mom, volleyball mom and the list continues. As a family they focus on giving back to the community through volunteering and donating to local nonprofits. We also hold the senior community close to our hearts, as we took care of my father who had Alzheimer's/Dementia and reach out to individuals by volunteering our time to assist those in need of a caregiver break, as we realize how important it is to maintain your own physical and mental well being when dealing with this situation.

Italia invites her fellow PIAK members to connect. Her phone number is 859-266-0399.

Education

CPIA Classes: Back by popular demand!

**CPIA 1 - Position for Success**
May 22 ~ Frankfort

**CPIA 3 - Sustain Success**
August 15 ~ Frankfort

The American Insurance Marketing and Sales Society's (AIMS) Certified Professional Insurance Agent Designation is the first-of-its kind, hands-on, how-to training. Learn more about earning your CPIA designation.
CISR Classes

**Personal Residential Property**  
May 9 ~ Louisville

**Agency Operations**  
May 16 ~ Paducah

**Personal Lines Miscellaneous**  
May 22 ~ Lexington

**Life & Health Essentials**  
August 15 ~ Lexington

**Insuring Commercial Property**  
August 15 ~ Paducah

**Commercial Casualty II**  
August 21 ~ Louisville

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**One low price. Unlimited CE credit**

PIA of Kentucky, in partnership with Kaplan now offers the CE Pass to provide unlimited online access to approved Kentucky CE credit, exclusively for **PIAK members**. Designed so that your licensed staff who do not yet hold a designation can easily obtain the required continuing education credits for one low price of only **$45** annually.

Visit our website page for details and to purchase your CE Pass.

Not yet a member? [Join now](#)

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**Webinars**

**Current Trends & Changes: The Homeowner & Auto Marketplace**  
Tuesday, June 5 ~ 1:00 - 4:00 PM ET

For both the personal and commercial lines agent, this course reviews current trends and coverage issues in the Homeowners and Auto marketplace. The course will review what happens when clients decide to become a driver for a ride sharing company (Transportation Network Company) TNC, or a host facility for a home sharing company, such as Airbnb and the introduction of self-driving vehicles.

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**CIC Classes**

**Commercial Property**  
July 18-20 ~ Louisville

In order to maximize coverage and protect your increasingly complex commercial property accounts, it is important to have a detailed understanding of Commercial Property coverages and endorsements, as well as the concepts used when correctly writing this business.

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**Latest News**

**Jury Awards $67M to Kentucky Miners Over Defective 3M Masks**  Two former coal miners in Kentucky who claimed defective dust masks led to their debilitating black lung disease were...
Kentucky who claimed defective dust masks led to their debilitating black-lung disease were awarded $67.5 million in damages in their civil lawsuit.

Kentucky to Move Ahead With Overhaul of Workers' Comp System Kentucky is officially moving forward on making the biggest changes to the workers' compensation system in decades. The legislation - backed by business groups but opposed by organized labor groups - was passed by both the State Senate and House of Representatives in March and was signed by Gov. Matt Bevin on March 30.

State-by-State Study Shows Drivers Are Texting More Despite Bans If you're driving right now, it's far more likely you are reading this on your phone than you would have been a year ago. Despite a harrowing surge in traffic fatalities, American drivers appear to be getting worse at avoiding Instagram, e-mail and other mobile-phone distractions while driving.

Download Latest Issue

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