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Wednesday, 02/17/10

FEMA Insurance Administrator, Sales Experts to Present At Insurance Sales & Marketing Event in New Orleans

Private Tour to Showcase Post-Katrina Mitigation and Recovery Activities

RICHMOND, VA, February 16, 2010—Ed Connor, FEMA's Acting Federal Insurance Administrator, will kick off the AIMS Society's 23rd Annual PRO-to-PRO Executive Retreat on March 4 with a recap of "what happened" following Hurricane Katrina. Connor will also explain how agents and brokers can better use the recently updated flood insurance program to protect clients. Following Connor's presentation, attendees will take part in a bus tour of the New Orleans area to see mitigation and recovery efforts.

The event will continue the next morning with a panel discussion of insurance sales skills development techniques, followed by a presentation by Alan Shulman, publisher of Agency Ideas sales and marketing newsletter. Shulman will reveal creative ways producers and managers can attract new personal and small commercial lines sales, cross-sell and improve policy retention. The session will include both "old school" and contemporary methodologies.

Following an AIMS Society President's Luncheon and CPIA (Certified Professional Insurance Agent) Conferment Ceremony and annual meeting, attendees will take part in a session titled, Finding and Growing Your Niche, led by Chester Butler, III, CPIA, CIC, president of The Butler Company, in Brentwood, Tenn., and Morris "Mo" Greenwood, CPIA, LUTCF, and president of Insurance Group of Junction City in Kansas.

The afternoon education session will end with a presentation by Steve Anderson, agency consultant and publisher of The Anderson Automation Report, which will explore how to use technology to increase revenue—from prospecting to sales. Anderson's presentation will also include information on the use of social networking for agency marketing.

For more information or to register for the AIMS Society PRO-to-PRO Executive Retreat, visit www.AIMSSociety.org/protopro.html or call 877-674-CPIA.

About AIMS Society: Founded in 1968 as The Firemark Society, the AIMS Society (www.aimsociety.org) is the practical, go-to source for building insurance sales and marketing expertise. It is a national, member-driven organization that provides training, information and networking services designed to increase the personal and agency sales production of property and casualty insurance agents. AIMS Society was the first organization to honor property and casualty agents for sales excellence and to establish the

industry's only sales-based insurance designation—the Certified Professional Insurance Agent (CPIA). Completion of the CPIA designation requirements is not necessary to qualify for membership.

FOR IMMEDIATE RELEASE

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