

Accommodations

The Stonewall Jackson Hotel in the heart of the Shenandoah Valley features rooms with modern furnish-

ings, décor and artwork showcasing unique



elements of Staunton, VA. Guestrooms consist of either a King bed or two Queen beds. Standard are executive desk, cable television, complimentary Wi-Fi, coffee maker, iron & ironing board, and hair-dryer.

Stonewall Jackson Hotel
24 S. Market Street
Staunton, VA 24401
(540) 885-4848
(866) 880-0024

PIA Room Rate:
\$125.00 Single or Double

Make hotel reservations before Sunday, September 5, 2010.



Fall Conference 2010



Stonewall Jackson Hotel & Conference Center

*24 S. Market Street
Staunton, VA 24401*

October 3–4, 2010



8751 Park Central Drive, Suite 140
Richmond, VA 23227
Phone: (804) 264-2582
Fax: (804) 266-1075
www.piavadc.com

Agenda

Sunday, October 3, 2010

Main Arrival Day

- | | |
|----------------|--|
| 3:00 pm | Conference Registration Opens |
| 4:00 – 7:30 pm | Trade Fair Exhibits Open
<i>(FREE Trade Fair entry 4-6pm)</i> |
| 6:00 – 7:30 pm | Trade Fair Reception |
| 8:00 pm | Special Olympics Bingo Event |

Monday, October 4, 2010

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| 7:30 – 8:30 am | Continental Breakfast |
| 7:30 -- 11:00 am | Exhibits Open |
| Concurrent Sessions: <i>(choose one)</i> | |
| 8:00 – 11:00 am | Education Session: Water Losses: Reducing Your Loss Ratio (3PC) |
| 8:00 - 5:00 pm | CPIA 1: Position for Success (7G) |
| <i>(Box Lunches available for CPIA1 attendees -pre-order)</i> | |
| 11:30 – 1:30 pm | Lunch Session: Laws & Regulations (2LR) |
| 2:00 – 5:00 pm | Education Session: Errors & Omissions Loss Control (3PC) |
| 5:00 pm | Conference Adjourns |

CPIA 1 - Position for Success (7G)

PIAVA/DC is proud to offer you an opportunity to begin the Certified Professional Insurance Agent (CPIA) designation series. This is the first time PIA has offered this great sales & marketing designation program 'on the road.' Your agency's success comes down to relationships- and CPIA is your building block. If you and your staff members are dedicated to ensuring your agency's success in today's highly competitive market - then this designation is for you! The designation requires completion of all 3 seminars, each offers 7 hours CE and there are NO EXAMS!

During this 'Position for Success' CE class, participants focus on internal and external factors affecting the development of effective business marketing plans. Factors discussed include reviewing the insurance marketplace; analysis of competitive pressures; necessary insurance carrier underwriting criteria; and consumer expectations. You'll create a marketing plan, target your market & identify prospecting opportunities. Tips for preventing Errors & Omissions are highlighted and discussed.

Special Discount offered to Young Professionals.

See Registration form for details.

Education Sessions

Water Losses - Reducing Your Loss Ratio (CE Approved - 3PC)

Donald Gillette, Business Development for Consolidated Construction Services, Inc. will facilitate this intermediate course. You will learn the major causes of water losses, things you can do to stop the loss-ratio roller coaster, new restoration techniques and how you can better serve your clients.

CPIA 1 - Position for Success

(CE Approved - 7G)

This is the first in a 3 seminar series that can earn you the *Certified Professional Insurance Agent* designation. The additional two seminars will be scheduled during the first quarter of 2011 in the Roanoke Valley area.

Laws & Regulations

(CE Approved – 2LR)

This session will be facilitated by SCC Bureau of Insurance Senior Staff and will discuss new regulatory issues and concerns.

E&O Prevention

(CE Approved – 3 PC)

This 3-hour session on Agents' E&O coverage explains real-life claims issues and their impact on your business. Consultant for Utica Mutual's Errors & Omissions, Curt Pearsall, CPCU, AIAF will facilitate this session. Class counts toward Utica E&O premium discount. (Course #203285 is same as was taught at Annual Convention in June 2010)