

# Accu-Auto CE Voucher



**Professional Development Day  
Wednesday, January 25, 2012**

**Horseshoe  
Casino Hotel**  
711 Horseshoe Blvd.  
Bossier City, LA  
71111

*This certificate entitles bearer to attend the morning CE Session,  
“Virtual Insurance Agency Management”  
at the January 25, 2012 Professional Development Day  
At no charge. Compliments of Accu Auto.*

Coupon Expires January 25, 2012

Not Redeemable for Cash

**Coupon Must be Turned in with Registration Form**

## Virtual Insurance Agency Management Tips ‘n Tools CE Seminar January 25<sup>th</sup> at Horseshoe Casino Hotel in Bossier City, LA

[AccuAuto](#), [PIA of Louisiana](#) & Eddie K. Emmett of [FYI Express](#) have teamed up to help your agency Jump Start 2012 on Professional Development Day.

### Virtual Insurance Agency Management

**9:00 a.m. – 12:00 p.m.**

This 3 hours P&C CE seminar is designed for all licensed producers, regardless of their experience in the industry.

Attendees will learn:

- Legal Responsibilities to clients
- Strategic Agency Planning
- Three Ways to Increase Customer Satisfaction

### **You'll also learn all about ...**

#### AccuAgency Management Tips ‘n Tools

- How to hire, train, compensate & set goals for great CSRs & Producers
- Salary vs. Commission Overtime Rules
- Non-compete, non-solicitation & confidentiality agreements
- How to set up the “6 R” Program in Your Agency: Referral, Retention, Renewal, Recapture, Reproduce & Reports

- How to Evaluate, Buy or Sell an Independent Insurance Agency
- How to scan documents & create a Paperless Agency
- How to tame the EFT Monster
- How to create a “One Stop Shop” Insurance Agency
- How to set up your own 24 / 7 Online Lead Generator
- How to create your own **free** “Niche” websites
- How to create a **free** Agency Blog
- How to create your own **free** YouTube Video commercials
- How to claim & customize your Local Business Listing in Search Engines for **free**
- How to create **free** E-Mail Campaigns for up to 2,000 Clients & Prospects
- How to create a **free** QR Code

All attendees get links to “How To” Booklets on:

- Facebook for Business
- Twitter for Business
- LinkedIn for Business



*Professional Insurance Agents of Louisiana*  
**PROFESSIONAL DEVELOPMENT DAY**

*with our Northwest Chapter*

**Wednesday, January 25, 2012**

## AGENDA

- 9:00 am to 12:00 pm    **VIRTUAL INSURANCE AGENCY MANAGEMENT**  
**Eddie Emmett, Esquire Insurance Agencies**  
(3 hours CE)    *Sponsored By Accu Auto*  
[Special ACCU AUTO Coupon Available HERE!](#)
- 12:00 pm to 1:30 pm    ***Lunch and Exhibitor Trade Fair***
- 1:30 pm to 4:30 pm    **ETHICS, RIGHT VS RIGHT**  
**Daniel Gendusa, First Premium Insurance Group**  
(3 hours CE)

## Horseshoe

### Casino Hotel

711 Horseshoe Blvd.  
Bossier City, LA 71111

### Hotel Reservations

1-800-895-0711

[ONLINE RESERVATIONS](#)

## AGENTS' REGISTRATION

*(This registration form is for agents only. For a company representative registration form, contact PIA.)*

For additional registrants, please make copies of this form.

Name: \_\_\_\_\_ Agency: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

PIA MEMBER?  YES       NO

Please check all the events you plan to attend:

**Morning CE Session** — \$30 PIA Members/\$50 Non-Members\*

*Virtual Insurance Agency Management*

**Lunch and Exhibitor Trade Fair** — \$25 for all attendees

*Ethics, Right vs Right*

**Afternoon CE Session** — \$30 PIA Members/\$50 Non-Members\*

**\*NON-MEMBERS:** Join NOW, pay the member rate and get other great incentives for joining by

January 25, 2012! Call for more details!

Make checks payable to PIA of Louisiana • 8064 Summa Avenue, Suite C • Baton Rouge, LA 70809

Fax to: (225) 766-1601 • Questions? (800) 349-3434