



Exclusive  
Big "I" Michigan  
Member Only  
Program!

# The Ultimate Account Manager School™

Life-changing...that's the phrase some Account Managers/CSRs are using to describe The Ultimate Account Manager School™. When was the last time you heard of a school devoted to training only Account Managers/CSRs? Your answer is probably never, well the time is here!

This program is tailored to the needs of new and established Account Managers/CSRs, so all will benefit!



Qualifies for TQA Update

**Hosted in-person  
at Big "I" Michigan!**

**October 11, 12, & 13, 2021**

Monday 11th..... Noon - 5 pm

Tuesday 12th..... 8 am - 4 pm

Wednesday 13th....8 am - 3 pm

**Cost per attendee: \$595**

Please note: check with your carriers,  
they may assist with registration fee(s)

## Hotels:

### **Crowne Plaza West**

925 S. Creyts Road  
(517) 323-7100

Reservations can be made online at:  
[www.crowneplaza.com/lansingwest](http://www.crowneplaza.com/lansingwest)  
Booking code is: UAM

### **Hilton Garden Inn Lansing/West**

633 N Canal Rd, Lansing  
(517) 999-9930

Reservations can be made online at:  
<http://bit.ly/HiltonforBigIMI>  
Group Name: Big I Michigan UAMS

## Program Overview:

This is not a typical insurance technical course, or another CSR designation program. The focus of the School is on the day-to-day issues facing Account Managers/CSRs. Technical training is certainly important, but equally important is the ability to manage multiple producers, prioritize work, stay current, and provide unforgettably positive customer service.

The days are intense, yet fun with a group no larger than 30 to allow for lots of interaction. A comprehensive workbook is included.

## Presenters:

Industry consultants Cheryl L. Koch and Mary Eisenhart Belka, who have devoted their careers to the betterment of insurance agencies and insurance professionals throughout the U.S, have combined forces to create and present this unique School. The synergy resulting from their combined years of experience means your staff will experience an energetic, example-filled, and fast-paced offering, designed to introduce and reinforce the essential components of the Account Manager/CSR position.

Cheryl L. Koch, CPCU, CIC, ARM, AAI, AINS, API, AAM, AIM, ARP, AIS,  
ACSR, AFIS  
*Agency Management Resource Group*

Mary Eisenhart Belka, CPCU, ARM, ARe, RPLU, CIC, CPIW  
*Eisenhart Consulting Group*

# The Ultimate Account Manager School™ 2021 Registration Form

Name/Designations \_\_\_\_\_ Nickname \_\_\_\_\_

Organization Name \_\_\_\_\_

Email \_\_\_\_\_

Mailing Address \_\_\_\_\_  System ID # or

National Producer # \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_

In addition, email confirmation/receipt to: \_\_\_\_\_  
(i.e. credit card holder; accounting dept.)

Additional Registrant \_\_\_\_\_ Nickname \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_  System ID # or

National Producer # \_\_\_\_\_

Additional Registrant \_\_\_\_\_ Nickname \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_  System ID # or

National Producer # \_\_\_\_\_

## Fees:

\$595 Per attendee.

## Payment Options:

- Check is enclosed for \$ \_\_\_\_\_ Make checks payable to: Big I Michigan

- Pay via ACH or online with a credit card. Go to <https://maia.epaypolicy.com/> to enter your payment info.  
Please attach this form in the portal. (ACH incurs a \$3 fee.)

- Charge my:  Visa  MC  AMEX  Discover

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Check or credit card information must accompany registration and mailed to the address below:

1141 Centennial Way, Lansing, MI 48917, or email to [awenzlick@michagent.org](mailto:awenzlick@michagent.org)

## Questions?

Call or email Deb Carmody at (517) 327-8031, [dcarmody@michagent.org](mailto:dcarmody@michagent.org).

### Cancellation Policy:

If you must cancel your registration, you will receive a refund minus 25% of the registration fee. No refunds will be given to those who attend part of a program, or who are no-shows. If you do not cancel and do not attend the program, you will be considered a no show and no money will be refunded, nor will your money be transferred to a different class.

### Please Note

In accordance with Title III of the Americans with Disabilities Act, we invite all registrants to advise us of any disability and any requests for accommodation to that disability. Please submit your request as far in advance as possible for the program you wish to attend. If you have any questions, call (517) 327-8050.



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TQA Update

**BIG**  <sup>SM</sup>  
MICHIGAN