

# TOTAL QUALITY AGENCY

## BUILD GROW PERPETUATE

Whether you're new to agency management, planning for perpetuation or simply trying to become extraordinary, the Total Quality Agency (TQA) series of seminars will provide you with a strategy for total quality agency management. 2017's TQA program combines Best Practices with data and tools that will assist in building and growing a successful agency for the future. Start planning now!



### Build

#### **Foundation Session Day 1 – Understanding Agency Value**

Monday, March 20 – 8:00 a.m. - 4:00 p.m. (dinner on own this night)  
(7 hours CE credit, Course Code: 68243)

#### **Foundation Session Day 2 – Jump Start Your Agency Planning**

Tuesday, March 21 – 8:00 a.m. - 4:00 p.m.  
(7 hours CE credit, Course Code: 68244)

Mary Eisenhart Belka of Eisenhart Consulting Group, Inc. leads attendees in a new and exciting strategy to Build/Grow/Perpetuate your agency.

*Note: Sessions I – V  
begin with dinner on  
the first date from  
6:30 - 8:30 p.m. at  
the MAIA office.*

### Grow

#### **Session #1 – World Class Leadership ... and Beyond**

Monday, April 24 and Tuesday, April 25  
(1 hour of CE, Course Code: 68241)

Leaders do not grow on trees, but with Mary's help, you can:

- Identify forward thinkers
- Motivate employees to achieve
- Maintain valuable assets that drive your agency's future

### Perpetuate

#### **Session #2 – Financial Success, Worth & Perpetuation (No CE)**

Monday, June 5 and Tuesday, June 6

Mary, with Chris Burand, Burand & Associates, will educate on the importance of:

- Negotiating contingency/bonus income
- Managing income/expenses
- Measuring financial performance



### Session #3 – I.D. Operations and IT Opportunities (No CE)

Monday, August 28 and Tuesday, August 29

Agencies that do the bare minimum with technology fall behind in business. Mary can help identify and secure a global approach to agency operations by implementing a new tech strategy (including paperless, mobile office, social media, etc.) and more. E&O issues will be addressed as well.

### Session #4 – Choosing & Managing Company Relationships

Monday, October 2 and Tuesday, October 3

(Filed for 6 hours of CE Credit)

Mary and Chris will discuss the importance of:

- Selecting suppliers carefully
- Communicating expectations to carriers
- Dropping markets to grow new business
- Strengthening carrier relations

### Session #5 – Strategize and Capitalize! (No CE)

Monday, December 4 and Tuesday, December 5

Mary, with Cheryl Koch, Agency Management Resource Group, will host a valuable session that distinguishes between marketing your agency effectively and actively selling your products and services.

## Wrap Up

### Final Session: The Plan Comes Together (No CE)

Monday, January 8 and Tuesday, January 9, 2018

Mary returns to piece together all the parts of the plan and show you how to develop a solid business formula. She'll also explain that planning, improving, building, growing for the long term goal of perpetuating is a continuous process.

# Registration Form

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

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

Email \_\_\_\_\_

Mailing Address \_\_\_\_\_

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

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

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

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

Nickname \_\_\_\_\_

Email \_\_\_\_\_

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

Nickname \_\_\_\_\_

Email \_\_\_\_\_

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

## Schedule & Location

**Foundation:** Monday, March 20 and Tuesday, March 21, 2017

**Session #1:** Monday, April 24 and Tuesday, April 25, 2017

**Session #2:** Monday, June 5 and Tuesday, June 6, 2017

**Session #3:** Monday, August 28 and Tuesday, August 29, 2017

**Session #4:** Monday, October 2 and Tuesday, October 3, 2017

**Session #5:** Monday, December 4 and Tuesday, December 5, 2017

**Wrap Up:** Monday, January 8 and Tuesday, January 9, 2018

*Foundation and Sessions take place at the MAIA office.*



Total Quality Agency is a program of the Michigan Association of Insurance Agents. Provider #0007

## Fees

First Registrant \$3,200

Additional Registrants \$1,600 each

**Filed for 21 credits!**

## Payment Options

My check is enclosed for \$\_\_\_\_\_ *OR*  
Charge my:  VISA  MC  AMEX  Discover

Exp. Date \_\_\_\_\_

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

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

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

Make checks payable to: MAIA  
1141 Centennial Way, Lansing, MI 48917

## Questions?

Call Mary Gardner (517) 327-8045, or Bev Fink (517) 327-8050.

**Cancellation Policy:** If you must cancel your registration, you will receive a refund minus 75% of the registration fee. No refunds will be given to those who attend part of a program, or who are no-shows.