

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. 2018'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 19th – 8:00 a.m. - 4:00 p.m. (dinner on own this night)

Approved for 7 hours CE credit. CC: 72991

Foundation Session Day 2 – Jump Start Your Agency Planning

Tuesday, March 20th – 8:00 a.m. - 4:00 p.m.

Approved for 7 hours CE credit. CC: 72992

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 23rd and Tuesday, April 24th

Approved for 1 hour of CE. CC: 72990

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 4th and Tuesday, June 5th

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 27th and Tuesday, August 28th

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 1st and Tuesday, October 2nd

Approved for 6 hours of CE Credit. CC: 72308

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 3rd and Tuesday, December 4th

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 7th and Tuesday, January 8th, 2019

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

Schedule & Location

Foundation: Monday, March 19 and Tuesday, March 20, 2018

Session #1: Monday, April 23 and Tuesday, April 24, 2018

Session #2: Monday, June 4 and Tuesday, June 5, 2018

Session #3: Monday, August 27 and Tuesday, August 28, 2018

Session #4: Monday, October 1 and Tuesday, October 2, 2018

Session #5: Monday, December 3 and Tuesday, December 4, 2018

Wrap Up: Monday, January 7 and Tuesday, January 8, 2019

Foundation and Sessions take place at the MAIA office.



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

Approved for 21 credits!

Fees

First Registrant \$3,350

Additional Registrants \$1,750 each

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.