



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. 2021'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!

Virtual Class Schedule:

Build

Foundation Session Day 1: March 9th & 10th

Noon - 4:00 p.m. each day with Mary Eisenhart Belka via [Go To Webinar](#)

Foundation Session Day 2: March 16th & 17th

Noon - 4:00 p.m. each day with Mary Eisenhart Belka via [Go To Webinar](#)

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

Grow

Session #1 Operational Success – Redefined: April 13th & 14th

Noon - 4:00 p.m. each day with Mary Eisenhart Belka via [Go To Webinar](#)

Operations management has become a game-changer and a professionally-run agency is now a requirement for supporting sales efforts and achieving profitable growth. It's not "office management" anymore. Paper is – or should be – a distant memory. The myriad components of agency operations can no longer be handled piecemeal – an individual possessing a combination of insurance expertise, technology savvy, leadership skills and organizational acumen is needed to coordinate global operations in agencies both large and small. Creating appropriate, clear metrics is critical to agency performance. We will identify why agency owners struggle with things operational – and with delegating these responsibilities.

Perpetuate

Session #2 Strategize and Capitalize!: May 11th & 12th

Noon - 4:00 p.m. each day with Cheryl Koch via [Go To Webinar](#)

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.

Session #3 Financial Success, Worth, & Perpetuation: June 8th & 9th

Noon - 4:00 p.m. each day with Chris Burand via [Zoom](#)

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

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

Session #4 Choosing & Managing Company Relationships: Aug. 31st & Sept. 1st
Noon - 4:00 p.m. each day with Chris Burand via Zoom

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 Leadership, Commitment, & Management in a Changed World:

October 5th & 6th

Noon - 4:00 p.m. each day with Mary Eisenhart Belka via Go To Webinar

As we enter uncharted territory, intentional leadership has never been more critical. Agency leaders must help clients and employees adapt to a post-pandemic landscape. We examine this “new normal” complete with both opportunities and challenges, and help agency owners to identify skills and knowledge that will be needed to meet their clients’ evolving exposures and expectations.

Wrap Up

Final Session: The Plan Comes Together: December 7th & 8th

Noon - 4:00 p.m. each day with Mary Eisenhart Belka via Go To Webinar

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 _____

Questions?

Call or email Kari Quimby at (517) 327-8037, kquimby@michagent.org

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.

Total Quality Agency is a program of Big I Michigan Provider #0007



Fees

First Registrant \$3,000
Additional Registrants \$1,500 each
Updating: \$200 each

Payment Options

- Write a check made payable to Big I Michigan.

- Pay Online. Go to <https://maia.epaypolicy.com/> to enter your payment info. Please fill-out this form and attach it in the payment portal.

- Charge it and mail to the address, below, or email to awenzlick@michagent.org

Total Charge \$ _____

VISA MC Discover AMEX

Name on Card _____

Card Number _____

Exp. Date _____

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

Mail Form to Big I Michigan at
1141 Centennial Way, Lansing, MI 48917,
or email to awenzlick@michagent.org