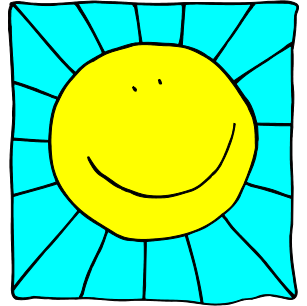


The Independent Insurance Agents of Wisconsin hosts an:

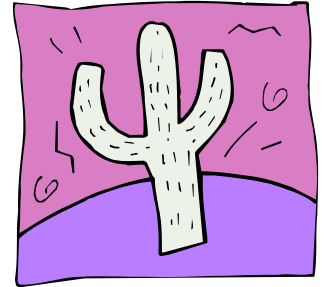
Arizona Winter Getaway

February 9-11, 2009

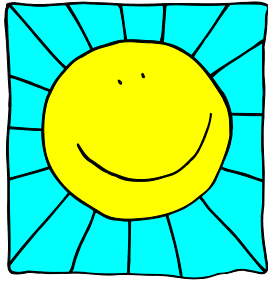
Chaparral Suites Resort—Scottsdale, Ariz.



A warm and sunny opportunity for Wisconsin, and Iowa agents to relax and earn 12 continuing education credits.



Sponsored by Chubb



Since early in the 1980s, more than 1,300 agents from Wisconsin and Iowa have escaped the oppression of a Midwestern winter by traveling to Scottsdale, Ariz.,

for sun, fun and continuing education. The Arizona Winter Getaway features three morning sessions, earning a total of 12 credits, leaving each afternoon available for the spa, shopping or golf.

Expanded Education Program— Earn 12 Continuing Education Credits

This year's program will feature 12 continuing education credits and THREE top-notch speakers for the first time in Arizona Winter Getaway history.

Hot Insurance Topics Led By Tim Fenner—February 9

IIA of Wisconsin General Counsel Tim Fenner is one of the nation's top insurance industry attorneys and agency management specialists. Because he is gifted in so many areas, Tim returns frequently to Scottsdale to discuss widely divergent topics of great importance to agents. In 2009, his seminar will address:



Tim Fenner

- **Why No Independent Agency Is Immune From The Market Trends Which Cause Reexamination Of Agency Structures & Relationships**

- **An Examination Of Existing Agency Structures & How Best To Affiliate With Other Agencies To Address Marketing Trends**
- **Perpetuations Involving The Transfer Of Business To A Third Party, With Emphasis Upon Structure, Valuation & Tax Strategies**

Errors & Omissions Exposures Led By Dean Brooks—February 10

During his 36-year insurance career, Dean Brooks has been an independent agency owner, insurance company senior executive, educator, expert witness and industry leader in forms development. He is the Iowa manager for State Auto Insurance Group and also owns Brooks Insurance Services LLC, a consulting



Dean Brooks

firm providing insurance education programs, expert witness services and commercial insurance consulting. Former IIA of Iowa President Brooks is one of the finest instructors around. He will present an E&O loss control seminar that will qualify for both continuing education credits and the loss control discount. His session is divided into three areas of focus:

- **Coverage Gaps And Traps That Can Lead To E&O Claims**
- **E&O Issues Arising From Certificates Of Insurance**
- **E&O Case Studies—You Be The Judge**



Why Does Our Business Do So Many Crazy Things? Led By Chris Behymer— February 11

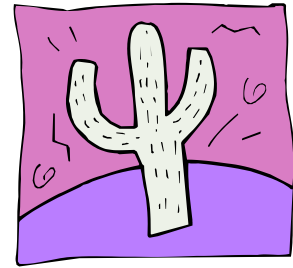
Nationally prominent insurance instructor Chris Behymer has an exciting presentation in store. Chris is a visionary who notes that the insurance industry is constantly changing. It goes from soft market to hard market and everywhere in between. What causes our business to do so many crazy things? In this class, you will gain some perspective on the forces that impact not only your results but also the results of your carriers. We will discuss premium growth (or lack of premium growth), changes in reinsurance, surplus, catastrophes, loss trends and the state of the marketplace. By attending this highly interactive and informative program, you will be better equipped to explain to your clients why their coverages and premiums are changing.



Chris Behymer

The Site

Our site for 2009 is again the beautiful Chaparral Suites Resort, 5001 N. Scottsdale Road. The resort features complimentary airport shuttle, free daily cooked-to-order breakfast, complimentary reception each evening and free daily USA Today. On-site amenities include two heated pools, spa, exercise facilities, lounge and restaurant. All rooms are spacious two-room suites for \$189. Our special rate is available for the evenings of February 6 through February 14. Please call (800) 528-1456 and request a room from the Independent Insurance Agents of Wisconsin block. Reservations should be made by January 8, 2009. Any reservation request received after this day will be accepted on a space-available-only basis. The resort is conveniently located in the heart of Scottsdale at the corner of Scottsdale and Chaparral Roads.



Golf

Optional golf is available on Monday and Tuesday afternoons:

Monday, February 9 — Starfire At Scottsdale Country Club, 11500 N.

Hayden. Fees are \$60 per player (includes cart). Starfire is a time-honored tradition since 1953. Arnold Palmer is synonymous with great golf, and

Scottsdale Country Club boasts his personal touch on 27 holes. Abundant foliage, mature tree-lined fairways and glimmering water features enhance the golf experience. Beautiful views of either Camelback Mountain or the McDowell Mountains can be viewed on almost every shot.

Tuesday, February 10 — Silverado Golf Club, 7605 E. Indian Bend Road, fees are \$65 per player (includes cart). The Scottsdale Silverado Golf Club is a public facility centrally located in sunny Scottsdale. With its par 70, 18-hole championship layout, Silverado offers golfers a challenging and enjoyable golf experience with breathtaking views that include desert landscape with elevated tee boxes. In addition, wonderful views of surrounding Camelback and Mummy Mountains that make your day truly a memorable one. Silverado has quickly become Scottsdale's most popular 18-hole golf course.

No scramble—Play your own game. We will car-pool to the courses. Your guests or spouses are welcome to play. **Please indicate playing partner(s) preference on registration form.**



Welcoming Reception

A cocktail and hors d'oeuvres mixer for all registrants will be held at the 4th Floor Grill and Sports Bar at Chaparral Suites from 6:00-7:00 p.m. on Sunday, February 8. This will be a great opportunity to visit with old and new friends. Unregistered spouses are also invited to attend.

Daily Schedule

Sessions begin at 8:00 a.m. each day and adjourn at noon. Casual dress is appropriate for this event.

Registration Information

The conference registration fee is \$189 per person and includes all materials, continuing education certificates, welcoming reception and refreshment breaks. All conference registrations and golf fees should be sent to the IIA of Wisconsin as noted on the form.

Continuing Education Credits

The IIAW is an approved provider in both Wisconsin and Iowa. We will file your attendance with your respective insurance department. Each session will be filed for 4 credits for a total of 12 credits.

Arizona Winter Getaway—February 9-11, 2009

Agency/Company _____ Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Name _____ License # _____

Spouse Name If Attending Feb. 8 Reception _____

mYes, I/we are interested in golf on **Monday afternoon**, February 9 (Starfire)

Name _____ (Hdcp.) _____ Name _____ (Hdcp.) _____

mYes, I/we are interested in golf on **Tuesday afternoon**, February 10 (Silverado)

Name _____ (Hdcp.) _____ Name _____ (Hdcp.) _____

Please send your check (\$189 per person plus golf fees) with this form to IIAW, 725 John Nolen Drive, Madison, WI 53713. Credit card users may fax this form to (608) 256-0170 or register online at www.iiaw.com.

2009 Arizona Insurance Education Winter Getaway	\$189 per person	_____
Golf—February 9	\$ 60 per player	_____
Golf—February 10	\$ 65 per player	_____
	Total:	_____

VISA/MC _____ Exp. Date _____

Name as it appears on card _____

E-mail confirmations will be sent. If you have any questions, please call the IIA of Wisconsin at (800) 362-7441 or locally at (608) 256-4429.

