

# MAC SUMMIT - JULY 16-19



## SPEAKERS



**Greg  
Bennick**



**Mike  
McBride**



**Craig  
Niess**



**Jodie  
Shaw**



**Brandi  
Anderson**



**Samuel  
Bennett**



**Scan  
Me To  
Register**

**MAC Summit 2024 will be held at  
*Chateau on the Lake* in Branson, Mo.**

MAIA has contracted room rates starting at \$185/night.  
After June 17, 2024, the hotel will release all unreserved  
rooms.

## CONFERENCE Attire

Attire for the entire conference is business casual, except for the President's Reception and Installation Banquet, which are semiformal, and Tuesday and Wednesday activities, which are all casual.

## MACSummitApp

Be sure to download MAC Summit's event app (BigEvents) from the App Store or Google Play Store then search in the app for "MAC Summit 2024" to stay up to date!

## PLANNING Committees

### MACSummit Committee

Chair, Matt Speight  
Scott Agency, Montgomery City

Sandy Andrew  
Andrew & Associates LLC,  
Lee's Summit

Kevin Bull  
Bull Insurance Agency, Lamar

Dina Buxton  
Charles L Crane Agency Co., St. Louis

Marissa Dirnberger  
VanGennip Insurance & Financial  
Services, Advance

Luke LeBlanc  
Crawford-Butz & Associates,  
St. Louis

Paul Long  
Ollis/Akers/Arney, Bolivar

Dennis Luebbering  
Luebbering Insurance Agency,  
Jefferson City

### YOUNGAGENTS Committee

Chair, Kevin Bull  
Bull Insurance Agency, Lamar

Colt Atwood  
Specialty Risk Management, Joplin

Caleb Benner  
Premier Network, Liberty

Reed Black  
Saint Joseph Insurance LLC, St. Joseph

Marissa Dirnberger  
VanGennip Insurance & Financial Services,  
Advance

Brad Helton  
Liberty Mutual/Safeco/State Auto,  
Chesterfield

Cameron Oliver  
Gallaher Insurance Group, Mexico

Matt Phillips  
First Choice Insurance Agency, Poplar Bluff

Jenna Voight  
Jenks/Long Insurance, Rolla

FULL REGISTRATION	MEMBER		NON.
	BY 6/18	AFTER 6/18	
<b>FULL Conference Registration</b> Includes sessions, trade show, meals and social events listed on the agenda. <i>Does not include golf or cornhole tournament.</i>	\$350	\$400	\$700
<b>YOUNG AGENTS Conference Registration</b> ( <i>Retail agents only 40 &amp; under</i> ) Includes sessions, trade show, meals and social events on the agenda. <i>Does not include golf or cornhole tournament.</i>	\$275	\$310	\$550
<b>Spouse Registration</b> Includes sessions, trade show, meals and social events listed on the agenda. <i>Does not include golf or cornhole tournament.</i>	\$200	\$220	\$400
OTHER REGISTRATION	MEMBER		NON.
	BY 6/18	AFTER 6/18	
<b>Exhibit Booth(s)</b> Each person in booth must purchase a registration option.	\$600	\$700	\$960
<b>Exhibitor Package</b> ( <i>Available to EXHIBITORS only</i> ): Includes Welcome Reception, Thurs. Breakfast, Keynote Session, Trade Show and Thurs. Lunch.	\$200	\$230	\$400
<b>Thurs. Trade Show Pass</b> (includes lunch) May be purchased by a fully registered member retail agent for member of same agency, or for a spouse of a fully registered member.	\$50		n/a
OPTIONAL ITEMS			
<b>Golf Tournament at Ledgestone Country Club</b> Available to registered conference attendees only; includes lunch. After July 1, no golf refunds will be made and registrations will be accepted on a space-available basis. Tournament begins at 8 a.m. on Wed.	\$135		
<b>Cornhole Tournament</b> Held at Chateau on the Lake on Wed. from 4:30-6:30 p.m. (includes beer). Teams of two (if you do not have a pairing request, we will pair you). <b>Limited space available; first-come, first-served.</b> After July 1, no cornhole refunds will be made.	\$25		

## THURSDAY EDUCATION SESSIONS

### Mastering Business Auto Symbols - Their Importance and How They “Work”

The Insurance Services Office (ISO) Business Auto Coverage Form is an incredibly important risk finance tool for many of our clients. Agents **MUST** understand this policy’s coverage symbols and how they are essential to the process of “constructing” coverage. Whether your insured uses large trucks, pickups or private passenger autos, a keen understanding of this coverage form begins with an understanding of coverage symbols.

*(Approved for 1 p-c CE credit in Mo. & Kan.)*

### Disaster Planning

What will you do when the worst happens? Join us for Disaster Planning, where Attendees will go over some of the leading disasters we see in the insurance industry today.

*(Approved for 1 p-c CE credit in Mo. & Kan.)*

### Business Planning to Improve Your Agency Valuation

The first step in business planning is knowing where you are and identifying the risks in your business. During this session, agency owners will learn how to effectively business plan with the goal of improving their agency’s value. The session will identify the most important risk factors in an agency valuation and review the strategy to address each of these concerns to grow agency value. This will be a workshop style program where participants will leave with components of their business plan started, and practical tools to leverage in the journey to maximize the value of the agency.

*(Approved for 1 general CE credit in Mo. & Kan.)*

# SUMMIT - JULY 16-19

## Tuesday, July 16

### **Young Agents Family Movie Night, 6 - 10 p.m.**

The Young Agents Committee is hosting a family movie night on the Garden Terrace by the pool. There will be yard games, food, drinks and a movie for the family to enjoy! **Only for fully registered Young Agents and their families.** (RSVP requested during registration; casual)

## Wednesday, July 17

### **Optional Golf Tournament, 8 a.m. - 1 p.m.**

Held at Ledgestone Country Club, one of Branson's signature courses. The 18-hole, par 71 championship course is tucked away amidst the Ozark Mountains and offers a challenging yet rewarding golf experience. All registrants are welcome to compete in the tournament, which is an 18-hole scramble.

### **WEWIN Breakfast, 8 - 9 a.m.**

Women Empowering Women in Insurance Breakfast, with Brandi Anderson, is dedicated to uplifting and empowering the women of the industry through shared experiences and tips. Open to all fully registered attendees.

### **Shuttle to/from Branson Landing, 11 a.m. - 3 p.m.**

A complimentary shuttle will be running attendees to and from Branson Landing.

### **Welcome Reception, 3:30 - 4:30 p.m.**

All attendees are invited to this reception. Members of the board and committees will be there to greet you, introduce you to other attendees and make you feel welcome. (casual)

### **Optional Cornhole Tournament, 4:30 - 6:30 p.m.**

Held at The Chateau on the Lake and presented by the Young Agents Committee (includes beer). Teams of two (if you do not have a specific pairing request, we will pair you with someone). Limited space available; first-come, first-served. (casual)

### **Dinner on your own**

## Thursday, July 18

### **Breakfast Buffet, 7:30 - 8:30 a.m.**

### **IIABA Activities & Initiatives, 8:30 - 9 a.m.** Mike McBride

Join us before the keynote as Big "I" Chairman Mike McBride discusses the importance of IIABA and what they do for MAIA members.

### **Keynote: FAIL BETTER: Don't Be Afraid to Drop the Ball! 9 - 10 a.m.** Greg Bennick

Greg is fascinated by gravity as a metaphor: By dropping objects he learns constantly to FAIL BETTER. What do we learn about success from our failures? What do you learn about success from a path where the journey is filled with mistakes and failure? You learn focus and courage. Greg shows you the way.

### **Trade Show (with Mimosa Bar), 10 a.m. - 12:30 p.m.**

Join us for one of the most anticipated company/vendor trade shows of the year. Company prize drawing at 12 p.m.; you must be present to win.

### **Lunch, 12:30 - 1:30 p.m.**

Buffet lunch will be available at 12:30 p.m. in the Preconvene area outside the Great Hall. You are invited to continue networking while eating lunch in the Great Hall.

### **Afternoon Education Sessions, 1:30 - 2:30 p.m.**

Mastering Business Auto Symbols – Their Importance and How They “Work”

Samuel T. Bennett, CIC, AFIS, CPRM, CRIS, CPIA

Disaster Planning, Brandi Anderson, CIC, CPIA, EIS

Business Planning to Improve Your Agency Valuation  
Craig Niess, MBA, CVA, & Jodie Shaw, CLCS, CPIA, TRA

### **Repeat Education Sessions, 2:30 - 3:30 p.m.**

### **President's Cocktail Reception, 6 - 7 p.m.**

Join us in celebrating outgoing MAIA President Darin Banner by enjoying a cocktail and hors d'oeuvres. (semiformal)

### **Awards and Installation Banquet, 7 - 9 p.m.** (semiformal)

### **Dueling Pianos, 9 - 11 p.m.**

Join us after dinner as Fun Pianos entertains us with their exciting dueling pianos.

## Friday, July 19

### **Eggs & Issues Breakfast: 8:30 - 10 a.m.**

MAIA CEO Matt Barton and Missouri legislators

This is your chance to get information right from the source. This Q&A session gives you access to MAIA CEO Matt Barton and a panel of Missouri legislators. They will address questions on regulatory and legislative issues affecting the insurance industry today. (Filed/Pending for 1 ethics CE credit in Mo. & Kan.)





Missouri Association of Insurance Agents  
3315 Emerald Lane  
Jefferson City, MO 65109

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