



Independent Insurance
Agents of Virginia



IIAV 2025 CONVENTION & TRADE SHOW

Navigating The Waters of Insurance in a Changing World

JUNE 22-24, 2025

Marriott Virginia Beach Oceanfront Hotel
Virginia Beach, VA



Outstanding Education



Networking with Peers



Meeting Your Carriers

Use the QR code or go
to iiav.com to register
for the Convention



RESERVE YOUR SEAT NOW!

WE CAN'T WAIT TO SEE YOU!

Independent Insurance Agents of Virginia is rolling out the red carpet for you at our 2025 convention in sunny Virginia Beach, happening June 22-24!

This year's lineup is bursting with fantastic speakers and hot topics, featuring industry rock stars ready to share their wisdom. It's the perfect chance to mingle with fellow agents, carriers, and all the wonderful pros in our business!

Thank you to our amazing 2025 Partner and event sponsors and exhibitors for making this convention possible!

Get ready for a whirlwind of fun, networking, and good vibes - Register Now!



Forest Wagner, F. A. Wagner Insurance Agency, Inc. Daleville, Virginia IIAV Chairman

THANK YOU PARTNERS

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 Shenandoah Mutual
 Summit Consulting
 The Zenith
 West Bend Mutual
 Westfield
 Windsor - Mount Joy

CONVENTION SCHEDULE

June 22, Sunday

- 11:00 am - 4:30 pm Registration Desk Open
8:00 pm - 10:00 pm Opening Reception & Music Bingo | Scott Findley | GREAT SCOTT! Entertainment

June 23, Monday

- 7:45 am - 6:30 pm Registration Desk Open
7:30 am - 8:30am Breakfast
8:30 am - 9:30 am Keynote Speaker | Sam Richter | Overview of Artificial Intelligence
9:45 am - 10:30 am Keynote Speaker | Sam Richter | Harnessing AI to Transform Your Agency
11:00 am - 12:00 pm Interview with Virginia Insurance Commissioner Scott White
12:00 pm Lunch
12:30 pm - 1:30 pm Breakout A | Bryan Lake | MarshBerry | "Attract and Retain Great People"
1:45 pm - 2:45 pm Breakout B | Brian Ambrosia | MarshBerry | "Determining the Right Path"
12:30 pm - 2:45 pm Breakout C | Bushwood v Noon Mock Trial (2 hours CE #228520)
3:00 pm - 5:30 pm Trade Show
6:00 pm Evening Free for Networking & Company Dinners

June 24, Tuesday

- 7:30 am - 2:00 pm Registration Desk Open
8:00 am - 9:15 am Breakfast
9:30 - 10:30 AM Keynote Speaker | Dave Tralka | InsurBanc | "Understanding Agency Value"
10:45 am - 11:45 am Mid-Morning Session | Carey Wallace | Agency Focus | "The Now Agency"
12:00 pm - 1:00 pm Lunch and Learn | Insurance Institute for Business & Home Safety | Mary Uher | Narrow the Path: Minimize Damage from Natural Disasters
1:00 pm - 6:00 pm Free Afternoon to Explore Virginia Beach
6:00 pm - 7:00 pm Reception and VAIA Silent Auction
7:00 pm - 9:00 pm Awards Dinner & Entertainment featuring Tim Gabrielson

AWARDS DINNER ENTERTAINMENT FEATURING Tim Gabrielson

For over 3 decades, Tim Gabrielson has been entertaining and speaking across America.

At the heart of his work is a simple, but transformative message: Look for the Good. His goal is always the same—to help people break free from negative cycles, embrace gratitude, and create positive change.



CONVENTION SPEAKERS

KEYNOTE SPEAKER

Sam Richter

Through real-world examples, humor, incredible stories, and his unique interactive and fast-paced manner, Sam shares the power of online intelligence and how to leverage it for business and agency success. Yet he's not only a Hall of Fame speaker, he also creates the cutting-edge AI and ChatGPT intel resources used by leading companies worldwide.

Sam's keynote presentation will rate as one of the highest-content, most take-home-value programs you have ever experienced!



Scott White
Virginia Insurance
Commissioner

The State of the Industry

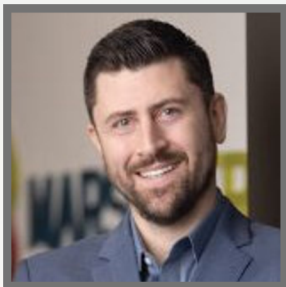
Learn about the latest regulatory trends impacting the insurance sector both at the state and national levels. He will cover the current regulatory landscape and implications for insurance agents.



Dave Tralka
InsurBanc

Understanding Agency Value

Dave returns as a sought-after speaker at IIAV programs, offering valuable insights amid rapid financial changes. Regularly evaluating your agency's value is essential for maintaining financial health and preparing for future opportunities, even if selling isn't currently a focus.



Bryan Lake
MarshBerry

On the Basis of Emotion: Modern Employer Value Propositions to Attract and Retain Great People

We will use Maslow's Hierarchy of Needs to break down the key emotional drivers that influence talent decisions—from financial security to a deep sense of purpose.



Carey Wallace
Agency Focus

The Now Agency

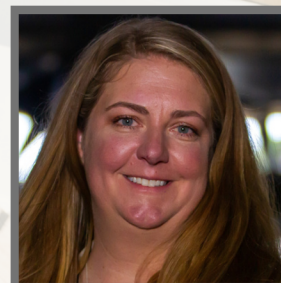
In this session, we will discuss current trends in the insurance marketplace and their impact on agencies. It will explore future changes and opportunities in technology, customer and carrier expectations, and innovation for those pursuing a long-term career in insurance.



Brian Ambrosia
MarshBerry

Determining the Right Path

For agencies who are looking to carve their own path – there are more options than just buying or selling your firm. Explore the paths available to agencies and brokers in today's marketplace and provide guidance on how you can stay competitive.



Mary Uher
Insurance Institute for
Business & Home Safety

Narrow the Path: Minimize Damage from Natural Disasters

Participants will learn how protecting homes from high wind events can result in lower losses following events. This session will detail the process of constructing FORTIFIED homes and the results that have been seen following storm events.

REGISTRATION INFORMATION

Registration Fees

	<u>Before</u>	<u>After</u>
<u>Member</u>	<u>5/6/2025</u>	<u>5/6/2025</u>
Full Registration	\$375	\$425
Guest	\$250	\$300
Young Agent (under 40)	\$300	\$350
First Time Attendee	\$300	\$350
Additional Agency Attendee	\$300	\$350
Child (under 18)	\$175	\$225

	<u>Before</u>	<u>After</u>
<u>Non Member</u>	<u>5/6/2025</u>	<u>5/6/2025</u>
Full Registration	\$500	\$550
Guest	\$350	\$400
Young Agent (under 40)	\$425	\$475
Additional Agency Attendee	\$425	\$475
Child (under 18)	\$250	\$300

Cancellation Policy

Cancellations made more than 10 days before the event are fully refundable. For cancellations within 10 days of the event, a fee of \$50.00 will apply. Please note that no-shows will forfeit the entire fee.

Hotel Accommodations

IIAV has secured a block of rooms with a room rate of \$314 per night (includes parking!). The cut off date to make reservations at this rate is Sunday, May 25. Click [here](#) to make your reservation.

Use the QR code below to register for the convention or go to iiav.com



State Continuing Education Credits

Bushwood v Noon Mock Trial Session is approved for 2 hours of CE (#228520).

A convention confirmation will be sent after your registration is received and processed.

THERE'S MORE THAN JUST BUSINESS AT THE IIAV CONVENTION!

Virginia Beach presents countless opportunities to enjoy its beautiful sandy shores, featuring the vibrant Oceanfront with a 3-mile boardwalk lined with bars, restaurants, and entertainment options.

The Marriott Resort Virginia Beach Oceanfront is conveniently situated at the northern end of the renowned Virginia Beach boardwalk. Take advantage of outstanding amenities, including indoor and outdoor swimming pools, a spacious 24-hour fitness center, and beautifully landscaped grounds complete with bocce ball, fire pits, and terraces.

**The Marriott Resort
Virginia Beach Oceanfront**
4201 Atlantic Ave
Virginia Beach, VA 23451

DON'T MISS THE TRADE SHOW!

Monday, June 23
3 pm - 5:30 pm



Great Food! Networking! Fun!