**Southern Agents Conference**

**State Officers Meeting**

**December 9, 2017**

Facilitator: Neil Record, President - IIAB of Louisiana

1. Welcome & introductions
2. Association governance
	1. Board structure
	2. Recruiting board members
	3. Board agendas & meeting format
	4. Board member engagement
	5. Board & staff interaction
3. Strategic plan & strategic goals
	1. Strategic planning process
	2. Effectiveness of strategic plan
	3. Key goals
	4. Implementation
4. Membership
	1. Membership recruitment
	2. Membership retention
	3. Membership engagement
	4. Young agent engagement
	5. What are your important value propositions?
	6. Communications & social media
5. Association finances
	1. Association financial trends
	2. Plans for future financial stability
6. For-profit programs
	1. Biggest revenue programs
	2. Most popular with members
	3. Innovative ideas
7. Insurance markets – current status & future outlook
	1. Automobile (personal & commercial)
	2. Property (personal & commercial)
	3. Commercial liability
	4. Workers’ Compensation