

SOUTHERN AGENTS *Conference* — 2024



WORKING TOGETHER TO ADVANCE
THE INDEPENDENT AGENCY SYSTEM

DECEMBER 6 - 8, 2024

THE WHITLEY ATLANTA BUCKHEAD





SOUTHERN AGENTS STATES

- AL - Alabama Independent Insurance Agents
- AR - Big I Arkansas
- DC - Metro Washington Association of Independent Insurance Agents
- FL - Florida Association of Insurance Agents
- GA - Independent Insurance Agents of Georgia
- KY - Big I Kentucky
- LA - Independent Insurance Agents & Brokers of Louisiana
- MD - Big I Maryland
- MS - Big I Mississippi
- NC - Independent Insurance Agents of North Carolina
- OK - Big I Oklahoma
- TN - Insurors of Tennessee
- TX - Independent Insurance Agents of Texas
- SC - Independent Insurance Agents & Brokers of South Carolina
- WV - Independent Insurance Agents of West Virginia

SOUTHERN AGENTS Conference — 2024

December 6-8, 2024 | Atlanta Buckhead

Since 1971, state association agents, leaders and executives across the Southeast have been gathering for the Southern Agents Conference workshop in Atlanta's Buckhead to network, share ideas and information, and to discuss successes and common challenges. The annual workshop provides a communication for Independent Insurance Agents and Brokers of America associations throughout the Southeast (IIABA) in 15 states.

The heart of the event is the time when participants break into small focus and discussion groups: State Officers, National Directors, State Execs, Young Agents, Association Services & Education, Commercial Lines, Governmental Affairs, Personal Lines, and Technology.

Company, Broker and Vendor colleagues participate as event sponsors and as active contributors to the focus and discussion groups - working together to advance the Independent agency system throughout the Southeast.

**WORKING TOGETHER
TO ADVANCE
THE INDEPENDENT
AGENCY SYSTEM FOR
OVER 50 YEARS.**



**The 53rd annual Southern Agents
Conference & Workshop**

SOUTHERNAGENTS.COM



THE WHITLEY
ATLANTA BUCKHEAD

3434 Peachtree Rd NE, Atlanta, GA 30326

PHONE: 404.237.2700

Conference Agenda

Friday December 6

- 1:00pm State Executive Meeting**
Delegate Room 2nd Floor | By Invitation Only
- 2:00pm IIAG Executive Committee Meeting**
Board Room 2nd Floor | By Invitation Only
- 4:00pm-5:00pm Young Agent Happy Hour**
Whitley Lobby Bar
- 4:00pm-5:00pm Registration Desk Open**
Legacy Foyer | Sponsored by IIA of Georgia
- 5:00pm-6:30pm Reception**
Legacy Ballroom | Sponsored by Secure Risk, InsurAcademy, & 101 Weston Labs

Saturday December 7

- 7:30am-9:00am Attendee Breakfast**
Plaza Ballroom | Sponsored by Agency Focus
- 8:00am-8:15am Todd Jackson, IIABA National Chairman**
- 8:15am-9:15am Keynote Address**
*Dr. Robert Hartwig, University of S. Carolina
Plaza Ballroom | Sponsored by Imperial PFS*
- 9:30am-1:00pm Discussion Group Meetings**
All Welcome | Groups break at 10:45am for attendees to join another discussion
- 12:00pm-1:00pm Lunch Buffet (Working Lunch)**
Foyer 2nd Floor | Sponsored by Liberty Mutual, Safeco, State Auto
- 1:00pm-4:00pm State Leaders Meetings**
To be attended by National Directors, State Execs, State Officers, and Young Agent Leaders
- 5:00pm-6:00pm Reception**
Gallery Room | Sponsored by Fortified & Travelers Insurance

Sunday December 8

- 7:30am-9:00am Legislative Update Breakfast**
8:00am Charles Symington, IIABA CEO & Nathan Riedel, IIABA VP Gov. Affairs
Plaza Ballroom | Sponsored by Risk Placement Services & American Property Casualty Ins. Assoc.
- 9:30am SAC Board Meeting**
Gallery Room | By Invitation Only
**Meeting begins promptly after programming*

DISCUSSION GROUP MEETINGS

Saturday | 9:30am - 1:00pm | All Welcome

(All Meeting Rooms on 2nd Floor)

- * **Commercial Lines - Led by Karl Sherrill**
Envoy Room | Sponsored by Hanover
- * **Technology - Led by Jason Furst**
Diplomat Room | Sponsored by Catalyt
- * **Assoc. Services & Education - Led by Ben Albright**
Consulate Room | Sponsored by Big "I" Employee Benefits
- * **Personal Lines - Led by Andy Siegel**
Delegate Room | Sponsored by RLI Specialty
- * **Governmental Affairs - Led by Jim Murphree**
Attache Charge Room | Sponsored by IIA of Alabama

STATE LEADERS MEETINGS

Saturday | 1:00pm - 4:00pm | Invite Only

(All Meeting Rooms on 2nd Floor)

- * **Natl Directors - Led by Robert Nitsche, Jeff Schlitt**
Consulate Room | Sponsored by TrustedChoice.com
- * **State Execs - Led by Kyle Ulrich**
Attache Charge Room | Sponsored by Truist
- * **State Officers - Led by Bret Hughes**
Founders Room | Sponsored by IdealTraits
- * **Young Agents - Led by Cash McMillen**
Ambassador Room | Sponsored by Jencap



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ATLANTA BUCKHEAD

3434 PEACHTREE RD NE, ATLANTA, GA 30326



Conference Sponsors

DIAMOND



InsurAcademy



GOLD



SILVER



BRONZE



SouthernAgents.com

Save the Date

December 5-7, 2025

The Whitley, Atlanta Buckhead