



# EDUCATION

Region IV May 03 & 04, 2018

Non-Members are welcome in all educational courses

PLEASE indicate the classes you wish to attend with a mark on the line left of class time. Unless you are contacted with a change, you will be attending your selected classes. Classes are free for members attending the conference - costs vary for non-members.

**Non-Member Pricing: CE - \$30, CLP 2 hrs \$25, CLP, CLP-R & SE \$40**

Check if attending:	
<input type="checkbox"/>	<p><b>CE 1 - Latest Security Cyber Threats &amp; How to Protect Your Business (3 hours).</b> Approved in MI #73266, pending CE in other states            Participants will develop an awareness and working knowledge of how to protect their computer network. In this day of insurance agency management and almost complete dependence on the internet - it is important for the procedures of the agency be designed to protect consumer information. Information on the exposures and ways to protect the agency are presented. <b>Instructors: Jerry Fetty &amp; Brian Caudill</b></p>
<input type="checkbox"/>	<p><b>CE 2 - Fraud, Risk &amp; the Bottom Line (3 hours).</b> pending CE credit in all states            The cost of cybercrime can be devastating and this presentation outlines logical steps companies can take to protect their assets. The presentation includes statistics, case studies, defines the latest cybercrime techniques, how criminals penetrate our systems, and the role of cyber insurance in any prevention plan. It addresses internal fraud and the many ways companies become victims to it. The issue is presented via case studies touching on fraud and embezzlement schemes from all levels and areas of a business practice. Solutions and preventive measures are thoroughly defined to provide practical tools the attendee can implement to improve monitoring, analyze and strengthen internal controls, implement stronger vetting and hiring policies and implement a deterrence through leadership model. <b>Instructor: Bill Kowalski</b></p>
<input type="checkbox"/>	<p><b>CE 3 - Are You (or Your Clients) Prepared for the Only Certainty in Life? (3hours).</b> pending CE credit in all states            The purpose of the course is to provide basic information into estate planning options for individuals and provide options. The course will also explore the latest changes in the law in this area. The course will begin with the basics of preparing for the future. Going into trusts, funding and agents and ending with what is new and currently happening in the marketplace. <b>Instructors: Rich Pomeroy &amp; Darrell Zolton</b></p>
<input type="checkbox"/>	<p><b>CE 4 - Dealing with Claims (3 hours).</b> pending CE credits in all states            The class begins with discussion of pre-claim activities such as coverage issues, dissemination of information, risk inspections, policy audit and reserves. Common policy language is covered and definitions discussed along with responsibilities being assigned. The steps involved in driving a successful claim to closure as well as getting an unsuccessful claim back on the right path are previewed for both the property and casualty segments of the insurance industry. <b>Instructor: Lesa Grantham</b></p>
<input type="checkbox"/>	<p><b>CE 5 See CLP 3 - Ethics in the Workplace for additional CE option</b></p>
<input type="checkbox"/>	<p><b>SE 1 - Understanding the Sales Cycle (4 hours).</b> In <i>Understanding the Sales Cycle</i> you will learn the steps in the customer buying cycle, the customer's decision-making process and the steps in the sales process to find your areas of improvement in today's selling environment. <b>Instructor: Cindy Prud'homme</b></p>
<input type="checkbox"/>	<p><b>CLP 1 - Financial Intelligence (2 hours).</b> Contribute to planning and strategy discussions with more confidence by understanding the purpose and benefits of budgets, identifying essential financial statements, conducting a break-even analysis and learning which ratios may be important to your organization. <b>Instructor: Tammy Wascher</b></p>
<input type="checkbox"/>	<p><b>CLP 2 - Coaching Conversations (2 hours).</b> Identify the steps of a coaching session and how these steps can be applied in various contexts to hold an individual responsible for proactively defining goals and becoming accountable to their commitments. <b>Instructor: Jen Humphries</b></p>
<input type="checkbox"/>	<p><b>CE 5/CLP 3- Ethics in the Workplace (4 hours).</b> <b>ALSO PENDING CE in all states</b>            Explore the ideal ethical workplace and learn how to create the guidelines and tools to implement policies that support them to better assist you with unethical behavior in your workplace and with customers. <b>Instructor: Cynthia Matus</b></p>
<input type="checkbox"/>	<p><b>CLPR 1- Developing emotional intelligence (4 hours).</b> Emotional intelligence is recognizing your emotional triggers and knowing when and how to use them in a way that enables you to not only deal with these stressors objectively, but to also develop strong connections with your co-workers. This course introduces the essential aspects and strategies to honing this soft skill - helping you to confront issues, tackle problems, and manage change and stress with composure and clarity. <b>Instructor Lauri Oakden</b></p>

<input type="checkbox"/>	<b>CLPR 2- Assertiveness skills (4 hours).</b> Assertiveness Skills are crucial to professional development, as well as other aspects of life. Some of these skills include asking for what you need, handling confrontations gracefully, and putting ideas forward with confidence. Not only do these skills improve teamwork, focus discussions, and build relationships, but they also help individuals to become competent, constructive, confident, and perform at their best. <b>Instructor: Cheryl Blair</b>
<input type="checkbox"/>	<b>CAE 1- Life after 50, aging gracefully (2 hours).</b> Aging is a natural process; it's how we live it that makes the difference in our quality of life. Using an interactive approach, a health educator will help us identify various concerns as we age. Learn healthy tips and strategies to make life modifications that will help manage our own aging and help keep us active. <b>Instructor: Connie Reinert</b>
<input type="checkbox"/>	<b>CAE 2- Primed to Paint (2 hours).</b> Come discover your inner artist with staff from Primed to Paint. They will provide instruction in a relaxing atmosphere to inspire our members and their artistic abilities. Join the group and be empowered by your own accomplishment and leave impressed by the masterpiece you create. <b>Presented by: Primed to Paint, Frankenmuth, MI</b>
<input type="checkbox"/>	<b>CAE 3- Frankenmuth History ( 2 hours).</b> The area around Frankenmuth was settled and named in 1845 by conservative Lutheran immigrants from Germany. German, and in particular, the Bavarian culture of the town has been preserved and passed down through the generations. Frankenmuth draws over three million tourists annually to its Bavarian-themed shops and restaurants. Frankenmuth also attracts tourists with festivals and other events throughout the year. In addition to tourism, a significant number of residents in and around the community work in agriculture. From its German heritage to the effects of WWII on the city, there is so much unique history to discover. <b>Presenters: Jamie Furbush &amp; Director of Frankenmuth Museum</b>
<input type="checkbox"/>	<b>CAE 4- Memory Preservation (2 hours).</b> Stop burying the memories and photos from your past, start displaying them for all to see. Get your photos and memorabilia out of the shoe box (or off the memory card) and into your life! Learn how and why it's important to share them with the people who matter most to you. <b>Presenters: Linda Gerke &amp; Wanda Raymond</b>
<input type="checkbox"/>	<b>CAE 5- Office Basics/Excel/Power Point (3 hours).</b> The class begins with an overview of Microsoft Office, its various editions and how to determine the application to use. The first section will be a presentation on Microsoft Word and tips to effectively use its features such as text, layout, and working with objects. Next is a presentation on Excel showing how to work with cells, data, formulas and functions. Next is Power Point basics, working with slides, including text and objects and customizing your presentation. <b>Instructor: Sharon Rice</b>
<input type="checkbox"/>	<b>CAE 6- Social Media Networking: Let's Get This Party Started (1 hour).</b> Remember when dinner parties and industry events were the best ways to network? Today, social media has quickly become the one of the most effective methods employees can use to boost their careers and support their organization. From continuing education to problem solving, job seeking to hiring, social media is the place to be. Avoidance is no longer an option since excluding yourself from social media can send its own strong message. Learn where you should focus your time, a few best practices and how to secure your place at the table. <b>Presenter: Jennifer McDermitt</b>

Please email registration or questions to [jkholstine@insuranceeducators.net](mailto:jkholstine@insuranceeducators.net) or send in with conference registration.

**REGISTRATION -- DEADLINE: 04/20/2018**

NAME: \_\_\_\_\_  
Please Print or type name as appears on license if taking CE classes

SYSTEM ID if taking CE Classes \_\_\_\_\_

EMAIL: \_\_\_\_\_

LOCAL ASSOCIATION: \_\_\_\_\_

Feel free to share this with other professionals who might want to take the classes. All are welcome.

\*Non-Members

Checks payable to **Michigan Council of NAIW** & mail to:

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