The CPIA designation months, or your registration fee will be refunded.

Implement the principles covered in these sessions and experience a 20% increase in personal production within six months, or your registration fee will be refunded!

Participants leave with ideas that will produce increased sales results immediately. In fact, they are guaranteed: Implement the principles covered in these sessions and experience a 20% increase in personal production within six months, or your registration fee will be refunded!

The CPIA designation is maintained with a bi-annual attendance at one CPIA course or membership in the AIMS Society.

The AIMS Society is a national organization dedicated to providing interactive marketing and sales training, ongoing resources and networking opportunities to insurance professionals. www.aimssociety.org

No Test. Approved for 7 Wisconsin CE credits each. Utica approved. While it is not required, it is recommended courses are taken in order.

<table>
<thead>
<tr>
<th>CPIA 1 - Position for Success</th>
<th>CPIA 2 - Implement for Success</th>
<th>CPIA 3 - Sustain Success</th>
</tr>
</thead>
<tbody>
<tr>
<td>WI CE Course # 65338</td>
<td>WI CE Course # 65340</td>
<td>WI CE Course # 65339</td>
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<tr>
<td>During this program, participants are encouraged to focus on internal and external factors affecting the development of effective business development plans. Factors discussed include a review of the state of the insurance marketplace; analysis of competitive pressures; necessary insurance carrier underwriting criteria; and consumer expectations and understanding.</td>
<td>During this session participants will be provided with specific tools for analyzing consumer needs; will learn to utilize risk identification techniques to gather pertinent prospect information; will develop skills necessary to assimilate information gathered into a customized protection program; and will participate in exercises designed to promote effective delivery of proven solutions.</td>
<td>This program focuses on fulfilling the implied promises contained in the insuring agreement. Students will review methods of providing evidence of insurance coverage; will discuss policies and procedures for controlling E&amp;O including policy review and delivery, endorse-ments, claims-processing, and handling of client complaints. This course includes a review of the Professional Expectations; the Law of Agency; and Legal and Ethical Standards.</td>
</tr>
</tbody>
</table>

Becky Lathrop, CIC, CPIA
VP Optimum Performance Solutions, LLC
Lake Worth, FL (August)

Sam Bennett, CIC, AFIS, CRIS, CPIA
Harrison Agency, Inc.
Columbia, MO (October)

**CPIA 1 August 11**
Radisson, Madison

**CPIA 2 August 12**
West Bend Mutual, West Bend

**CPIA 3 October 7**
Hyatt Regency, Green Bay

Course 8:30 – 4:00 / Lunch, on your own, 12:00 – 12:45
CPIA Registration

Please only one registration form per person.

Fee Per Seminar

➢ PIAW Member $172
➢ Non-Member $207

Includes seminar materials, state CE & light break items (does not include lunch).

STOP: If you are a West Bend Mutual agent or employee, register directly at their website to receive a discount. Your registration will be shared with PIA.

(____) CPIA 1 – August 11  (____) CPIA 2 – August 12  (____) CPIA 3 – October 7

Full Name__________________________ First Name Preference_________ Designations __________
Agency/Company __________________________________________________________
Address ________________________________________________________________
City__________________________ State _______ Zip________________________
Phone __________________________ Cell or After Hours __________________________
Email __________________________
NPN Number __________________________ Date of Birth __________________________

Total Amount Enclosed $________ Check _____ M/C _____ Visa _____ Amex _____ Dis _____

Card #_________________________ Exp. Date __________________________

Confirmation will be emailed upon receipt of registration & fee. Cancellations received in our office 12 days before the seminar are fully refunded; after that a $25 fee will be charged. No refunds without 24 hour notice.

******************************************************************************

Mail: PIA of Wisconsin, Inc. / 6401 Odana Rd. / Madison, WI 53719
Email: bprestbroten@piaw.org  Fax: 608-274-8195
Online: www.piaw.org  Questions: 1-800-261-7429

For additional information on the AIMS Society, CPIA designation, updates, or membership please visit www.aimssociety.org or call 804-674-6466 or

Thank you for your hospitality in October!

Sleeping Rooms: Ask for PIA or best corporate rate:
Radisson 608-833-0100 / Hampton Inn, West Bend 262-438-1500, Hyatt Regency 920-4332-1234