

# TWO FOR TUESDAY from Big "I" Markets

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## ALL YOU HAVE TO DO IS CALL, STARTING WITH BIG "I" FLOOD, & PROMOTING PREPAREDNESS

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### ALL YOU HAVE TO DO IS CALL

We know when conducting business you want the flexibility to pick up the phone and talk to a company representative rather than a third party. And our Big "I" Flood Program partner Selective does just that-by providing direct access to in-house, agency-assigned, dedicated and skilled underwriters, offering a truly personalized experience to help best manage your flood business. This allows for a consistent experience, better response times, established rapport and stronger relationships.

Combined, Selective's veteran underwriting teams have more than 100 years of experience and are plugged into ongoing NFIP legislative changes. Each team is dedicated to a specific region, which aids in their ability to develop expertise in your territory and become well versed in regional issues. In addition, Selective also provides an internal Territory Management team that can help you find and drive more flood business.

So don't waste your time talking to a third party when you can speak directly with a Selective Flood Underwriting representative or Territory Manager today.

To learn more, visit [www.selectiveflood.com](http://www.selectiveflood.com).

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### SPECIAL FEATURE:

How Do I Get Started With Big "I" Flood?

By Elif Wisecup *Director of Marketing* of Big I Advantage®

Getting started with the Big "I" Flood program is easy. Just point, click, and roll!

1. Point your browser to [www.iiaba.net/Flood](http://www.iiaba.net/Flood).
2. Click the "sign-up" tab to send an email to Selective's Flood Sales department to initiate the appointment process.
3. Roll over your current WYO flood book. By placing your business through the Big "I" Flood program you're helping support government affairs advocacy efforts to reform the NFIP.

It's that easy and you can get started today. Visit [www.iiaba.net/Flood](http://www.iiaba.net/Flood) or connect with a dedicated Selective flood territory manager to learn more.

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### BIG "I" HELPS SAVE LIVES BY PROMOTING PREPAREDNESS

As a trusted resource for safeguarding homes and businesses in the United States, insurance agents and brokers are leaders in the community, encouraging everyone to prepare for unexpected emergencies, be they natural or manmade.

The Federal Emergency Management Agency (FEMA) recently conducted a survey and found that nearly **60 percent of Americans have not participated in a preparedness drill or exercise** at their workplace, school, or home in the past year. As an insurance agent or broker, your participation in America's PrepareAthon!<sup>SM</sup> can help change this statistic.

America's PrepareAthon! is a grassroots campaign for action coordinated by FEMA, working in close collaboration with communities across the country. Big "I" independent insurance agents and brokers are joining with America's PrepareAthon! to increase insurance sector engagement in this critical preparedness movement. America's PrepareAthon! works to build a more resilient Nation by increasing the number of individuals who understand which disasters could happen in their community, know what to do to keep their families safe and ensure that their businesses reopen as soon as possible, take action to increase their preparedness and mitigate damage, and participate in community resilience planning. Please join the movement! We encourage you to take part and challenge your clients and community to take action now to prepare for local hazards. America's PrepareAthon! is a year-round campaign. Twice a year, on April 30 and September 30, the campaign holds a national day of action called National PrepareAthon! Day to bring attention to our progress toward creating a more resilient Nation.

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## **Take Action and Be Counted**

Visit [www.ready.gov/prepare](http://www.ready.gov/prepare) to download tools designed specifically to help individuals, families, organizations and communities prepare for different hazards, such as earthquakes, floods, hurricanes, tornadoes, wildfires, and winter storms. For example, each hazard has a Prepare Your Organization Playbook, which includes resources to hold a tabletop exercise to plan how to prepare for and respond effectively to that hazard. Make sure to register your organization, and note your affiliation with Big "I."

## **Spread the Word, Save Lives**

Once you have selected an activity and registered, you can download the digital promotional materials for use on your website and social media pages. There are logos, banners, invitations, and badges to help you market your participation in America's PrepareAthon!

## **Encourage Your Clients to Take Part**

Challenge your clients to participate! Consider an open house where you could use the Prepare Your Organization Playbook to discuss how everyone independently and as a collective community would respond to a disaster. Encourage your clients to register their participation and increase the momentum of preparedness!

## **Promote Preparedness in Your Community**

As respected leaders in the community, insurance agents and brokers contribute to the shared responsibility of working with local government officials and other leaders to guarantee the preparedness of their communities. With your unified support, your clients can prepare for anything!

Part of any preparedness plan of course includes ensuring necessary insurance coverages are in place. When it comes to flood insurance, you can rely on Big "I" Flood and Selective to deliver an unparalleled flood program. Together, we offer agents several layers of support and value-added services to meet you and your customer's flood insurance needs. With personalized support, competitive commissions, an easy-to-use quoting platform, and an intuitive self-service site, it's an easy decision to start placing your business through the Big "I" Flood program with Selective today. Visit [www.iiaba.net/Flood](http://www.iiaba.net/Flood) to learn more.

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## **WEBINARS**

### **"Certificates of Insurance" - 2015 Edition**

**September 16, 2015**

1:00 to 4:00 p.m. Eastern Time

\$79 - [Click here to register](#)

Some agents have placed information or specifically requested wording on certificates of insurance, compliance checklists, or agent affidavits that include knowingly incorrect information. Sometimes it is well meaning and trying to save a customer from losing a job or a paycheck for completed work. Sadly, in some cases there are likely agents who do it when more law-abiding and ethical agents won't so that they can keep or get the business. This Big "I" Virtual University webinar continues the Certificate of Insurance conversation and covers where the problems most often begin; additional insureds; contractual insurance requirements...what can or can't you do; other issues and more with q&a time.

Also planned is the October webinar on CGL Contractual Liability Issues in the Construction Industry. VU webinar questions can be sent to [bestpractices@iiaba.net](mailto:bestpractices@iiaba.net).

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**Remember that you can view the following webinars 24/7 by checking out the BIM Webinar Library. To do that log onto Big "I" Markets and click on "Publications".**

- Personal Liability Trends - Fireman's Fund
- TravPay
- Commercial Lessor's Risk
- Affluent Homeowners
- Travelers Select Products (series)
- Travel Insurance

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- Community Banks
- Real Estate E&O
- RLI Personal Umbrella
- "Oh, by the way...Flood Sale"
- Habitational
- Non-standard Homeowner
- Student Housing

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## BIM WEBSITE TRAINING WEBINAR

For all you folks who recently registered for Big "I" Markets, remember you can participate in a webinar from the comfort of your office to help you learn how to navigate around the system. Every Thursday at 2:00 p.m. EDT we'll show you how to navigate the Big "I" Markets platform, including how to submit a quote! A recording of this webinar can be found under "Publications" after logging into Big "I" Markets.

- Thursday, September 10 @ 2 p.m. EDT
  - Thursday, September 17 @ 2 p.m. EDT
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## TWO FOR TUESDAY TRIVIA

Be one of the first five with the correct answers and win an envy-inspiring *TFT* Trivia T-shirt. **Don't forget to answer the Tie Breaker!**

Ed James (FL), Peggy Sands (OH), L.J. Boeckenstedt (IA), Deborah Truelove (AL), & Barbara Kennell (IA)

1. Why are almost all school buses painted "National School Bus Glossy Yellow"? - **It gets noticed faster than any other color, especially in peripheral vision**
2. Cats are far-sighted. What part of their body enables them to "see" objects extremely close up and even allows blind cats to navigate? - **WHISKERS**
3. Tropical storm names are maintained and updated through a strict procedure governed by which organization? - **WORLD METEOROLOGICAL ASSOCIATION**

## TIE BREAKER

Irving Feld established what "distinguished" college on this date (September 1) in 1968? - **CLOWN COLLEGE for Ringling Bros. and Barnum & Bailey Circus**

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## LAST WEEK'S MOST CLICKED LINKS

Here are the top three items that got BIM agents clicking from our last edition... see what you missed!

1. Video of home turned into cat condo
  2. Agility - Flood Preparedness Checklist
  3. Agility - Hurricane Preparedness Checklist
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## BIG "I" MARKETS SALE OF THE WEEK

Congrats to our agent in Louisiana on a commercial auto sale of **\$9,807** in premium.