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**Your Website Says WHAT?**  
How your Agency's Online presence puts your business at risk!

RISK MANAGEMENT WEBINAR

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**Agency Online Presence Association Perspective - Panelists**

**Christopher J. Boggs, CPCU, ARM, ALCM, LPCS, AAI, APA, CWCA, CRIS, AINS**

Executive Director Risk Management and Education for the Independent Insurance Agents and Brokers of America (Big "I") Virtual University. His current duties involve E&O risk management as well as researching, writing, and teaching property and casualty insurance coverages and concepts to Big "I" members and others in the insurance industry.

During his career, Boggs has authored more than 2,000 insurance and risk management-related articles on a wide range of topics as diverse as Credit Default Swaps, the MCS-90, and enterprise risk management. In addition to this, Boggs has written 15 insurance and risk management books.

With more than 30 years in the insurance industry, Boggs is a graduate of Liberty University with a bachelor's degree in Journalism. Boggs' background includes work as a risk management consultant, loss control representative, producer, claims manager, and quality assurance specialist.

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**Agency Online Presence Association Perspective - Panelists**

**Tim Dodge, AU, ARM, CPCU**

Assistant Vice President of Research and Information for Big I New York, headquartered in Dewitt, New York. Tim is responsible for answering members' questions about insurance technical, legal, regulatory, and legislative matters, and for communications with the media. He also writes for and maintains sections of Big I New York's website; writes a blog about insurance technical matters; hosted an award-winning video podcast; and teaches continuing education classes. Since 2008, he has served on national committees that work with ISO to improve coverage forms, including the Big I's Technical Affairs Committee and the Mid-America Insurance Conference. He previously worked as a commercial lines underwriter and underwriting trainer for CNA Insurance in Syracuse. He is a graduate of the State University of New York College at Brockport and received the Chartered Property Casualty Underwriter designation in 1998. He has held his current position with Big I New York since 2002.

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**Agency Online Presence  
Association Perspective - Panelists**

**E. Stuart Powell, MA, CPCU, CIC, CLU, ChFC, ARM, AMIM, AAI, ARe, CRIS**

Semi-retired independent insurance and risk management consultant. Stuart spent 22 years as a practicing independent agent and 23 years working with the Independent Insurance Agents of North Carolina, Inc. (IIANC). While at IIANC, Stuart served as the Director of Education, Director of Special Projects, Vice President of Insurance Operations and Technical Affairs, and Interim CEO. As VP of Insurance Operations, he supervised the brokerage of all the insurance coverages purchased by the State of North Carolina except for the State employees' health plan. Stuart retired from IIANC in 2016 and spent a year as an Executive in Residence in the Walker College of Business at Appalachian State University teaching upper-level insurance and risk management courses to Finance, Banking and Insurance students. Since leaving App State, Stuart is continuing to consult with IIANC and provides expert witness services.

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**Agency Online Presence  
Association Perspective**

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**Agency Online Presence  
Association Perspective – Websites**

- How can agents make their websites interesting without taking too much risk?
- If agents are required to be so careful about what they say on the web, is it even worth it to be there?
- It feels like agents are in a no-win situation. If they don't use a website or social media, they won't get customers. If they do, they could get sued. What should they do?

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Agency Online Presence  
Association Perspective – Beyond Websites

- What advice would you give agents regarding use of Facebook, LinkedIn, Snap Chat, Instagram, etc.?
- Should and, if so, to what extent should employees be allowed to post about the agency on these social media outlets?
- Have emails created an E&O issue for agents?

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Agency Online Presence  
Association Perspective – Word Association

- Expert
- Best
- Risk Manager
- Partner
- Peace of mind
- Best coverage and lowest prices

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Sticks and stones may break your bones, but words will get you sued!

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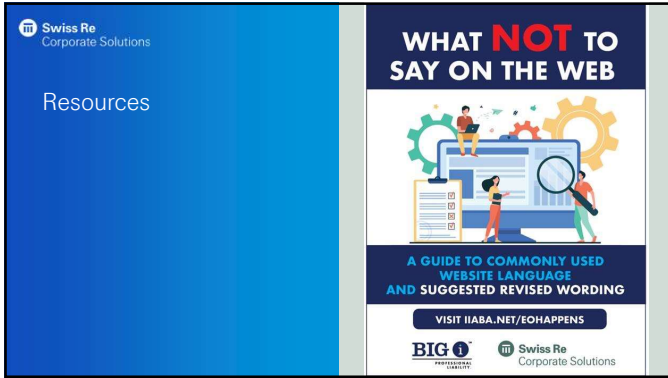
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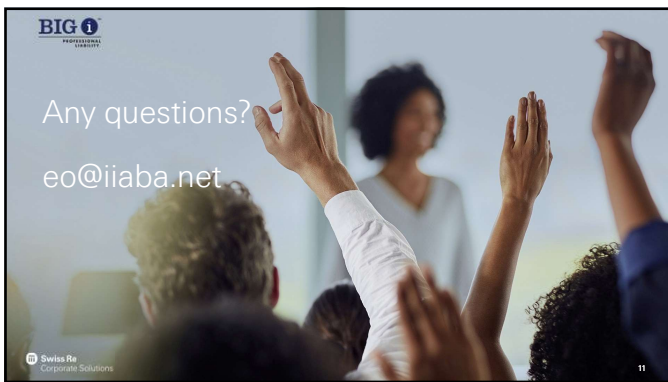
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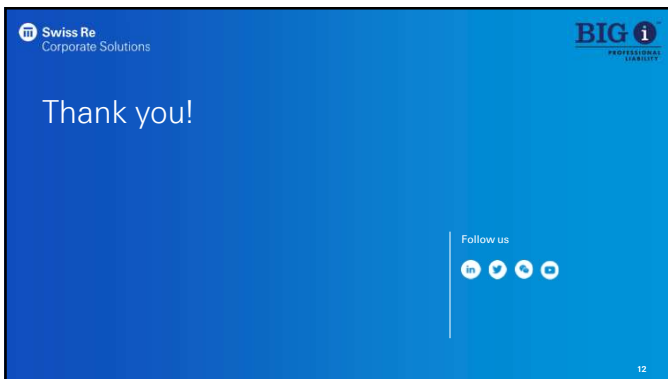
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