



Member Update

February 3-4, 2010, Marks Mid-Winter Meeting

The annual mid-winter meeting of the Independent Farm Insurance Agents of Illinois, planned for February 3-4 in Springfield, will feature several "can't miss" opportunities. Mark your calendar and plan to attend the event, booked at Springfield's Crowne Plaza Hotel and Conference Center.

Elwynn Taylor, Iowa State University climatologist, will headline the event, along with Tim Hoffman, Director of Product Administration and Standards with the Risk Management Association (RMA). Taylor will explore weather trends and discuss implications for farm risk management and insurance needs. Hoffman is invited to discuss RMA issues.

The conference will include an opportunity to earn continuing education credit, though organizers say details are still in the works. Watch for registration packets to arrive by mail in January, and plan to register by January 20th. Make your hotel reservations by January 12th to qualify for the \$119 conference room rate. To register, contact IFIAI Secretary-Treasurer Randy Jacobs at rjacobs@mtco.com, or (309) 365-3231. Watch for conference schedule updates at www.ilfarmagents.com.



**Climatologist
Elwynn Taylor**

Fall Issue, 2010



Upcoming Events

Mid-Winter Education Meeting - February 3-4, 2011, at the Crowne Plaza, Springfield, IL. Mark your calendar now, and plan to attend. Registration is \$70 per member, and \$40 per spouse. To learn more, contact Randy Jacobs, IFIAI Secretary-Treasurer, at (309) 365-3231 or rjacobs@mtco.com.

IFIAI Annual Meeting - June 16-17, 2011, at the Doubletree Hotel, Bloomington, Ill. Watch for details at www.ilfarmagents.com.

Annual Golf Outing—June 16th, 2011, at the Prairie Vista Golf Course in Bloomington, IL. Registration materials will be available in May.



Promote Your Agency, with Help from IFIAI

It's official. IFIAI members can now cooperatively promote their agency to thousands of potential Illinois customers through advertisements in the *Illinois Agri-News* weekly newspaper. The shared ads will feature agencies that opt to participate, and each will pay an advertising fee lower than they would if purchasing the advertisement on their own.

"The advertisement will promote the benefits of working with an independent farm insurance agent in general," explained project coordinator Linda Carlton-Huber. "And agencies can buy in to the ad in order to highlight their own business."

Carlton-Huber said the IFIAI developed the advertising campaign as a way for members to more affordably communicate their services to Illinois farmers. For details, schedules and ad costs, contact *Illinois Agri-News* representative Marguerite Allen at 800-426-9438, extension 181.

IFIAI Capital Update



Big "I" Requests Changes to RMA's Draft Crop Insurance Agent Compensation— In mid-October, the Big "I" took the lead in a recommendation letter to the USDA Risk Management Agency (RMA) urging specific changes to the draft managers bulletin on crop insurance agent compensation. This bulletin, which is required as part of the recently renegotiated Standard Reinsurance Agreement (SRA), will define what constitutes agent compensation and what does not for the purposes of the new, draconian commission cap that was included in the SRA.

The process of drafting this document has been an aggressive back and forth debate between the agent groups, crop insurance companies and the RMA. In the letter, the Big "I" and other agent groups have requested that the RMA continue to recognize "ordinary business practices" as they seek to define agent compensation, and that they measure all of their new compensation requirements by their practical impact on small businesses. Specifically, the agent groups have asked that RMA not expand the definition of compensation beyond what is stated in the SRA. The Big "I" has stressed that the compensation guidelines be carefully constructed to avoid creating unfair and unearned competitive advantages for companies and captive agents to the detriment of independent insurance agents.

Additional changes were requested in order to provide a level playing field among all agents. You can review the entire letter sent to the RMA, please [click here](#).

Member News in Brief

New Crop Insurance Policy Linked to Yield Benefits

For the 2011 growing season, Illinois farmers have an opportunity to purchase a new private crop insurance product that can increase their yield coverage by up to 10 percent of their existing APH yield guarantee.

Through the Biotech Yield AssuranceSM policy, farmers can now get more coverage for their farm because Genuity® Roundup Ready 2 Yield® soybeans has the technology that gives third party insurance companies the confidence to offer broader insurance coverage. To qualify for this additional coverage, farmers must plant, for each insured unit, 100 percent Genuity® Roundup Ready 2 Yield® soybeans in the states of Illinois, Indiana, Iowa and Minnesota.

"Farmers are looking for risk options, and we are pleased crop insurance agents have such an innovative program to offer their grower-customers for the upcoming growing season," said Joe Nail, Monsanto Risk Mitigation Manager.

New Officers Seated

New IFIAI officers were seated during the organization's summer meeting, and those leaders are now serving members. Officers elected include Dwain McAfee of Pana, President; Pat VanDeVelde of Winchester, Vice President; and Randy Jacobs of Lexington, Secretary-Treasurer.



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