



Have a question for PIA? Understand member benefits?

Having volunteered with PIA since the late 90's, understanding what the organization is about and the benefit to the member has always been a moving target. As it should be! Our members are the heart of the organization. Last year PIA came out with its four key "Pillars":

1. **Inform-** The authoritative source of information relevant to the insurance industry, especially our members.
2. **Educate-** Offerings that feature nationally recognized instructors and designations that strengthen the skills and knowledge of insurance professionals.
3. **Advocate-** Advocacy at the state and national levels to ensure PIA members' voices are heard by lawmakers and regulators alike.
4. **Protect-** Delivery of products and services specifically designed for insurance professionals to protect and grow their businesses.

These Pillars offer clarity of vision and direction. That however, is just the basis for what we do and what keeps us moving in a consistent direction. Our products and services are meant to bridge the gap of "independent agents" with a collective voice and strength in numbers. As a member of PIA, dues supports both National PIA and local state affiliates!

I encourage you to visit the new PIA National Website, where you will find not only resources about each of these Pillars, but also specific and relevant member programs and benefits. These benefits include, but not limited to:

- **PIA Member Reimbursement Programs**
- **PIA DMV, Direct Mail programs**
- **PIA Branding, Hartford Flood member exclusive benefit**
- **PIA Market Access**
- **Cyber Coverage** for PIA Members and available for retail sale to clients

There are also tools available for agency owners, such as

- **Winning@Talent**
- **Winning@Sales and Service**
- **PIA Blueprint for Agency Success**
- Employee profiles
- **Idealtraits** (comprehensive hiring tools)

These are just a portion of the benefits and value PIA makes available. Like anything in life, its up to you to engage and get out what you put in. I encourage you to take advantage of all the programs and resources PIA makes available to their members! I wish you safety and good health in 2022.

Gerald Hemphill, CIC, LUTCF
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