

INDEPENDENT INSURANCE AGENTS OF NEBRASKA FOUNDATION

Board of Directors Meeting

January 30, 2024

8231 Northwoods Drive, Suite B, Lincoln, Nebraska/Virtual Conference

MINUTES

CALL TO ORDER/ROLL CALL

The annual meeting was called to order at 9:38 a.m. by Past President Jon Hongsermeier on January 30, 2024.

Those members present: Jon D. Hongsermeier, AIP, Past-President; Ryan Hedden, RICP, CIC Vice President; Ann Ames, Secretary-Treasurer; Jeff Magee, CIC, RWCS, MBA; Craig Marmie; David Steinkraus, MBA; Riley Tonkin, CPCU, CIC, AIM, AU-M; Sam Phillips, CPCU, CIC, AFIS; Rob Talcott

Those members absent: Michael Luna & Steve Robeson

Others present: IIAN – Jacilyn Bruns, Communications Director.

APPROVAL OF CONSENT AGENDA

It was moved by Magee, seconded by Spurling, that the following items be placed on the consent agenda, and the agenda approved:

- A. Approval of Agenda
- B. Approval of Minutes – September 1, 2022, Annual Meeting

Motion carried unanimously by voice vote.

REPORTS

A. **President** – reported by Hongsermeier.

1. **Director/Officer Nominees:** Announced that Craig Marmie, Sam Phillips, Nate Spurling, David Steinkraus, Rob Talcott and Riley Tonkin be elected/re-elected as directors, and that Jeff Magee had agreed to be elected president.

B. **Talent Network Program Update/Planning:**

1. College Outreach Activities

IIAN Communications Director Jacilyn Bruns reported on the partnerships with UNK, UNL & UNO. These include career fairs and advertising on campus and at events (including athletics). Bruns and Hongsermeier shared information about the status of IIAN's Scholarship Program which now includes the Mark B.Lisko Big "I" Nebraska Scholarship which is given out at UNK to two students annually and is \$1,275 total.

The Greg Donsbach Scholarship is in the process of being set up at UNO. Hongsermeier will reach out to Julie Richt to solicit her assistance in funding half of the scholarship amount for the next five years. Bruns is working with UNO to help establish the fund and get their assistance in selection criteria and timeline. Jon Hongsermeier and Rob Talcott will assist in fundraising.

2. **Insurance Professional Scholarship**

Bruns shared the status of the Insurance Professional Scholarship program. Currently one is offered for first year insurance professionals and another for 2nd-5th year insurance professionals. Discussion was had with the group about the timeline for scholarships, when to promote and how to help promote the program to members. It was determined that the scholarships should be accepted in October and March for the most impact.

3. **Digital Advertising Program**

Bruns shared information about the partnership with Learfield. IIAN is currently running two campaigns, one to attract college students/aged people and a second one to attract job changers. IIAN has had 326,783 impressions by January 30, 2024.

4. **Train & Develop**

Bruns shared information about current efforts to train and develop including showing the current career page on the IIAN website. Members get a free CareerPlug account, however the Pro version has reach to all the major job boards and search engines.

C. Secretary-Treasurer

1. **Financial Statements & 2024 Budget**

Ames reported to the group that Dana Cole (CPA) is still in the process of completing the audit for IIAN, IIAN Foundation & NASC. Due to the change from accrual-based accounting to cash-based accounting it is taking longer than normal. Ames presented the group with the 2024 IIAN Foundation Budget.

2. **Fundraising Strategies:**

- **IIAN Dues Check Off:** Members will again have the opportunity to contribute to the Foundation in conjunction with remittance of IIAN membership renewal dues for the 2024/25 fiscal year.
- **Annual Golf Tournament – The 28th Annual Golf Tournament** made approximately \$28,000. The 29th Annual Golf Tournament is scheduled for August 8, 2024, at Woodland Hills. Bruns noted that she plans to ask the same members of last year's committee to serve again for the upcoming tournament.
- **Lancaster County Restricted Fund** – It was suggested that Ames reach out to McClelland to find out more information about the fund and how it could possibly be utilized to further the mission.
- **Additional Events** – Brief discussion was held regarding what additional events could be held to help support fundraising efforts.

It was moved by Hedden, seconded by Magee to approve the 2024 IIAN Foundation Budget. Motion carried by unanimous voice vote.

NEW BUSINESS

A. Election of Officers and Directors

It was moved by Hedden seconded by Magee, that the following nominees be elected to the Board of Directors, and as Officers of the Foundation:

For three-year terms expiring October 2026:

- **Craig Marmie**
- **Samuel Phillips**
- **Nate Spurling**
- **David Steinkraus**
- **Rob Talcott**
- **Riley Tonkin**

And for one-year terms expiring January 2025:

Jeff Magee, to the office of President; **Ryan Hedden**, to the office of Vice President, and **Ann Ames**, to the offices of Secretary and Treasurer.

Motion carried by unanimous voice vote.

B. Upcoming Meetings

It was determined that the Foundation Board would hold a strategic planning session in May and the Annual Meeting in September 2024, prior to the IIAN Annual Convention in October 2024.

ADJOURNMENT

It was duly moved and seconded that the meeting be adjourned; motion carried unanimously, meeting adjourned at 11:02 a.m.

Submitted by Ann Ames, Secretary-Treasurer
May 20, 2024