



Professional Insurance Agents

# **Delivering Value to Our Members**



**Industry leading, member focused**

# About PIA Northeast

**As the premier professional association for independent insurance agents, PIA Northeast has provided excellence to its members for more than 90 years.**

**‘A core principle of our organization is insurance-based leadership. Industry professionals are at the helm of our business—at both the association management level and within the state organizations.’**

**Richard A. Savino, CIC, CPIA, TRA**  
Chairperson, PIA Management Services Inc.  
Principal-Managing Partner of Broadfield Insurance, a member of PCF Insurance

**‘Our combined association strength gives PIA Northeast the ability to provide our members with the very best products and services to meet their diverse needs.’**

**Jeffrey D. Parmenter, CPCU, ARM, CPIA**  
President & CEO, PIA Management Services Inc.

**‘The PIA model allows us to meet each of our specific state’s needs with the resources and economies of scale that only we can deliver.’**

**Kelly K. Norris, CAE**  
Executive Director, PIA Management Services Inc.

**‘PIA Northeast maintains financial transparency and fiscal responsibility while delivering on its mission.’**

**Kathy McNessor**  
Chief Financial Officer, Chief Operations Officer  
PIA Management Services Inc.

## 1931

**Founded more than 90 years ago, our core principles and values remain the same today as they did then.**

## 1965

**PIA Management Services Inc. formed to manage state associations.**

# Strength in Numbers

PIA Northeast is made up of five individual state associations. Through this strength of association, we are able to advance the independent agency system—in the Northeast and beyond.

## 2,000+

MEMBER AGENCIES

## 150+

COMMITTED AGENT  
LEADERS

## 60+

PIA EMPLOYEES

## 5

STATE ASSOCIATIONS



### STATE ASSOCIATIONS DRIVING THE INDUSTRY:

- PIA of Connecticut
- PIA of New Hampshire
- PIA of New Jersey
- PIA of New York
- PIA of Vermont





## Mission

To recognize, meet, and advance the diverse needs of our membership, and influence the industry by providing the very best education, information, advocacy, and protection possible.

## Vision

An innovative industry leader that will use its vast knowledge, resources, and expertise to advance the independent agency system.

## Values

**Relevance**

**Integrity**

**Quality**

**Innovation**

**Community**





# Four Pillars

PIA has an enduring mission to advance the needs of our members and be a leading voice in the insurance industry. Our four pillars provide the foundation for this mission.

## Information

The authoritative source of information relevant to the insurance industry and our members.

## Education

Growing the skills and knowledge of insurance professionals through nationally recognized instructors and designations.

## Legislation

Advocacy at the state and national levels to ensure PIA members' voices are heard by lawmakers and regulators alike.

## Preservation

Delivering products and services specifically designed for insurance professionals to protect and grow their businesses.

# Industry Impact

PIA delivers innovations and solutions to address industry challenges. Our member agents and brokers demonstrate excellence in leadership, community service, and business acumen.

## Growing the Industry

# 22K+

### CARRIER APPOINTMENTS

PIA's carrier relations activities work to build relationships with companies that provide coverage options at competitive prices. This has led to numerous contracts for agents in our footprint.



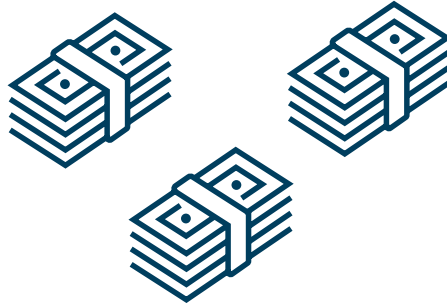
### Workforce Pipeline

PIA works to equip the future workforce with the knowledge they need to serve consumers.

### Developing Leaders

Through insurance-based leadership and board participation, PIA empowers insurance professionals to be industry leaders.

## Making a Difference



# \$31+ MILLION

PIA is proudly affiliated with the Insurance Industry Charitable Foundation which awards local community grants.

# \$5+ MILLION

Funds raised by our members to benefit charitable causes in the Northeast.

## Building a Community



# 50+ NETWORKING EVENTS



# 2,000+ ATTENDEES

We host the **largest industry conference in the Northeast**, in addition to other regional conferences.

### Committed Support

PIA's proud heritage of engaging and connecting with agents has grown into a community of members who support and serve one another.





# Association Partners



## **PIA National**

Serving agents since 1931, the National Association of Professional Insurance Agents represents agents and brokers in all 50 states, Puerto Rico, and the District of Columbia.



## **Young Insurance Professionals**

Dedicated to developing tomorrow's leaders.

**New York   New Jersey   Connecticut**



## **Professional Insurance Wholesalers Association**

PIWA represents New York state insurance wholesalers who serve retail insurance producers with specialty and excess-line markets.



# 38K

ANSWERS PROVIDED

# 2K+

ISSUE-SPECIFIC  
REFERENCE DOCUMENTS

# 9

TECHNICAL INSURANCE  
EXPERTS

# 2

ON-STAFF ATTORNEYS

## Information

We are a trusted source in providing factual and relevant information to members, policymakers, and stakeholders in the insurance industry.

### Industry Resource Center

Provides information for members whenever they need it, eliminating hours of research by agents and brokers. We do the research for them.

### Carrier rating change notifications

Timely alerts on rating and outlook changes to represented carriers.

### Compliance

Notifications, tools, and training for agents to comply with the regulations and requirements of doing business.

### Publications

Award-winning magazines, newsletters, and resources to stay on top of the trends taking place in the industry.

### State-specific information

PIA tracks business and compliance issues in individual states, so agents can access the most relevant information for where they operate.





## Education

As the unquestionable leader in insurance education, PIA helps agents maintain a competitive advantage in the industry, as well as complying with all license requirements.

### Nationally recognized designation programs

CIC, CISR, CPIA, CRM, CPRM

We work with nationally recognized instructors and industry leaders to provide sought-after designations. Our programs grow the skills and knowledge-base of independent agents.

### State-recognized CE

Agents earn quality continuing-education credits to maintain their insurance licenses.

### Education programs that make sense

PIA develops and delivers relevant education through multiple platforms—including on-site classes, webinars, and class series.

# 150

ON-SITE CLASSES

# 200+

WEBINARS



## Designations awarded



# 2,249



# 1,547



# 360

## Political Action Committees



## Agents Advocacy Coalition

## Active engagement

## Lobbying efforts

## Amplifying your voice

# Legislation

PIA represents members' interests in state capitals, in Washington D.C., and with regulators to ensure insurance agents' needs and positions are understood. Through PIA's advocacy efforts, individual agents have a powerful voice.

## Building relationships with legislators

PIA members regularly meet with state and federal lawmakers to build relationships and credibility. They advocate for the independent agency system and for the protection of their clients.

## Bill tracking

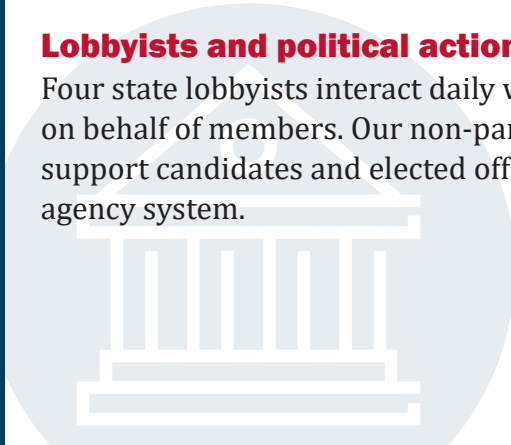
PIA members are able to track hundreds of bills through our PIAAdvocacy system. Stay up-to-date on legislation in your state, region, and nationally.

## Compliance

PIA works with legislators and state agencies on issues of compliance and regulation—making sure members' needs are taken into consideration.

## Lobbyists and political action committees

Four state lobbyists interact daily with decision-makers to advocate on behalf of members. Our non-partisan political action committees support candidates and elected officials who advance the independent agency system.



# Preservation

We care about protecting and growing the business of our members. PIA provides tools and resources specifically designed for independent agencies.

## Errors & omissions coverage

PIA works with quality carriers to provide excellent coverage for their businesses. Our **50-year exclusive relationship with Utica National Insurance Group** is the cornerstone of our E&O offerings. PIA also offers unique umbrella coverage that goes over your E&O.

## Cybersecurity you can count on

**TAG Solutions'** insurance industry-specific cyber program was developed exclusively for our members, and exceeds regulatory standards.

## Tools and resources

PIA provides marketing materials, human resource tools, market access, referral programs, consumer-facing products for clients, and other resources for members to grow their businesses.

PIA is proud to partner with **AVYST**, which provides InsureTech sales and risk-management solutions.



**Design +  
Print**

**PIA Design & Print offers a collaborative design experience tailored for small businesses, insurance agencies, and associations.**

Our talented team specializes in print and digital media design that's engaging and effective.



Utica National Insurance Group







# Professional Insurance Agents

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