



September 22-24, 2025 / Tulalip Resort



MONDAY, SEPTEMBER 22

- 12:00 pm **Battle Creek Golf Course Shotgun Start**
Golf course is 15 minutes away from the resort. Lunch will be served.
Sponsor: First Insurance Funding
- 1:30 pm **Mosaic Tile Class**
Tulalip Resort's Chinook Room. Wine and finger foods.
Sponsor: Western National
- 5:15 pm **Tailgate Kick-Off Party**
Tulalip Casino's Draft Bar & Grill – wear your team's jersey; win prizes
Event Sponsor: Honeycomb
Drink Sponsor: Red Shield
- 5 – 9 pm **Exhibitor Set Up Available** in Orca Ballroom

Dinner on Your Own
- 8:30 pm **Hospitality Room** in the Grand Asian Suite (1232)
Sponsor: ServiceMaster Tacoma

TUESDAY, SEPTEMBER 23

All events will be held in the Orca Ballroom. Trade Show Sponsor: IPFS

- 6:30 am **Exhibit Table Set-up**
- 8:00–9:30 a **Breakfast**
Sponsor: AmWins Access
Beverage Sponsor: WSRB
- 8:30 am **Exhibit Hall Open**
- 9:30 am **Keynote Presentation**
Sponsor: Travelers
Book Sponsor: The Advantage Group (TAG)
 - Welcome from IIABW President Craig Field, Mitchell Reed & Schmitt
 - 'Mastering Focus in Your Agency' Joey Collins, Psy.D., Industrial-Organizational Psychology Professor at Seattle Pacific University
- 10:30 am **A discussion with Insurance Commissioner Patty Kuderer and Lobbyist Bill Stauffacher**
- 11:30am **Lunch. Exhibit Hall open**
Sponsor: Stillwater Insurance Services

- 1:00 pm **Insurance Executive Panel**
Sponsor: Grange
- Dan Ferrari, Senior VP of Liberty Mutual
 - Steve Stogner, CEO of Grange Insurance Association
 - Jim Curtis, National Personal Lines Auto Product Manager of Progressive
 - Amberlyn McQuary, Stonebraker McQuary, Moderator
- 2:00 pm **Cutting Edge Ideas/Best Practices** - Agent presentations and discussions on their use of Artificial Intelligence, social media marketing and virtual assistants.
- Gabe Gonzalez, CIC, Safeco/Liberty Mutual
 - Drew Hodgson, Western Insurance Associates
 - Andrea Sink, Marsh McLennan
 - Cameron Pechia, Valley Trucking Ins., a division of All Lines Associates
- 4:30 pm **Reception & Exhibit Hall open**
Reception Sponsor: Capital Premium Finance
Entertainment Sponsor: Oregon Mutual
Bar food: Ironpeak
- 6:30 pm **Awards Dinner & Entertainment – The Bale Jumpers**
Dinner Sponsor: Progressive
Entertainment Sponsor: Oregon Mutual
- 8:30 pm **Hospitality Room** in the Grand Asian Suite (1232)
Sponsor: ServiceMaster Tacoma
- 8:30 pm **Exhibit Breakdown**

WEDNESDAY, SEPTEMBER 24

All events will be held in the Orca Ballroom.

- 6 am – noon **Exhibit Breakdown**
- 8:30 am **Morning Buzz Breakfast, Mimosas & short demonstrations by AI vendors**
Breakfast Sponsor: National General, an Allstate Company
“Buzz” Sponsor: People Premium Finance
- Wendy Wang, InsurPal
 - Doug Mohr, Vertafore
 - Sai Satyavolu, Quandri
- 9:30 am **How AI is Being Used in the Industry and by Agents, Dale Steinke, Liberty Mutual**
Sponsor: Mutual of Enumclaw
- 10:30 am **Legislative Update, Bill Stauffacher, IIABW Lobbyist**
Prize Sponsor: AFCO Direct