

# Product/Service Information

*Your Insurance  
Industry  
Support Group*



## UAIIA's Mission Statement

Promote ethics and professionalism in the industry and be the unrelenting advocate for independent agents by providing products and services to fulfill the educational, political and business needs of its members.

## Code of Ethics

I believe in the value and importance of the insurance business and its future, and that the independent insurance agent plays a critical role in serving consumers throughout the insurance process.

I support the independent agency system, which has developed insurance to be a fundamental component in the economic fabric of our nation, and I pledge to support right principles and oppose bad practices in the insurance business.

I respect the importance of the relationship between independent insurance agents and the public, insurance companies and other independent insurance agents, and believe that the rights of the client are paramount.

### ***To the Public***

I believe that serving the public as an independent insurance agent is an honorable occupation, affording me a special opportunity to serve society and offer valuable insurance products and services to the public.

I believe that as an independent insurance agent, I am serving the interests of my clients by responding to their expressed insurance needs.

I will strive to further the public's understanding of insurance, endeavor to promote safety and loss control in my community, and strive to participate in civic and philanthropic activities that contribute to my community.

UTAH ASSOCIATION OF  
INDEPENDENT INSURANCE  
AGENTS

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## Code of Ethics Continued

### ***To the Insurance companies I Represent***

I will respect the authority vested in me by the insurance companies I represent, and work to maintain open lines of communication with them.

### ***To Other Independent Insurance Agents***

I will strive to maintain positive relations with other insurance agencies in my community, competing with them on an honorable and fair basis.

I will follow all insurance laws relative to the conduct of my business.

I will work with other independent insurance agents for the betterment of the insurance business, and endeavor to elevate the standards of my occupation by following this Code of Ethics and encourage other independent insurance agents to do likewise.

## Membership Benefits

### ***Advocacy***

We lobby on your behalf on state regulatory and legislative issues and each year a contingent of Utah agents visits with our Congressional Delegation. We are backed by our two national associations: The Independent Insurance Agents and Brokers of America and the National Association of Professional Insurance Agents.

### ***Education***

UAIIA is your one-stop educational source. Local and state chapter meetings feature excellent speakers and seminars, and frequently provide continuing education credits at little or no cost to members. Take advantage of our Certified Customer Service Representative designation program and browse our online continuing education classes that can be taken 24/7 anywhere you have access to the Internet.

### ***Network with Your Peers***

Don't underestimate the power of networking. Local state and national meetings all give you the chance to meet other independent insurance agents just like you. You will find hundreds of people waiting to do business and share information with you.

### ***Convention and Mid-Year Meetings***

Each year members have an opportunity to attend our state convention and mid-year meeting. Don't miss out on the motivational speakers, educational seminars and panel discussions about current topics. Conventions provide a great opportunity to interact with company representatives and other agents.

### ***Monthly Magazines***

Our monthly publications, The Independent Agent, The PIA Connection and the Utah Independent Agent, offer timely articles and information about industry news and developments, plus monthly columns that provide news and analysis of legislative developments at the national and state level.

### ***Professional Liability***

UAIIA offers Errors and Omissions insurance from the top E&O companies in the nation. We have been in the agents professional liability business for over 25 years.

### ***Young Agents***

Agents under the age of 40 and agents new to the industry are invited to participate in our young agents program. There are many opportunities to network with young agents and actively participate in many of our state and national programs. Young Agents are the future of our industry.

### ***Other State and National Benefits***

In addition to the above benefits, why not take advantage of our UAIIA college scholarship program, job board, industry calendar, Mexican Auto Insurance, AgentSecure markets, A&M Personal Umbrella and Excess Policy, Big "I" Markets, Eagle Agency, Flood Programs, RLI Personal Umbrella and In-Home Business Policies, Insurance Agent's Umbrella program, Catastrophe Major Medical, Short and Long Term Disability, Trustco Earthquake & Flood Program (HCIT), Retirement Services, InsurBanc, Agents Council for Technology, Caliper Personality Assessment Testing, Omnia Employee Profiling, Big "I" and PIA Logo Merchandise, The Mines Press printed supplies, Big "I" Trusted Choice Agent Program, PIA Local Agents Serving Main Street America Program, Hertz and Alamo Rental Car Discounts and overnight and 2nd day shipping programs through UPS and DHL. For further information on these and other benefits call the UAIIA office at: 801-269-1200 or check out the following websites: [www.uaiaa.org](http://www.uaiaa.org), [www.independentagent.com](http://www.independentagent.com) and [www.pianet.com](http://www.pianet.com).