



newspak

Growth. Opportunity. Success.

I hope you all enjoyed and learned as much as I did at our SAN Annual Business Meeting last month at the DCU Center in Worcester, MA. I am always inspired by the high energy levels of company and vendor partners, as well as SAN Member Agency attendees at this event.

I think it's important to understand WHY we focus on this event, and I'd like to highlight several points related to that:

1. It is one day during the year when SAN Member Agents come together to learn more about our industry, and the changes our industry faces – as well as some skills, ideas, and tips for meeting the challenges associated with change.
2. It is an opportunity to meet and network with peers and company partners. This information exchange is valuable given the financial rewards associated with placing premium with our company partners; and it is an opportunity to share experiences with one another at the agency level.
3. This event provides Member Agents with a chance to connect face-to-face with most of the staff here at SAN Group and SIAA. I believe we all recognize the value of relationships and building rapport when it comes to the sales process – well, it is equally important when working together.

I could go on, but my intention here is not to lecture, but rather to ensure that you realize we do believe there is significant value to the SAN Annual Business Meeting and what it offers. It is part of what we do as your partner in this industry – but as with so many things in life, it's mainly about what you're willing to put into it. Change is constant. The meeting is one way we can help you to be prepared.

Thanks.

Frank Waters
COO, SAN Group



[Click here to check out our slideshow from the meeting!](#)

June 2015

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Welcome

Brack Insurance
Penacook, NH

CHC Insurance Agency
Whitman, MA

Colleen A. Coughlin Insurance Agency, Inc.
Dracut, MA

Compton Insurance Agency Inc.
Danbury, CT

Giving Wolf Insurance Services, LLC
Brockton, MA

Roger Menard Insurance Agency
Northampton, MA



SAN Business Meeting 2015

SAN held its Annual Business meeting, themed **“The Spirit of the Entrepreneur Is the Spirit of the U.S.A.,”** on Thursday, May 7 at the DCU Center, Worcester, MA. Attended by several hundred insurance industry professionals including SAN members and vendor partners, the meeting was dedicated to empowering SAN members to diversify and expand their lines of business.

During the event, SAN member agencies participated in several workshops and panel discussions designed to help them build a successful social media presence, become customer-centric and grow their small commercial lines.

Thank you to our Platinum Sponsors



SAN's trade show included over 50 booths staffed by a variety of sponsors.



The luncheon was highlighted by the keynote address, **“Unleash Your Potential”** delivered by speaker, Molly Fletcher, a full-time motivational speaker and business coach. Fletcher shared personal stories about building her business as a successful sports agent and her 5-step process to unleash your potential and take your business to the next level. Getting to know your customers and catering to their needs, thereby enhancing their experience and promoting sales was the focus of her address.



Molly Fletcher
Speaker, author, and former sports agent



Awards of Excellence



Most Profitable Agency

The Insurance Outlet, LLC
Laconia, NH

Annual Commitment Achiever

Chan Insurance Agency, Inc.
Boston, MA

AccessPlus Agency of the Year

Andrew Borner, Olde Liberty Insurance LLC
Wethersfield, CT

Most Entrepreneurial

John H. Barter Associates, Inc.
West Hartford, CT

Company Professional of the Year

Leanne Ross, The Hartford
Hartford, CT

AccessPlus Updates



We are pleased to welcome back Sarah Basset as Personal Lines Account Placement Specialist in the AccessPlus department! In her new role, Sarah will be working closely with agents, quoting and issuing. She is most excited about getting to know the agents and growing their relationships.

Shining Stars

“ I was able to secure a precision tool and die manufacturer account with Travelers through SAN. I would not have been able to do so without the help of Gail Howe. In my 38 years in this business, I do not believe that I have had an underwriter as efficient as she is. Whenever I have had something that needed to be answered from Travelers, she has immediately “jumped” on it and has been able to get immediate results. ”



~ Fred Guzielek, Robert J. Hoy Agency, Inc., Broadalbin, NY



SAN Members have been busy! Here's what ACCESSPLUS wrote last month:

Class	Line of Business	Company	State	Premium
Junk Contractor	Auto	Mapfre/Commerce	MA	\$52,507
Engineer	Auto	Liberty Mutual	MA	\$9,985
Apartments	BOP	Utica First	MA	\$6,080
Garage with Auto Sales	Garage PKG	Merchants	MA	\$5,903
Renovation	Builders Risk	Travelers	MA	\$570
Chinese Restaurant	BOP	Travelers	RI	\$6,799
Family Restaurant	WC	Travelers	RI	\$3,266
Fruit Market	BOP	Main Street America	RI	\$2,598
Wholesale Distributor	BOP	Merchants	RI	\$1,409
Medical Office	ERISA Bond	Main Street America	RI	\$369
Art Gallery	BOP	Hartford	NH	\$4,193
Machine Shop	BOP	Harleysville	NH	\$4,093
Dry Cleaner	WC	Guard	NH	\$2,702
Asian Restaurant	BOP	Hartford	NH	\$2,228
Locksmith	BOP	Main Street America	NH	\$969
Ocean Marine	Cargo	Travelers	CT	\$3,187
Lessors Risk Bakery Tenant	BOP	Liberty Mutual	CT	\$3,157
Medical Supplier	BOP	Hanover	CT	\$2,957
Accountant	Professional	Travelers	CT	1,134
Contractor	BOP	Utica First	CT	\$664
Non-Profit Foundation	PKG	Chubb	ME	\$8,581
Building LRO - Offices	BOP	Liberty Mutual	ME	\$6,691
Used Car Dealer	Garage PKG	Peninsula	ME	\$4,378
Metal Fabrication	PKG	Liberty Mutual	ME	\$3,922
Plumbing Contractor	BOP	Travelers	ME	\$1,380

IN THE NEWS



The Standard, New England's Insurance weekly magazine, attended the SAN Business Meeting. [The article](#), beginning on the front cover, aptly captures the spirit and overall focus of the meeting sessions.

Matt Masiello, President/CEO, SAN Group,

“...stressed that by expanding from the personal lines market into the small commercial lines market, independent agencies can increase retention rates, keep the competition from gaining market share and earn additional revenue.”



Steve Tombarelli, Vice President, Business Insurance Advantage, SIAA, wrote an article, [Make Your Commercial Lines Playbook](#), appearing in the May 2015 edition of *Independent Magazine*.



“You may choose prospects because they are in front of you and easy to reach, rather than basing your selections on real opportunities. Say a new strip mall opens in your community—should you just approach all the businesses without first knowing if you have a market for them? No. You’ll make better use of your time only pursuing prospects that are achievable.”

Dynamic Duo

SAN Member Agency, **Financial Insurance Services** of Londonderry and Hudson, NH is currently chairing two chambers of commerce through brothers **Seth and Ryan Fragala**.

~ *Eagle Tribune, May 17, 2015*



Seth Fragala, chairman of the Greater Derry Londonderry Chamber of Commerce Board of Directors, assumed his post at the beginning of the year.

Younger brother **Ryan Fragala** is in his second term at the helm of the Greater Hudson Chamber of Commerce Board of Directors.

“In speaking with my Chamber counterparts across the state, such a situation appears to be unprecedented.”

Will Steward, President, Greater Derry/Londonderry Chamber of Commerce



MEMBER LOGIN Please login with your member credentials to access the below areas.

- Agency Operations & Services
- Training & Learning
- MarketFinder
- Partners & Vendors
- NetWeb
- In The Know

THE TOTAL SOLUTION FOR THE INDEPENDENT AGENT

siaa4u.net

Perhaps some of you noticed things look a bit different on the members' website recently. SIAA has made some changes to the categories of information, as well as a significant number of additions to content and pages. Bottom line? A better user experience, and more services and resources to help you build, run and market your agency! We invite you to take a look and tell us what you think!



New & Improved!

New on Storefront!



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- Workers compensation
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- Business interruption/loss of income
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