

# SOUTHERN AGENTS *Conference* — 2025



WORKING TOGETHER TO ADVANCE  
THE INDEPENDENT AGENCY SYSTEM

**DECEMBER 5 - 7, 2025**

**THE WHITLEY ATLANTA BUCKHEAD**







# SOUTHERN AGENTS *Conference* — 2025

**December 5-7, 2025 | Atlanta Buckhead**

Since 1971, state association agents, leaders and executives across the Southeast have been gathering for the Southern Agents Conference workshop in Atlanta's Buckhead to network, share ideas and information, and to discuss successes and common challenges. The annual workshop provides an open communication for Independent Insurance Agents and Brokers of America associations throughout the Southeast (IIABA) in 15 states.

The heart of the event is the time when participants break into small focus and discussion groups: State Officers, National Directors, State Execs, Young Agents, Association Services & Education, Commercial Lines, Governmental Affairs, Personal Lines, and Technology.

Company, Broker and Vendor colleagues participate as event sponsors and as active contributors to the collaborative discussion groups - working together to advance the Independent Agency system throughout the Southeast.

## SOUTHERN AGENTS STATES

AL - Alabama Independent Insurance Agents  
 AR - Big I Arkansas  
 DC - Metro Washington Association of Independent Insurance Agents  
 FL - Florida Association of Insurance Agents  
 GA - Independent Insurance Agents of Georgia  
 KY - Big I Kentucky  
 LA - Independent Insurance Agents & Brokers of Louisiana  
 MD - Big I Maryland  
 MS - Big I Mississippi  
 NC - Independent Insurance Agents of North Carolina  
 OK - Big I Oklahoma  
 TN - Insurors of Tennessee  
 TX - Independent Insurance Agents of Texas  
 SC - Independent Insurance Agents & Brokers of South Carolina  
 WV - Independent Insurance Agents of West Virginia

**WORKING TOGETHER  
TO ADVANCE  
THE INDEPENDENT  
AGENCY SYSTEM FOR  
OVER 50 YEARS.**



**The 54th annual Southern Agents  
Conference & Workshop**

**SOUTHERNAGENTS.COM**



THE WHITLEY  
ATLANTA BUCKHEAD

3434 Peachtree Rd NE, Atlanta, GA 30326  
 PHONE: 404.237.2700

# Conference Agenda

## — Friday December 5

- 1:00pm State Executive Meeting**  
Delegate Room 2nd Floor | *By Invitation Only*
- 2:00pm IIAG Executive Committee Meeting**  
Board Room 2nd Floor | *By Invitation Only*
- 4:00pm-5:00pm Young Agent Happy Hour**  
Whitley Lobby Bar
- 4:00pm-5:00pm Registration Desk Open**  
Legacy Foyer | *Sponsored by IIAG*
- 5:00pm-6:30pm Reception**  
Legacy Ballroom | *Sponsored by SecureRisk, Travelers, & Selective*

## — Saturday December 6

- 7:30am-9:00am Attendee Breakfast**  
Plaza Ballroom | *Sponsored by Imperial PFS*
- 8:00am-8:15am Angela Ripley, IIABA National Chairman**
- 8:15am-9:15am “Smarter Service, Stronger Teams: Tech & Talent in Action” Catalyit Panel**  
Plaza Ballroom | *Sponsored by Catalyit*
- 9:30am-1:00pm Discussion Group Meetings**  
*All Welcome | Groups break at 10:45am for attendees to join another discussion*
- 12:00pm-1:00pm Lunch Buffet (Working Lunch)**  
Foyer 2nd Floor | *Sponsored by Liberty Mutual, Safeco, State Auto*
- 1:00pm-4:00pm State Leaders Meetings**  
*To be attended by National Directors, State Execs, State Officers, and Young Agent Leaders*
- 5:00pm-6:00pm Reception**  
Gallery Room | *Sponsored by Fortified & TrustedChoice.com*

## — Sunday December 7

- 7:30am-9:00am Breakfast and Market Update**  
Plaza Ballroom | *Sponsored by MarshBerry & Imperial PFS*
- 8:00am Charles Symington, IIABA CEO**
- 8:15am “Elevate Your Position in a Changing Market”**  
Scott Kegler, MarshBerry
- 9:15am SAC Board Meeting**  
Gallery Room | *By Invitation Only*  
*\*Meeting begins promptly after programming*

### DISCUSSION GROUP MEETINGS

Saturday | 9:30am - 1:00pm | All Welcome

*(All Meeting Rooms on 2nd Floor)*

- \* **Commercial Lines - Led by Karl Sherrill**  
Diplomat Room | *Sponsored by RPS*
- \* **Technology - Led by Jason Furst**  
Envoy Room | *Sponsored by Catalyit, Big “I” ACT*
- \* **Assoc. Services & Edu. - Led by Becky McCormack**  
Consulate Room | *Sponsored by Big “I” Employee Benefits*
- \* **Personal Lines - Led by Robbie Moore**  
Delegate Room | *Sponsored by RLI Specialty*
- \* **Governmental Affairs - Led by Jim Murphree**  
Attache Charge Room | *Sponsored by IIA of Alabama*

### STATE LEADERS MEETINGS

Saturday | 1:00pm - 4:00pm | Invite Only

*(All Meeting Rooms on 2nd Floor)*

- \* **State Execs - Led by Tara Purvis & John Barbour**  
Attache Charge Room | *Sponsored by APCIA*
- \* **State Officers - Led by David Beck**  
Founders Room | *Sponsored by National General*
- \* **Young Agents - Led by Daniel Rohrbaugh**  
Ambassador Room | *Sponsored by Jencap*
- \* **Natl Directors - Led by Michelle O'Connor & Robert Nitsche**  
Envoy Room | *Sponsored by InsurAcademy*



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ATLANTA BUCKHEAD

3434 PEACHTREE RD NE, ATLANTA, GA 30326



SouthernAgents.com

# Conference Sponsors

## DIAMOND



## GOLD



## SILVER



## BRONZE



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Save the Date

December 4-6, 2026

The Whitley, Atlanta Buckhead