





SPECIALTY LINES: THE CONSTRUCTION MARKET
BENEFITS AGENCY: GEORGIA'S HUTCHINSON TRAYLOR INSURANCE
LEADERSHIP: PERSONALIZE MOTIVATION, CARE AND UNDERSTANDING
YOUNG PROFESSIONALS: PSYCHOLOGY OF SALES

Rough Notes

PROPERTY & CASUALTY AGENTS AGENCY MARKETING • INSURANCE MARKETS • NEW PRODUCTS
FEBRUARY 2017

AGENCY OF THE MONTH:

**TENNESSEE AGENCY'S
THIRD GENERATION
LEARNS BY DOING**

ALSO: CICA SPECIAL SECTION

SPECIALTY LINES: THE HOSPITALITY MARKET
TECHNOLOGY: ACT'S "SECURITY ISSUES POCKET GUIDE"
BENEFITS PARTNER: TPA HELPS EMPLOYERS STABILIZE HEALTHCARE COSTS

Rough Notes

PROPERTY & CASUALTY AGENTS AGENCY MARKETING • INSURANCE MARKETS • NEW PRODUCTS
JUNE 2016

AGENCY OF THE MONTH:

**CALIFORNIA AGENCY
TURNS FRUSTRATION
INTO SUCCESS**

ALSO: BERMUDA CAPTIVE SPECIAL SECTION

MARKETING AGENCY OF THE MONTH

BEING DIFFERENT AND MAKING A DIFFERENCE

*Dawson Insurance is a standout in the
Fargo/Moorhead environs*

Tom Dawson, CPCU, CIC,
President (see left), and Dan
Arendson, CIC, CPA,
CPCU, CRIS, Vice President
and Sales Manager.

By Dennis H. Pillsbury

"**T**here's just a constant awareness of being different," says Tom Dawson, CPCU, CIC, president of Dawson Insurance, Fargo, North Dakota. "We're not just relying on good service and being around 90 years. That's been a real change in recent years. We focus on ways to differentiate ourselves from the competition through value-added services to our clients and to our community."

Of course, it certainly doesn't hurt that Dawson Insurance has been serving the Fargo area since 1917 when it was founded by Tom's grandfather, Charles A. Dawson, as a crop insurance general agency and an independent agency for other lines of business. Tom's father, Bob, and his uncle, Jim,



PHOTOGRAPH BY BOB JAY

















HALO

LASER ETCHED GRAPHICS

High Resolution Laser Etched Graphics on Powder Coated Aluminum Finish won't wear off!



LOW PROFILE HINGED CLAMP

Low Profile Hinged Clamp design provides easy installation and removal with no need for tools and will adjust to most vehicles.



BALL JOINT LOCK BOLTS

Get extra adjustability to adjust better in lock down or plane.



SOLID CAST ALUMINUM COMPONENTS

Powder Coated Cast Aluminum Components for lightweight performance and durability.



304 STAINLESS STEEL

High Grade Corrosion Resistant Hardware for superior durability. Includes 304 performance.



NO. 10020



BURKELL'S HOLLOW ALUMINUM FINISH



NO. 10022

HALO

HIGH INTENSITY COB MAP LIGHT

2 primary settings
33 Level Low setting
120 Corner High setting



IP65 WEATHER RESISTANT HOUSING

Can withstand down to 30" of water if

SCRATCH RESISTANT POLYCARBONATE LENS

For ease of install performance

Red light for right sides or accent

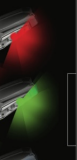
Green light for right sides or accent

Blue light for accent only

Blue light for accent only

PROGRAMMABLE HIGH INTENSITY RGB LIGHTS

Get preferred color for functioned or event lighting



SEI-MARK NO. 10020

SEI-MARK
FOR-LIFE
WARRANTY
SEI-MARK
NO. 10020

HIGH INTENSITY COB MAP LIGHT

Expanded beam from high to low function



PROGRAMMABLE RGB LIGHTS

High Intensity Colors or Red lights for numbers



PROGRAMMABLE RGB LIGHTS

Match vehicle dash accent color



NO. 10020

PRO SERIES



UVV LIGHTED REARVIEW MIRROR

WITH MULTI MODE HIGH INTENSITY LED RGB & COB LIGHTS



NO. 10020

PRO SERIES



UVV LIGHTED REARVIEW MIRROR

WITH MULTI MODE HIGH INTENSITY LED RGB & COB LIGHTS



NO. 10020



DESIGNED TO FIT
HONDA PIONEER
1000-5 & 700-4*

INCREASED BED CAPACITY
Increases the amount of usable storage space with the rear seats in the upright position. Allows a large cooler or storage box up to 75 lbs. to be transported with the rear seats in use.



SELF STORING
Folds and stores securely against inside wall of tailgate when not in use. Does not interfere with rear seats.



QUICK DEPLOYMENT
Flips open and locks solidly into place quickly and easily.



INCREASED HAULING
Room for cargo behind rear seats with plenty of tie down points.



BED EXTENDER
Allows the tailgate to be used as additional bed space adding 5" to the tailgate for an extra 18" of bed length.

There are more than tires, chassis, engine and seat between you and the earth while driving your UTV. There's SEIZMIK. We're what makes your vehicle unique to you. Our accessories are designed, engineered and tested to perform in extreme conditions for demanding users. Check out our full line of innovative products at WWW.SEIZMIK.COM



California Proposition 65

▲ WARNING: Cancer and reproductive harm - www.P65Warnings.ca.gov

SEIZMIK - Division of Valink Corporation
1412 Stewart Street, / Suite 102
Fuquay Varina, NC 27526

www.seizmik.com

Designed & Engineered in USA
Manufactured in China

SEIZMIK
X10_o
EXPANDED WORLD
NO. 05010

DEPLOY IN SECONDS

Spring clips allow for quick opening and closing

STURDY CONSTRUCTION

Steel powder coated frame with rugged bumpers and stout hardware ensures a secure mount and less rattle



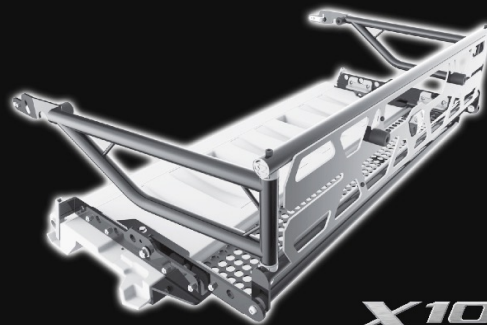
DESIGNED TO FIT
HONDA PIONEER
1000-5 & 700-4*



BED EXTENDER

FITS ON HONDA PIONEER 1000-5 & 700-4*

*DOES NOT FIT HONDA PIONEER 1000-3; 700-2; OR 500 MODELS



X10_o
OFFROAD WORLD
NO. 05010

**DEMAND SAFETY
AND STABILITY.
DEMAND SEIZMIK GUN HOLDERS.**

GUNHOLDERS.SEIZMIK.COM



SEIZMIK.COM

866.838.3366

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Only available
at dealers!

**WINSHIELDS FOR
ANY WEATHER OR
TERRAIN**

Seizmik's Flip-Up Windshields are a must have upgrade for your UTV! They can be used for any weather condition or on any type of trail!

KEY FEATURES

Flip-Up Features

- Single Point Release System
- Latching Mechanism
- Spherical Ball Rod Ends
- Gas-Filled Struts
- Ergonomic Handle
- Less Visual Distraction

VENT FEATURES

- 2 Tinted Polycarbonate Vents
- Defog Mode
- Fully Adjustable Air Flow
- Tinted Design

Check out our website for fitment specs!
Available at your favorite powersports retailer.

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YouTube

**DON'T FORGET
TO WIPE!**
DEMAND SEIZMIK



UTV WINDSHIELD WIPER WASHER KIT

FITS ANY HARD COATED POLYCARBONATE WINDSHIELD
INCLUDES WIPER ASSEMBLY, WASHER PUMP, AND 4 ADJUSTABLE JETS



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at dealers!

**STAY CLASSY
UNDER THE CHASSIS!**
WITH SEIZMIK SKID PLATES



SEIZMIK SKID PLATES

- 1/2" UHMW CONSTRUCTION
- THICKER AND STRONGER MATERIAL
- LOW FRICTION/HIGH ABRASION RESISTANCE/
SELF LUBRICATING PROPERTIES
- EASIER INSTALL WITH LESS DRILLING
- INTEGRATED ROCK SLIDERS/TREE KICKERS
- MAINTENANCE ACCESS POINTS
- FENDER FLARE COMPATIBLE

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SEIZMIK
UTV ACCESSORIES®

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Available at your favorite powersports retailer.

FLIP UP WINDSHIELDS



Build kit includes windshield, gasket, and all necessary hardware.

CLEAR YOUR VIEW WHENEVER YOU WANT.

You're out on the trail and you don't want any separation from the beauty before you. With one quick twist of a handle, you can see it all and let it in the breeze that you crave. Whenever you need more protection from the elements, pull in the handle to latch the windshield closed with minimal force. It's that simple.

FITMENT	MATERIAL	SKU	PRICE
Polaris Full Size Ranger	UV Resistant	50-50837KIT	\$499.99
	Hard Coated*	50-50219KIT	\$579.99
Polaris Mid-Size Ranger	UV Resistant	50-50838KIT	\$399.99
	Hard Coated*	50-50221KIT	\$469.99
Can-Am Defender	UV Resistant	50-50858KIT	\$469.99
	Hard Coated*	50-50246KIT	\$574.99

*Hard coating is on both sides of windshield

3/4" round tubing and glass filled nylon mounts create the sleekest profiled flip up windshield available

FIND WHAT YOU NEED FOR YOUR UTV | INFO@FALCONRIDGE.COM | FALCONRIDGE.COM | @FALCONRIDGEPOWERSPORTS

50-50000KIT

MANUAL WIPER KIT WITH 12" WIPER BLADE



12" WIPER BLADE
Refills with any standard automotive wiper blade

GLASS FILLED NYLON CAPS & HANDLE
For durability and strength in all weather conditions

TENSION SPRING
Maintains blade pressure along windshield surface for consistent sweep

Includes 12" wiper blade, arm assembly with tension spring, ergonomic handle, weather caps, and mounting hardware.

MSRP: \$39.99

KEEP RIDING, NO MATTER THE WEATHER.

This easy to install accessory, designed with bad weather or wet conditions in mind, works on your hard coated polycarbonate windshield. Our kit is a manual system with an ergonomically designed handle for a solid grip and offers easy operation with gloved or mittened hands (no more little plastic balls pretending to be a handle).



Ergonomic handle to create a solid grip

Easily wipe away rain, snow, or mud from your windshield with the 12" automotive style wiper blade. Need more coverage? No problem, simply replace the blade in the kit with a longer standard automotive wiper blade found at any number of stores.

FALCONRIDGE.COM
@FALCONRIDGEPOWERSPORTS



Versatile mounting allows for the perfect wiper placement.

NOTE: Designed for use with hard-coated polycarbonate windshields. DO NOT USE on uncoated polycarbonate.



723

Falcon Ridge serves up an additional dose of traction with the 723 radial tire.

Deep lugs are ready to take on mud, dirt, rock or sand. Multiple layers of sidewall protection help resist punctures and add traction when conditions go from 'easy' to 'fun'.

If you tackle a variety of terrain on a single ride, the 723 is an excellent choice to rely on to get you through from start to finish.



FEATURES

- **Heavy-Duty 6 Ply Radial Construction**—delivers a smoother and more comfortable ride over a variety of trail surfaces.
- **Engineered to Provide Excellent Handling**—giving riders more control and confidence in dirt, mud, rock and sand.
- **Heavy-Duty Sidewalls and Shoulder Lugs**—help prevent sidewall punctures and wheel damage in harsh conditions.
- **Excellent All-Around Traction**—giving riders a sure-footed feel as they explore new trails.
- **Directional Tread Pattern**—designed to allow mud and dirt to easily flow between lugs for optimized traction in a variety of conditions.

Available Sizes	Part #	MSRP
25x8.00R12	80-10059	\$99.99
25x10.00R12	80-10060	\$114.99

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SBL-8S



SATIN SILVER &
GUN METAL GRAY



GUN METAL GRAY



MATTE BLACK

Includes recessed valve stem with a chrome cap, and a bolt on plastic cap with silver logo.

14" X 7"
MSRP: \$149.99

15" X 7"
MSRP: \$154.99

FEATURES:

- 1,000 LBS. LOAD RATING
- SOLID CAST ALUMINUM 1 PC
- LIGHTWEIGHT
- BOLT ON CENTER CAPS INCLUDED
- VALVE STEMS INCLUDED

*Requires splined lug nuts w/60° conical seat

Need a classic aftermarket wheel design that is sure to keep your buddies' heads turning? Look no further than Falcon Ridge's SBL-8S to complete your awesome build and remain the envy of the group.

The SBL-8S was built from a solid, one piece, cast aluminum block resulting in a 1000 lb load rating, meeting the demands of today's high horsepower ATVs, UTVs, and SUVs. Falcon Ridge wheels remain focused on style and function and offer a lifetime warranty against defects in materials and workmanship.

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SATIN SILVER & GUN METAL GRAY

ITEM #	80-10106	80-10107	80-10108	80-10109
AVAILABLE SIZES	14 X 7	14 X 7	15 X 7	15 X 7
BOLT PATTERN	4/137	4/156	4/137	4/156
OFFSET	5+2 (+30)			
HUB BORE	110 MM	132.5 MM	110 MM	132.5 MM
WEIGHT W/CAP	13.1 LBS.	13.1 LBS.	14.4 LBS.	14.5 LBS.

GUN METAL GRAY

ITEM #	80-10110	80-10111	80-10112	80-10113
AVAILABLE SIZES	14 X 7	14 X 7	15 X 7	15 X 7
BOLT PATTERN	4/137	4/156	4/137	4/156
OFFSET	5+2 (+30)			
HUB BORE	110 MM	132.5 MM	110 MM	132.5 MM
WEIGHT W/CAP	13.1 LBS.	13.1 LBS.	14.4 LBS.	14.5 LBS.

MATTE BLACK

ITEM #	80-10114	80-10115	80-10116	80-10117
AVAILABLE SIZES	14 X 7	14 X 7	15 X 7	15 X 7
BOLT PATTERN	4/137	4/156	4/137	4/156
OFFSET	5+2 (+30)			
HUB BORE	110 MM	132.5 MM	110 MM	132.5 MM
WEIGHT W/CAP	13.1 LBS.	13.1 LBS.	14.4 LBS.	14.5 LBS.

**EXTEND YOUR VISION WITH
UTV PURSUIT MIRRORS**



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**EXTEND YOUR VISION WITH
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**SEIZMIK UTV
PURSUIT MIRRORS**



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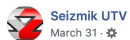
FARMERS & RANCHERS DEMAND SEIZMIK



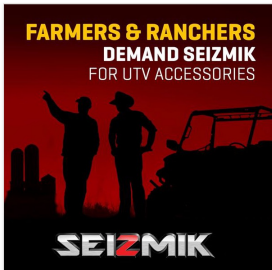
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Post Preview



Discover UTV accessories that work as hard as you do. On the ranch. Or wherever you go.



Engineered to Perform

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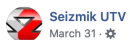
Bruce Kespohl, Terry Maitland and 95 others

2 Comments

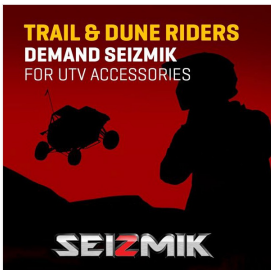


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For you, it's more than just a sport. It's a way of life. Go where ordinary UTV has gone before with our custom UTV accessories.



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Bernard McFarren, Mike Forman and 42 others

1 Comment

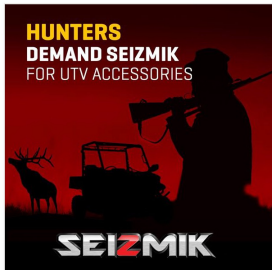


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The hunt for the right UTV accessories starts and ends right here. Go deeper. Get closer. Hunt smarter.



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Scott Ruth, Tom Schreiner and 92 others

1 Comment

8 Shares



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Reported stats may be delayed from what appears on posts.

People Reached

112

Reactions, Comments & Shares

90	0	22
Like	Wow	Love
0	0	0
Haha	Sad	Angry
5	8	
Comments	Shares	

3707

Post Clicks

0	3307	400
Photo Views	Link Clicks	Other Clicks

Negative Feedback

1	0	0
Hide Post	Hide All Posts	Report as Spam

0
Unlike Page

Post Details
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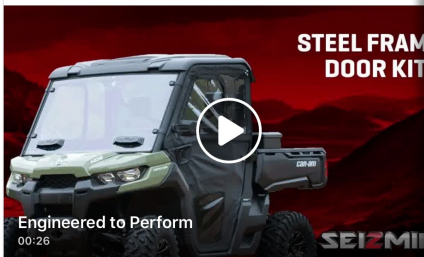
Actions



Seizmik UTV

March 31 · 🌟

Check out all of our UTV accessories. Our innovative products are made with you in mind. Demand More. Demand Seizmik.



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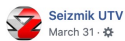
👍❤️ 96

3 Comments 6 Shares 27K Views



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Post Preview



Seizmik UTV

March 31 · 🌟

Check out SEIZMIK'S NEW Halo-RA LED Rearview Mirrors with Intensity LED Map and RGB Accent Lights! Lifetime warranty, no rusts!



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Light Up The Cab

👍❤️ Doug Haynes, Harold Bourque and 125 others

3 Comments



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Post Preview

Actions



Seizmik UTV

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Check out all of our UTV accessories. Our innovative products are made with you in mind. Demand More. Demand Seizmik.



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👍❤️ 97

3 Comments 12 Shares 9.8K Views



Performance for Your Post

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People Reached

118

Reactions, Comments & Shares

75	0	28
👍 Like	😮 Wow	❤️ Love
0	0	0
😂 Haha	😞 Sad	😡 Angry
3	12	
Comments	Shares	

5273

Post Clicks

0	1837	444
Photo Views	Link Clicks	Other Clicks

Negative Feedback

0	0	0
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ACCESSORIES FOR UTVS AND SIDE-BY-SIDES

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AVAILABLE AT YOUR FAVORITE POWERSPORTS RETAILER

Vented Flip-Up Windshields

For Polaris Pro-Fit Rangers & Can-Am Defenders

PRODUCT VIDEO

+ MORE DETAILS HERE

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CONQUER NEW TRAILS
WITH FALCON RIDGE TIRES

COUGAR VANQUISH 723

FEATURED VIDEOS

VELOCITY FLIP UP WINDSHIELD

TRAILHEAD SIDEVIEW MIRRORS

Falcon Ridge Velocity Flip Up Windshield

FALCON RIDGE
UTV PARTS & ACCESSORIES

VELOCITY
FLIP UP WINDSHIELD

Falcon Ridge Trailhead Side View Mirror

Help

The image is a screenshot of a web browser displaying the Falcon Ridge website. The browser's address bar shows 'falconridge.com'. The website's header features a hamburger menu on the left, the Falcon Ridge logo (a stylized eagle with wings spread) in the center, and social media icons for Facebook, Instagram, and YouTube on the right. The main banner has an orange background with a grid pattern and features the text 'CONQUER NEW TRAILS WITH FALCON RIDGE TIRES'. Below this text are three dark buttons labeled 'COUGAR', 'VANQUISH', and '723'. The banner image shows three large, detailed views of off-road tires. Below the banner is a 'FEATURED VIDEOS' section with two video thumbnails. The first video is titled 'VELOCITY FLIP UP WINDSHIELD' and shows a woman operating a vehicle with a flip-up windshield. The second video is titled 'TRAILHEAD SIDEVIEW MIRRORS' and shows a man standing next to a vehicle with side-view mirrors. A 'Help' button is located in the bottom right corner of the video section.

youtube.com

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Seizmik UTV Accessories
1.77K subscribers

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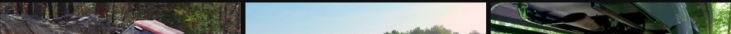


HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Seizmik Vented Flip Up Windshield
1,859 views · 7 months ago

One of the first upgrades a person may want on their UTV is a front windshield. Getting one that can be used in any weather condition or on any type of trail is essential. With Seizmik's Hard Coated Flip Up Windshield with Versa-Vents, drivers and passengers can have it all.

Whether you want the feel of wide open spaces or the protecti...
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Falcon Ridge Web Site



Falcon Ridge - UTV Parts & Accessories

31 subscribers

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Fueled By Your Passion

1,556 views · 8 months ago

An introduction to Falcon Ridge, a UTV parts and accessory brand for Nive's UTV Division.

Wheels & Tires ▶ PLAY ALL