

# The Society of Certified Insurance Counselors

## Agency Management

Myrtle Beach, SC • October 6-8, 2021

### Wednesday, October 6, 2021

7:30 AM - 8:00 AM

8:00 AM - 12:15 PM

#### SECTION 1

12:15 PM - 1:15 PM

1:15 PM - 5:15 PM

#### SECTION 2

5:15 PM - 5:30 PM

### Thursday, October 7, 2021

7:30 AM - 8:00 AM

8:00 AM - 10:00 AM

#### SECTION 3

10:00 AM - 12:00 PM

#### SECTION 4

12:00 PM - 1:00 PM

1:00 PM - 2:00 PM

2:00 PM - 5:00 PM

#### SECTION 5

### Friday, October 8, 2021

8:30 AM - 9:00 AM

9:00 AM - 11:00 AM

#### Faculty

Bettye Davis Hutchison, CIC, CRM, CPCU, ARM,  
CPIA, AAI, TRIP  
*Central Insurance Services, Inc., Adelphi, MD*

#### Ed Consultant

Rebecca McCormack, CIC, CPCU, AAI, AINS  
*IIAB of SC, Chapin, SC*

#### Program Location

Address & Phone: **Doubletree Resort**  
3200 S. Ocean Blvd.  
Myrtle Beach, SC 29577  
(843) 315-7003

#### Registration with Coffee and Rolls

#### STRATEGIC PLANNING

Ms. Rebecca Lathrop, CIC, CPIA

#### Lunch - on your own

#### TALENT ACQUISITION AND DEVELOPMENT

Ms. Rebecca Lathrop, CIC, CPIA

#### Exam Briefing

#### Coffee & Rolls

#### CLIENT RETENTION AND ACQUISITION

Ms. Bettye Davis Hutchison, CIC, CRM, CPCU, ARM, CPIA, AAI,  
TRIP

#### TECHNOLOGY UTILIZATION

Ms. Bettye Davis Hutchison, CIC, CRM, CPCU, ARM, CPIA, AAI,  
TRIP

#### Lunch - on your own

#### TECHNOLOGY UTILIZATION (Continued)

Ms. Bettye Davis Hutchison, CIC, CRM, CPCU, ARM, CPIA, AAI,  
TRIP

#### ETHICAL RESPONSIBILITY

Ms. Bettye Davis Hutchison, CIC, CRM, CPCU, ARM, CPIA, AAI,  
TRIP

#### Coffee & Rolls

#### Examination

Rebecca Lathrop, CIC, CPIA

*Optimum Performance Solutions, LLC, Lake Worth,  
FL*