

JANUARY 2024

NATIONAL

THE



TORCH

THE VOICE OF INDEPENDENT INSURANCE AGENTS

HELLO  
2024



GOOD FORTUNE & SPIRITUAL ALIGNMENT



## PRESIDENT'S MESSAGE

*Juan Carlos Diaz-Padron*

Dear members,

As we welcome the new year, I extend my warmest wishes to all of you.

I am thrilled to see so many members already booking for our 2024 convention in Marco Island, Florida. Priority invitations have gone out to members in good standing. Take this opportunity to check your membership status or become a member! Please remember discounted room rates are limited.

In the coming year, let us continue to embrace change and innovation. The insurance industry is quickly evolving, and our ability to adapt and respond to emerging trends is vital. By staying informed and staying ahead of the curve, we can elevate our profession and provide the best guidance to consumers.

I am excited about the opportunities ahead and look forward to working together for a successful 2024.

Warm regards,

**Juan Carlos "JC" Diaz-Padron, CPCU, RPLU, ASLI**  
**National President, LAAIA**



*The Voice of Independent Insurance Agents*

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The Latin American Association of Insurance Agencies (LAAIA), founded in 1969, is an association of insurance professionals whose purpose is to protect the rights of its member for the benefit of the consumer through education, information, networking & active participation in the political environment and community service.

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# UPCOMING EVENTS

## ATLANTA

**Wednesday, January 17th**  
**Monthly Networking Lunch**

Chuy's at Perimeter

**Time:** 11:30 AM - 1:30 PM

**To Register:** <https://cvent.me/vv92ae>

## BROWARD

**Wednesday, January 24th**  
**January Monthly Meeting**

How to use AI to grow your business

Location: Shooters Waterfront

**Time:** 6:00 PM - 9:00 PM

**To Register:** <https://cvent.me/vv92ae>

**Sunday, January 28th**

**2024 Bowl-a-thon**

Have a blast and help us strike out hunger! Proceeds will directly go to LifeNet4Families

**Time:** 10:30 AM - 12:45 PM

**To Register:** <https://cvent.me/vv92ae>

## DALLAS

**Wednesday January 10th**  
**January Monthly Event**

The Power of Social Media and You!

Location: SoLuna Social Lounge

**Time:** 1:00 PM – 4:00 PM

**To Register:** <https://cvent.me/vv92ae>

## HOUSTON

**Wednesday, January 10th**  
**January Monthly Meeting**

Limited space available!

Location: Ballroom at Tanglewood

**Time:** 11:30 AM - 1:30 PM

**To Register:** <https://cvent.me/vv92ae>

## MIAMI / BROWARD

**Wednesday, January 10th**

**JOINT EVENT: Membership Drive & 2 HR CE Rental Reimbursement Course**

Join us!

Location: World of Beer

**Time:** 4:30 PM - 8:30 PM

**To Register:** <https://cvent.me/vv92ae>



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# Program



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## IN THE NEWS

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# AON

## Aon to Buy Middle-Market Broker NFP for \$13.4 Billion

*SOURCE: Insurancejournal.com, December 2023 | Reprinted with sincere thanks by Michael Fitzgerald*

Aon plc this morning said it has a \$13.4 billion deal in place to purchase broker NFP to expand its middle-market segment.

The purchase price will be funded by \$7 billion in cash and \$6.4 billion of Aon stock. Closing is expected mid-2024, Aon said.

“We have continually evolved our leading capabilities to better serve our clients’ growing needs amidst increasing volatility across the marketplace,” said Greg Case, CEO of Aon, in a statement. “The acquisition will advance our relevance to clients, create opportunities for our colleagues and further strengthen our shared cultural values.”

NFP chief executive Doug Hammond will continue to lead NFP, a leader in P/C brokerage, benefits consulting, wealth management and retirement plan advisor for middle-market clients, as an independent but...

connected platform within Aon under the brand “NFP, an Aon company.” Hammond will report to Eric Andersen, president of Aon.

“Doug and NFP have built an exceptional team, with a complementary one-firm mindset, and we expect to both learn from their entrepreneurial culture and share with them the depth and breadth of our capabilities to create more value for clients, colleagues and shareholders,” Case added.

Aon-NFP Merger a Win-Win for Middle Market Segment, Aon Says

NFP has used M&A to grow, with more than 200 completed transactions since 2018. According to its website, New York-based NFP in 2022 had P/C revenue of \$738 million as well as \$1.1 billion in revenue from benefits and life, and \$362 million in revenue from its wealth and retirement business.

READ MORE: <https://bit.ly/2y3ZIDy>



Dear members and partners,

Happy New Year to all!

The Atlanta Chapter ended the year hosting two excellent events with a great showing at its annual member's appreciation and charity events. In partnership with Thrivent, our chapter donated \$3,000 to Corners Outreach. Our guest speaker, Larry Campbell, the CEO of Corners Outreach, expressed his gratitude to the LAAIA Atlanta Chapter and Thrivent; also, our members donated snacks to the children's Corners Outreach. I thank everyone who supported and attended this event; we also hosted a continuing education class in the Kemper Insurance office in Alpharetta, GA, in December. Thank you to Jessica Castaneda, our chapter treasurer, who was the instructor for the CE class.

Throughout 2023, our chapter has done great work supporting its members and partners. We look forward to hosting meaningful events in 2024. Please join us on January 17th during our luncheon event sponsored by Selective Insurance.

On behalf of our board of directors, members, and partners, we wish everyone a Happy New Year and wish you and your family a blessed and prosperous year. We look forward to seeing you at our next event.

Cordialmente,

**Jose Aponte, President**  
**2023-2024**

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# ATLANTA HIGHLIGHTS





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## IN THE NEWS

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### **Florida Bill Would Require Option of Policies That Cover Only Unpaid Mortgage Amount**

*SOURCE: Insurancejournal.com, January 2024 | Reprinted with sincere thanks By William Rabb*

Ahead of Florida's 2024 legislative session that begins Jan. 9, at least a dozen bills have been filed that could have an impact on the state's insureds and insurers. It's a sign that lawmakers are under renewed pressure to take further steps to reduce still-rising property insurance rates.

Most of the bills have been introduced by Democrats, and they have been given little chance of passage in the Republican-controlled Legislature this year. But one measure, offered by Republican Rep. Alina Garcia, of Miami, has generated some buzz as a back-door approach to reducing exposure for insurers and cutting premiums for homeowners.

House Bill 809 and its companion, Senate Bill 1070, would require insurance companies to offer HO policies that cover only the unpaid principal on a mortgage. Such a move would satisfy mortgage company requirements that protect the loan but could conceivably trim premiums that are usually based on full coverage and the replacement value of a home.

"I don't really see a downside to it for insurers," said Chris Burand, a Colorado-based industry consultant who keeps an eye on the Florida market.

READ MORE: <https://bit.ly/2y3ZIDy>





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# BROWARD HIGHLIGHTS

Greetings from Broward!

Happy New Year! I hope everyone had a wonderful Holiday season. Your Broward LAAIA Board is excited to start the new year with our January events; beginning on January 10th, we are having a joint event with the Miami Dade Chapter, including a two-hour CE course and a networking opportunity. January 15th, both Broward and Miami Dade Legislative committees head to Tallahassee for our Annual Fly-In to speak with our Senators and Representatives about the current climate in our industry and how we can work together to fix it.

On January 24th, we will host LULA Enterprises as they present their AI product geared toward insurance professionals. Hopefully, you are still in the spirit of giving for our annual charity bowling event at Sparez Bowling Lanes in Davie on January 28th. We hope you will all attend to participate in the fun, and I look forward to seeing you soon! With warmest regards.

**Deborah Echeverria**  
**President, LAAIA Broward**  
**2023-2024**

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**2024 ANNUAL BOWL-A-THON**  
**STRIKE OUT HUNGER!**

**Have a Blast**  
**AND HELP US STRIKE OUT HUNGER**

Proceeds will go directly to LifeNet4Families.®

**Sunday, January 28, 2024**  
Check-in 10:30am  
Bowling 10:45am-12:45pm

**BROWARD**  
**LATIN AMERICAN ASSOCIATION OF INSURANCE AGENCIES**  
The Voice of Independent Insurance Agents™

**January Monthly Meeting**

**HOW TO USE AI**  
**to Grow Your Insurance Business**



# DALLAS HIGHLIGHTS

## Felicidades Family

First of all I want to thank Mark Villasana, for stepping up last month for the November Monthly Newsletter from our Dallas Chapter, this shows how our Chapter is not about individuals but as a Team or what we call FAMILIA..

LAAIA Dallas is very excited for the New Year 2024!!

Our month of December was very exciting, first working with Burn & Wilcox, and sponsoring our first Trucking 101 event on December 06 at Burn & Wilcox headquarters in Arlington TX. The LAAIA Dallas is honored and striving to provide more education opportunities for this coming 2024.

This event was a perfect opportunity for new agents to learn more about Trucking Insurance programs, as well as understanding the new ways of marketing; and provide a better understanding of all types of trucks insurance programs for this line of business.

This was presented by Manuel Rendon, from Protec Consulting , who kept all the agents very excited as he showed the new agents how to quote; and what to be aware of in this trucking market's ups and downs.

Our second event was our Holiday Happy Hour that was Sponsored by MyClickinsurance.com's CEO Maria Coello. We were honored to have her on our Holiday Event and also we had the opportunity to present her platform to the attendees that night, and how technology is changing the way to buy & sell insurance online.

We are working on scheduling new events in January and February. Stay tuned as we will be announcing the dates of the LAAIA Dallas 2024 events on [www.laaiadallas.com](http://www.laaiadallas.com)

We are still looking for new committee members! If you want additional information on how to become involved, please reach out to any board member or please email us at [laaiadallas@groups.outlook.com](mailto:laaiadallas@groups.outlook.com) .If you are an insurance company or an MGA and would like to sponsor any of our future events, please contact us! We are looking for generous sponsors who can help us to continue giving value to the agents in our Dallas Chapter.

To conclude, I always like to finish with a quote: "Surround yourself with people who have integrity, intelligence, and energy. If you don't have the right team, you don't have anything. Teamwork makes the dream work, and the strength of our company lies in the unity of exceptional individuals." - Warren Buffett

Happy New Year!  
All the Best,  
Gabriel J Palerm  
Dallas President





# HOUSTON HIGHLIGHTS

Dear Members and Partners,  
Happy new year y'all!

2024 promises to be an exceptional year for the LAAIA Houston chapter, thanks to the strategic initiatives set forth by your dedicated board. Our commitment is to bolster your experience with a comprehensive array of offerings, including educational programs, workshops, mentorship opportunities, networking events, charitable endeavors, and engaging social activities.

Building on the momentum of 2023, a year marked by substantial growth, we fostered invaluable collaborations with esteemed sponsors and delivered top-notch speakers and events. As we shift our focus to the prospects of 2024, we invite you to join us in preparing for a year filled with exciting events and, more importantly, unparalleled opportunities for personal and professional growth.

The overarching theme for this year is "The Power of Partnership," encouraging you to embrace the collective opportunities that lie ahead. Esteemed organizations such as Finseca, Independent Agent Association, and American Property and Casualty Insurance Association are eager to collaborate with LAAIA. What does this mean for you? Expect a wealth of resources, a plethora of opportunities, and the chance to cultivate new relationships.

We trust that you found our last monthly luncheon, featuring LULA and the impact of Artificial Intelligence on your agencies, both enjoyable and enlightening. As we navigate the challenges of the current market, we encourage you to explore new avenues for growth.

To kickstart the year on a strong note, we invite you to join us on January 10th at the Ballroom at Tanglewood, located at 5430 Westheimer Ct, Houston, TX 77056, USA. From 11:30 AM to 1:30 PM, Rick Demko, President of Centric Risk Strategies and former president of NAIFA Houston, will deliver a compelling class. This session will provide insights into services and products that, in partnership with fellow members, you can offer to your most valued clients. Attendees can expect to gain valuable knowledge that will contribute to both client retention and the generation of new revenue streams. And this event will be translated to Spanish.

We now ask you to share the news of this organization and help us reach 100 members. Please share with your colleagues this link so they can learn more about LAAIA and join this magnificent organization. With warm regards,

**Miguel Taveras, CLF®, LLIF**  
**President, LAAIA Houston**  
**2022-2023**



**MEMBERS:** [Check your inboxes for room reservation link!](#)

# SEE YOU NEXT YEAR!



## THE POWER OF PARTNERSHIP

[View Convention Photos HERE](#)

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*JW MARRIOTT*

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# MIAMI-DADE HIGHLIGHTS

Dear members, colleagues, and partners, It has been a challenging and rewarding 2023 and look forward to a strong 2024. As we look back to 2023, we had plenty of challenges. I want to thank all members, chapters and company partners which continue tirelessly giving their time, knowledge and financial support to our community and organization.

I want to give a special thanks to Yolaine Bahamonde with Security Premium Finance and Marlen Sanchez with Amtrust Insurance Company for their incredible support in getting to our goal to meet our commitment to the Holtz Children Hospital music room, which bares the name of our association as supporters of this great cause.

I would also like to thank Past Presidents, Vice Presidents, and current and past Board members that over the last decade helped get to this wonderful day. I am grateful for the opportunity to give thanks to all.

As we finish 2023 and all the challenges that our customers, company carriers and agency members have faced, 2024 will be a better year. I am thankful for the opportunity to work in an industry that helps individuals and businesses get back on their feet after a loss.

I thank every single one of you for all your contributions and help you provide every day.

Wishing you a great and prosperous New Year.

**Marvin Rivas**  
**President LAAIA-Miami Dade**

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# CITIZENS UPDATE



## Depopulation: New Process for Risks Returning to Citizens

Citizens is implementing a new document exception process that applies to new-business policies effective December 6, 2023, & assumed June 2023 & later.

This new process applies to such customers reapplying to Citizens after an assumption due to the takeout company's offer being higher than the estimated premium presented at time of assumption, making it more than 20% higher than Citizens' current rates.

### Eligibility Requirements

Eligibility requirements have not changed. The Declarations page issued by the takeout company should be used to support marketing to other carriers and to determine the 20% eligibility rule with Citizens.

- \* Agents should use a comparative rater or a quote from the portal(s) of their appointed carrier(s) to determine if the customer has an opportunity to be placed with another company in the private market.
- \* Agents must complete a quick quote in PolicyCenter® to compare with the takeout company and private-market offers.
- \* If an agent determines the risk is eligible for Citizens' coverage under the 20% rule, the risk may be submitted to Citizens as new business.
- \* A final determination of the 20% rule will be based on the takeout company \*
- \* Declarations page premium and Citizens' new-business application premium.
- \* Pre-Qualification Question should be answered as Option B.
- \* The risk must meet all of Citizens' underwriting requirements, including required flood insurance when applicable.
- \* The effective date of the new Citizens policy cannot be before the current policy's expiration.

[READ MORE: CLICK HERE](#)

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# LAAIA

## Welcomes Our Newest Members!

### MEMBERS AT LARGE

Yurby Melendez De Suros - Yurbymar Llc

### ATLANTA

Ellena Park - Plw & Associates

### BROWARD

Ana Rocas Giron - Neptuno Insurance Network  
Dulcie Kysela - American Integrity  
David Gough - Agency Marketing Services

### DALLAS

Diana Jimenez - Burns & Wilcox  
Memo Trejo - First Insurance & Financial Services  
Omar Trevizo- Vanguard Insurance Group  
Magali Vazquez - Risk Transfer Partners

### DENVER

Valerie Larson - Valerie Larson Agency, Llc

### HOUSTON

Jay Roberts- Sia Truck Insurance Agency Llc

### MIAMI-DADE

Marina Ramil - Security Bond Associates, Inc.  
Marcia Pitti - Tammy Insurance Services  
Dianet Perez - Three D Insurance  
Maili Hernandez Lozano - Elite Insurance  
Joel Ferro - Ferro & Ferro, Llc  
Odalys Cabrera - Security Bond Associates, Inc.