

A classic blend of basic training mixed with just a hint of oak

2006 CLAIMS EDUCATION CONFERENCE IN THE NAPA VALLEY WILL OFFER A DISTINCTIVE TASTE OF HIGH IMPACT TRAINING

Like a fine *mélange*, the first ever Claims Education Conference in the heart of California's wine country will provide a bold taste of no-nonsense courses that will satisfy the most discriminating appetite for continuing education.

The 2006 Claims Education Conference, presented by International Insurance Institute (III), has been scheduled for May 16-19 in Sonoma, California.

The conference will be a "private reserve" of pure training sessions. The education blocks will be divided into

distinct and flavorful three-hour segments that will leave the participants savoring the experience and their thirst for knowledge quenched.

Each of the courses has been approved for consumption for CE credits in all the states that require CE.

"For years, our member companies have requested that we hold an annual conference where they can send individuals to obtain high-impact training," said Carl Van, President and CEO of International Insurance Institute. "After years of preparation, we are pleased with our efforts to

stage a first-class claims education conference in a world-class location."

Van was quick to point out that the first III conference will be totally different from educational seminars in the past.

"First, and foremost, there will be no BS. The conference will be 100 percent training," said Van. "There will be no boring panel discussions and no vendor presentations with merchants proclaiming their vast superiority."

Van added that the conference would be an enjoyable training session away from the office where claims professionals will be able to refine their taste for high quality performance. It will enable them to work more efficiently at providing superior customer service.

"Training is the prime ingredient to a blend of time-saving techniques that reduce the stress level on individuals and reduce operating costs to the company," said Van. "That equates to happier customers and increased revenue to the bottom line."

For more information or registration, see the ad on page 9. Or, log on to www.InsuranceInstitute.com.



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