



Jan. 25, 2019

Dear OIA Member,

We are excited to share with you that we have enhanced the partnership between Ohio Insurance Agents Association (OIA) and Indium!

OIA and Indium (formerly MarketSource) have been connected from the beginning of Indium's founding in 2005 when volunteer agents worked tirelessly to create a leading market access solution that would be agent-led and maximize agent value.

In doing this, we have established a service that has helped more than 500 Ohio agencies grow their business and maintain their independence. All the while, the solution has remained solely owned by independent agents.

While much has changed since 2005, several things have remained aligned: OIA's and Indium's missions, visions, values, cultures, agent leadership, staff, priorities, growth strategies and agency partners/members. Knowing there has always been crossover in organizational leadership and engagement has led us back closer together.

OIA's and Indium's agent leadership spent many hours over the past year designing the opportunity for a closer relationship to share resources and preserve a strategic, agent-friendly market access solution for independent agents. Recently, OIA purchased shares from agent equity owners and now holds a majority interest in Indium.

This greater partnership provides many opportunities for both OIA's members and Indium's agency partners, including:

- Leveraging the collective strength of our organizations
 - OIA and Indium have agency leaders and staff working toward similar goals
 - We offer complimentary services that fit well with partner organizations
 - Given our overlapping strategies, aligning our resources will allow us to serve independent agents in a more efficient and effective manner
- Aligning our organizations will allow us to maintain an ownership, presence and high level of service established by the agent leaders and organizations that founded Indium
- Serving a similar constituency – 324 of Indium's 378 agencies are Ohio-based independent agencies and members of OIA

What this means to you:

- Continued support for Indium's market access solution and technology solutions, preserving an agent-led partner to grow your agency and compete in the modern insurance marketplace.
- Market access solution – joint review of the service model, carrier lineup, commissions, contingencies and other program arrangements.
- OIA dues, Indium partner fees and contract – Our agent leaders are meeting in early March to discuss these issues and will have more to share with our collective members in the coming months.

In the face of the many changes happening in our marketplace, we know that OIA and Indium are stronger together. We will be able to more effectively and efficiently serve independent agents by strengthening our partnership. We encourage you to learn more about the services OIA and Indium provide and how they can help you grow your agency.

Please contact any of us, or our business leaders, OIA CEO Jeff Smith at (800) 555-1742 or jeff@ohioinsuranceagents.com, Indium CEO Chad Eddy at (614) 942-1470 or ceddy@goindium.com if you have any questions, feedback or would like additional information on this strategic partnership. Thanks again for your continued support of OIA and our efforts to promote, protect and progress the professional advice and guidance only independent insurance agents provide.

Kindest regards,

OIA Board of Directors

Matt Simon, CIC, CPCU, Chairman
Hill & Hamilton, Bellefontaine
(937) 592-9076

Steve Brown, Vice Chairman
Payne & Brown, Sunbury
(740) 965-4472

Katie Berry, CIC
Insurance Agencies of Ohio, Worthington
(614) 848-3000 ext 233

Jeanie Geisler, CISR, CPIA
USI, Port Clinton
(419) 862-2766

Brent Phelan, CIC, CPCU, CRM, CSRM
Phelan Insurance Agency, Versailles
(937) 526-3111

Meghan Ragozzino
The Griffith Agency, Girard
(330) 545-5489

Tom Sarno, CPCU
Webb Insurance Agency, Lima
(419) 228-3211

Copy:

Jeff S. Smith, JD, CIC, CAE Chad Eddy
CEO, Ohio Insurance Agents CEO, Indium

Indium Management Committee

Seth Zaremba, President
Zinc, Broadview Heights
(440) 526-2661

John Horvath
Neverman Insurance, Westlake
(440) 871-5620

Brad Rupp
Lauber Group, Archbold
(419) 445-8406

Jeff Neverman, CIC, CPIA
Neverman Insurance, Westlake
(440) 871-5620

OIA Services Corp. Board of Directors

Mike Heister, CIC, Chairman
Heister Insurance, Cincinnati
(513) 741-3244

Luke Shipp
First Insurance, Maumee
(419) 784-5431

Perk Reichley, CIC
Reichley Insurance Agency, Beavercreek
(937) 306-8007

Dan Henery, CIC, CRM, DGIA
Retired Agent, Gibsonburg
(419) 355-3081