

## THE UFAA NATIONAL CONVENTION

If you didn't attend the 2010 Convention in Las Vegas this June, you missed a phenomenal event. The speakers were very informative and had attendee's on the edge of their seats and as a veteran of many conventions; I will admit that even I was impressed with the quality of the presentations. The food at the convention and specifically banquet night was beyond fantastic.

The 2010-2011 agenda that was passed was specifically designed to concentrate on helping agents with today's current and future issues. UFAA has entered a contract with a large legal firm that specializes in employment law and hired them as General Counsel to help with management individuals that violate the AAA and the Independent Contractor law. This is a large law firm that is well connected and is eager to use their expertise in employment law helping agents. A new strategy has been suggested by the GC and is being researched and considered on litigating/suing the individuals directly responsible for AAA and Independent Contractor violations rather than FGI. That means that UFAA will be watching District Managers, DMM's and State Directors for improper behavior, but to do this, UFAA needs your help in reporting their improper behavior. Please send your concerns or inquires to [ufaa.com](http://ufaa.com) or UFAA's Legal Director at [ayerxa@ufaa.com](mailto:ayerxa@ufaa.com).

UFAA applauds those District Managers, DMM's and State Directors that understand that rewarding agents rather than threatening them is a proven and effective management sales tool. It is a fact that threats do not work, never have and never will. If anything sales people become resistant and defiant and choose not to support those who threaten them. If you have an assigned sales quota from FGI and need the agency force to help you make that quota, have a tiered contest and reward those that produce the results you need. It seems so simple, but it is a tried and true sales technique. Try it; what do you have to lose?

Tom Schrader  
President  
United Farmers Agents Association