



Guiding Principles

2020

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INTRODUCTION

AUGIE Group is a not-for-profit organization open to all in the industry who are involved in the independent agent distribution channel. It is grassroots in nature, volunteer-run and led.

We created these Guiding Principles to provide you with a general overview of AUGIE Group.

Our MISSION

AUGIE brings together industry leaders to focus on efforts that assist independent agents and brokers in providing their clients with excellent service and the digital experience they expect.

As part of this mission, we strive to be a valued community for the insurance industry that brings members together to share ideas, anticipate market needs and influence change.

We serve as a network and information hub for a range of industry participants.

WHY AUGIE Group is important to the industry today

At its core, AUGIE Group is a community of communities. It is a forum where agents, brokers, carriers, MGA/Wholesalers, solution providers, association representatives and others can come together beyond their associations, user groups and other affiliations to discuss industry issues and opportunities. Some say we're the "Switzerland" of the industry.

AUGIE Group supports the discussion and implementation of technology to improve the efficiency of the independent agent and broker distribution channel in the digital age. It is the only industry organization that is open to all industry organizations and individuals with no fees or specific requirements for membership. One of the goals of AUGIE is to surface and address issues and problems. We are also expanding our grass roots base by actively growing participation among previously underrepresented groups, such as MGAs and carriers and agents in lines of business such as agriculture.

Any topic is welcome at AUGIE. Examples of areas that have been addressed include:

- resolving efficiency issues through technology, such as data sharing, documentation and information, by industry partners.
- advocacy, communication and how to reach more of the industry to assist them in understanding the business reasons for implementing and/or using the technology available to them.

CORE VALUES

AUGIE Group is comprised of individuals who collaborate and focus on the business reasons to utilize technology to enhance industry workflows and provide the insurance client with the service they expect. We strive to:

- Understand, serve, and anticipate market needs;
- Influence change, provide guidance; and

- Encourage maximum participation and collaboration of all industry communities.

AUGIE Group LEADERSHIP

AUGIE Group is led by the Chair, Vice Chair, Executive Council, Director and Brand and Communications Advisor.

Chair and Vice Chair

Role: provide the strategic direction of AUGIE, are engaged and dedicated to the AUGIE Group mission, including

- Developing agendas with input from the Executive Council, Advisory Council, Task Groups and Task Group Chairs.
- Ensuring that supporting material or pre-reads are provided if applicable.
- Leading meetings and conference calls
- Developing an annual strategic plan
- Developing an annual operating budget
- Soliciting funding for programs and resources, as needed

Term:

The Chair and Vice Chair serve one-year terms at minimum, which may be extended at the discretion of the AUGIE Group Executive Council.

Past Chair

Role: Consists of the prior Chair of AUGIE Group

Term:

Until the existing chair steps down.

Executive Council

Role: Consists of individuals from each of the National Associations and User Groups. Each group may have up to two representatives on the Leaders Council.

Term:

All others serve terms as designated by their associations or user groups.

Commitment to the Role of the Executive Council

Each individual commit to attend 1 face to face AUGIE Group meeting and a minimum of 4 of the 6 annual AUGIE Group Executive Council calls. Individual who do not meet these requirements will be requested to provide alternative representatives from their associations or user groups.

DIRECTOR

The Director attends Executive Committee meetings and provides support for the Executive Committee, Task Groups and related affiliations. This is a non-voting role on the Executive Council.

Role:

The Director supports of the Chair, Vice Chair and Executive Council, Task group project management and WebEx support, notes and communications, manages the budget, speaks or writes on behalf of AUGIE Group at industry events and on Social networks.

Term:

The term of the Director is determined by Partner Agreement signed by the Chair of AUGIE.

Brand and Communications Advisor

The Brand and Communications Advisor attends Executive Committee meetings, strategizes and communicates. This is a non-voting role on the Executive Council.

Role:

As described in the Partner Agreement.

Term:

This role is contracted every two years, and tasks may be broadened through expanded statements of work (SOW).

Adding AUGIE Group Executive Members

- An agency management system User Group or National association desiring to become a member of the AUGIE Group Executive Council will have participated in AUGIE Group calls, events and the Ambassador program for no less than one year. At that point they may submit its request to join in writing to the AUGIE Group chair, including the name(s) and position(s) of its proposed AUGIE Group Representative(s); and
- The AUGIE Group Executive Council will discuss the addition of the agency management system User Group or National Association to determine if they would be an asset to AUGIE.

AUGIE Group Executive Council voting

Each National Association or National User Group will have one vote on an issue that is coming up for vote, regardless of the number of attendees from the National Association or National User Group participating on the Executive Council or Advisory Council.

The National Association or National User Group will identify its “voter” at the beginning of any voting meeting.

SUPPORTING ASSOCIATIONS

There are several industry associations who actively support AUGIE, yet do not meet the criteria of the Executive Council. These associations will be recognized as Supporting Associations and listed by association name on the <https://augiegroupp.org/about-us/> page.

Role:

These associations agree to provide a representative to participate in AUGIE Group and to share information about AUGIE Group to their members.

Term:

Their recognition of the supporting association is at the discretion of the AUGIE Group Executive Council.

AUGIE Group LIAISONS

Individuals appointed by the Executive Council to participate on AUGIE's behalf in other organizations.

Role:

They provide input on AUGIE's behalf to the organization.

Term:

The term of the AUGIE Group Liaison is two years and may be extended by the Executive Council.

AUGIE Group MEMBERS

Any individual participating in the independent agency and broker distribution channel, who is joining us on calls, attending meetings, participating in task groups, or is an Ambassador is considered a member of AUGIE.

Role:

- AUGIE Group Members seek input from their peers, clients and other industry participants;
- They share the information provided by AUGIE Group with peers, clients and other industry participants;
- They assist the AUGIE Group Executive Council with the overall strategy and tasks.

Term:

The individuals who are members of AUGIE Group may do so for the duration of their involvement in the independent agent channel.

Membership fees:

There is no fee to join AUGIE.

Expenses:

AUGIE Group members cover their personal expenses associated with participation in AUGIE.

AUGIE Group TASK GROUPS AND WORK PRODUCT

AUGIE Group Task Groups will be convened after the AUGIE Group Executive Council determines that issues require more focused research, discussion or activity.

The AUGIE Group Executive Council will appoint and delegate the scope of the project to those involved in the initiative.

An AUGIE Group Task Group will have Chair(s).

Term:

AUGIE Group Executive Council will define the term of an AUGIE Group Task Group.

Meetings:

AUGIE Group Task Groups should meet in person or by conference call as often as required to accomplish the task.

Work product:

AUGIE Group work product will be approved by the Executive Council prior to distribution and communication by the AUGIE Group Advisory Group, AUGIE Group Volunteers and communication channels.

AUGIE Group TASK GROUP CHAIRS

AUGIE Group Task Group Chairs are industry volunteers who agree to facilitate an AUGIE Group Task Group in accordance with this Guiding Principles. An AUGIE Group Task Group Chair will, at the sole option of the AUGIE Group Executive Council, either be appointed by the AUGIE Group Executive Council or selected by many of the participants in that Task Group with the approval of the AUGIE Group Leaders. There may be co-chairs for each Task Group.

Role:

AUGIE Group Task Group Chairs will help facilitate group discussion, assist the Task Group in bringing the task to completion and work with the AUGIE Group Executive Council and Leaders as requested.

Term:

The term of the AUGIE Group Task Group Chair should be concurrent with the term of the AUGIE Group Task Group.

Meetings:

AUGIE Group Task Group Chairs should physically or virtually participate in each AUGIE Group meeting when the task is on the AUGIE Group meeting agenda.

AUGIE Group MEETINGS

The purpose is to provide the industry with a forum to exchange information, as well as agents, brokers, other distribution channels, insurers, vendors and associations, on ideas that fall within the scope of the AUGIE Group mission.

There are physical meetings (twice a year), virtual town halls (monthly), and task group meetings (as needed). These meetings focus on the current year's priorities and other timely agenda items.

AUGIE Group PRIORITIES

The annual priorities will be determined through feedback from the AUGIE Group members.

Initiatives

Initiatives will be described on <https://augiegroup.org/our-initiatives/> and correlating communication group established on Constant Contact.

AUGIE Group COMMUNICATIONS

We utilize all the available communications channels to disseminate its messages.

Constant Contact

AUGIE Group uses Constant Contact to maintain its volunteer lists and to communications to the volunteers.

Website

<https://augiegroupp.org/>

AUGIE Group Social Media

- LinkedIn - <https://www.linkedin.com/company/24801092>
- Twitter - https://twitter.com/AUGIE_DigitalA

AUGIE Group PROCESS

The AUGIE Group Executive Council governs all activity, tasks and communications.

ANDY FOGARTY INDUSTRY ACHIEVEMENT AWARD

The Andy Fogarty Industry Achievement Award, established in 2017 in honor of Andy Fogarty, a 40+-year participant of the Independent Agent distribution channel who worked at Ohio Casualty, was the ACORD chair of the Board, an ACORD Board member and Industry Advocate who continues to support the industry long after his official retirement.

This award will be handed out annually at the second face-to-face meeting of the year.

The award was created to acknowledge unsung heroes, people who are doing important work in the independent agency distribution channel to enhance their digital success yet who may not always be in the spotlight.

Anyone in the industry can submit nominations for the award throughout the year. There is an official call for nominations approximately 8 weeks prior to the fall meeting. The AUGIE Group Chair and Vice Chair will review the submissions and decide on the winner. If no decision is made, the EC may be brought in to discuss the potential award winners.

INDIVIDUAL AWARD(S)

The AUGIE Group Executive Council may recognize individuals who have served the industry and AUGIE Group throughout the years or have stepped up on a project to lead it to completion.

The individuals selected may have been submitted by industry for the work they do on behalf of the independent agency channel. The Executive Committee will select the winner(s).

FUNDING

AUGIE Group solicits sponsorships to cover its expenses. Expenses include management of meetings, agendas, websites, social media, projects, inquiries, finances, events documentation and all the administrative tasks needed to support the mission.

Sponsor levels

AUGIE Group also provides sponsorship opportunities. We're delighted to work with both organizations and individuals on sponsorships to support our ongoing programming.

Sponsorship levels available are:

Committee Level (\$500/year): supports the continuation of **one** AUGIE Group initiative

Ambassador Level (\$1,000/year): supports the **AUGIE Group Ambassador program**

Tactical Level (\$2,500/year): supports the continuation of **all AUGIE Group initiatives**

Supporter (\$5,000): **this is our highest sponsorship level and supports AUGIE Group’s activities**

Sponsors are listed on our website and recognized at meetings and events. In addition, sponsors are helping to advance important industry initiatives.

A Director will be secured to handle the management and budget each year. Funding for these services may be donated or sponsored.

CODE OF CONDUCT

As participants in AUGIE, volunteers agree to abide by the following Code of Conduct:

AUGIE Group CODE OF CONDUCT

Treat everyone fairly and respectfully.

Respect the rights of privacy for all participants.

Comply with antitrust and other applicable laws.

Conduct all communications within the generally accepted framework of professionalism, courtesy, and civility.