

FACTS & FIGURES

IDAHO DEPARTMENT OF INSURANCE – SEPTEMBER 2015

DIRECTOR AT NAIC IN CHICAGO

Marketing Strategy Aimed at Millennials

Director Cameron attended the NAIC summer meeting in August. He and his wife, Linda, met RJ Mitte from TV's *Breaking Bad*. Mitte has partnered with the NAIC on a marketing campaign designed to help raise awareness among millennials about the importance of insurance education.



#InsureThis is a link to easy-to-grasp insurance tips that young adults can study and share in social media.

Key points in the marketing strategy include:

- **Perceived invincibility** – twenty-somethings think they have all the time in the world.
- **Undervalued possessions** – millennials assume they don't own anything worth insuring and are often surprised at how quickly the costs of personal possessions add up.
- **Procrastination** – young adults often don't get around to looking into insurance until it is too late.

NEW FACES . . .

. . . and New Places!

The Department welcomed several new employees in August, while a group of current employees received promotions.

New hires: Brad Talbutt, Volunteer Services Coordinator with SHIBA, came to us from Family Advocates where he managed volunteers for the Court Appointed Special Advocates program.

Nick Guthneck, Fraud Investigator, brings investigative experience from the Bozeman Police Department and the Montana Division of Criminal Investigation.

Eric Fletcher, Examiner Financial Analyst, was previously an Investment Licensed Banker with Wells Fargo.

Judy Geier has also joined our in-house staff from the Attorney General's Office.

Promotions: Jo McGill, formerly Office Specialist 2 with Fiscal, is now a Technical Records Specialist with Rates and Forms.

October Nickel, formerly of Rates and Forms, is now the Market Analyst with Examinations.

Kelsey Patterson, formerly Technical Records Specialist 2 with Examinations, is now an Examiner Financial Analyst with Examinations.

DOI ASSISTS WILDFIRE VICTIMS

The DOI established a Wildfire Claim Information webpage with answers to consumer questions about insurance issues related to fire loss.

Consumer Affairs Officer Steve Bautista traveled to Kamiah in late August to assist fire victims with insurance matters.

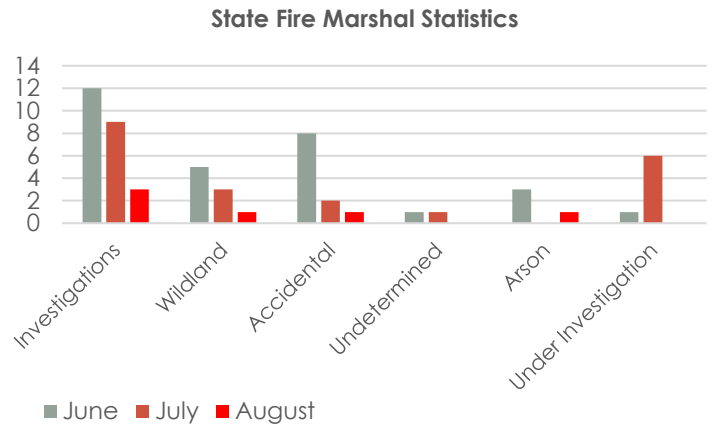
Members of the State Fire Marshal's Office made many on-site visits. In addition, we partnered with the Governor's Office, Idaho Bureau of Homeland Security, and other state agencies to provide information to consumers affected by this year's wildfire season. Our joint efforts answered questions on the minds of wildfire victims and furnished resources for additional assistance.



STATE FIRE MARSHAL

Due to the vast number of wildfires that continue to burn, the State Fire Marshal's Office has been busy surveying damage and assisting communities and local public safety officials with information. They also worked with homeowners on how to start their personal recovery.

As these destructive fires continue to burn, the Fire Marshal is monitoring the threat to communities while maintaining contact with commanders assigned to the many Incident Management Teams.



HISTORICAL LIFE COMPANY SEARCH

The Department website has a feature to assist policyholders in locating a life insurance or annuity policy in Idaho issued by an insurer that has changed names, is no longer in business, or has merged with another company. The end result of the search will be contact information for the successor company.

The [link](#) to this feature is found under Companies → Information about Companies → Historical Life Company Search.

- NOTE: This feature does not provide specific policy information and only applies to companies that have been previously licensed in Idaho.

DOCUMENT IMAGING

Another phase has been completed in this project toward a paperless environment. These photos show shelving from Company Activities being dismantled.

Documents from Consumer Services, Fiscal, and Administration are finished; State Fire Marshal plans are now in process.

The final project phase will include documents from our off-site storage.



INVESTIGATIONS

A would-be fraudster hit a deer and then purchased insurance after the fact. Due to the diligent work of DOI investigators, Lucia Gil of Bonneville County was convicted of one count of insurance fraud and sentenced on August 31 to two-and-a-half years of felony supervised probation.



In addition, Gil must perform 100 hours of community service, pay an \$800 fine plus court costs, and submit a letter of apology to the insurance company.



Consumer Services August Statistics

The Idaho Department of Insurance has been regulating the business of insurance in Idaho since 1901. The mission of the Department is to equitably, effectively and efficiently administer the Idaho Insurance Code and the International Fire Code. For more information, visit www.doi.idaho.gov.