



Insurance Broker Insurance Services Proposal



Prepared by:

PDCM Insurance
www.pdcml.com



February 8, 2024



Matthew R. Schmitz, MPA
City of Independence
331 1st Street East
Independence, IA 50644

We are pleased to respond to your Request for Proposal for services for the upcoming policy year. Enclosed you will find the appropriate documents and information requested for review.

Since being requested to work on the City of Independence's insurance in Our services have included communication and consultation with public entities' legal representatives, operations, administrative personnel to monitor and guide for coverage to suit risk management needs and provide expeditious claims handling. We have and continue to be available to you on a 24/7 basis.

We are proud of our 70-year investment in serving Iowa's municipalities and for our locally owned philosophy, **including our office in Independence since 1997**. Our solutions and hard work have led to many successes. Together, we aim to continue to provide stability and control in the City of Independence's insurance and risk management program.

Thank you for the opportunity to continue our wonderful relationship, we look forward to working with you for many years to come.

Sincerely,

A handwritten signature in black ink that reads "Chris Fereday".

Chris Fereday, CRM
President



4.0 Outline Format for Response

A. Minimum Qualification Document.

The following information must be provided to determine if the insurance agency meets the minimum qualifications of this request for proposal:

1. The insurance agency's office address in the State of Iowa.
 - a. 2300 Swan Lake Blvd,
Independence, IA 50644
 - b. 3022 Airport Blvd, Waterloo, IA
50703
2. A copy of the agency's certificate of authority to do business in the State of Iowa.

2/5/24, 12:00 PM



Issue Date: 2/5/2024

Name: PEDERSEN, DOWIE, CLABBY & MCCASLAND INSURANCE, INC. (490 DP - 145311)
Date of Incorporation: 9/13/1990
Duration: PERPETUAL

I, Paul D. Pate, Secretary of State of the State of Iowa, custodian of the records of incorporations, certify the following for the corporation named on this certificate:

- a. The entity is in existence and duly incorporated under the laws of Iowa.
- b. All fees required under the Iowa Business Corporation Act due the Secretary of State have been paid.
- c. The most recent biennial report required has been filed with the Secretary of State.
- d. Articles of dissolution have not been filed.

3. Documentation of the agency's ability to provide coverage through ICAP.

As you current provider through ICAP, we can confirm that PDCM has qualified as e "ICAP Certified" designation, a recognition that is bestowed upon just ten agents per year.

Certificate ID: CS281104
To validate certificates visit:
sos.iowa.gov/ValidateCertificate


Paul D. Pate, Iowa Secretary of State

https://sos.iowa.gov/business/certPrint.aspx?r=W-wc8xXRO6v5-y3b0utN0CWo-H_AsrqL66orC1A1&c=vaevaid,3rHhNjemoBf6wY18KJm10lKbJ... 1/1

B. Insurance Agency Qualifications and Experience.

Please provide the following information:

1. Number of years the agency has been operating in the State of Iowa. Since 1918, but as a combined "PDCM" since 1990.
2. A description of the agency's local size and number of local staff, a description of the number of agents, support staff, etc. A general description of the agency (Number of clients, total number of commercial clients, municipal (City, County, School) clients, etc.)

Our dedication and commitment to serving the Cedar Valley and Iowa business community over the past 107 years has enabled us to become one of the most successful independent insurance agencies and consulting firms in Iowa. We have kept

PDCM
INSURANCE
SMARTER.

pace with the ever-changing insurance industry and continue to meet our clients' challenges through innovative and cost-effective programs. With 60 employees over four locations and revenues in excess of \$60,000,000, we have the resources to take care of our clients' asset protection.

Our total number of commercial clients are 1,347.

We work with over 25 city, school, or county clients in Iowa.

3. A list of the municipal insurance markets the agency can access.

INSURANCE MARKET OVERVIEW

Markets represented: PDCM is contracted with over 60 national and regional markets. Including:

Acuity Group
American International Group
Allied Property & Casualty (Nationwide Group)
Auto-Owners Insurance Company
Chubb Group of Companies
Employers Mutual Company
Grinnell Mutual Reinsurance
The Hartford
Iowa Communities Assurance Pool
Iowa Municipalities Workers Compensation Association
Medical Protective Insurance Company

Philadelphia Insurance Company
ProAssurance Insurance Company
Secura Insurance Companies
Selective Insurance Group
Society Insurance
States Public Entity Risk Retention Group
Travelers
United Educators
United Fire Group
United Heartland/Accident Fund
West Bend Mutual
Westfield Group
Zurich Insurance Company

4. An explanation of the agency's experience in the commercial insurance market and any special experience the agency has in placing coverages for a municipality.

Since the 1960's PDCM has been providing specialized services to Iowa's public entities. PDCM specializes in serving the risk management and insurance needs of institutions. The public entity niche has long been a core competency of our company, and today it represents a significant portion of our business.

Our thorough understanding of the public entity insurance business—combined with our focus on developing innovative programs that meet the special needs of public agencies—ensures that your organization will benefit from the most comprehensive service in the industry.

PDCM Insurance understands how public entities are perceived within the insurance marketplace and how the operating environment of the public sector shapes the risk transfer approach and requirements of these organizations, especially in Iowa. We have significant expertise in working within the Iowa Code as well as navigating the exposures to institutions from entering 28E agreements. Brokers from outside the state of Iowa are not familiar with such agreements and the significant potential exposures they represent. From joint purchase programs and risk-sharing pools to risk retention and non-insurance approaches, we have long been at the forefront of program design for public entities.

5. A list of additional services offered by the insurance agency that may be of interest to the Entity in the management of the Entity's risks.

Public Entity Insurance Solutions

Public entities face property risks, liability exposures, and employee benefits needs that are significantly different than those faced by commercial businesses and corporations. Your organization needs an insurance broker that not only specializes in meeting the unique insurance, risk management, and benefits needs of public agencies similar to yours but also one that has earned a reputation for innovation and success in the public sector.

Public Sector Insurance Leader

With more than 70 years of experience in the public sector, PDCM is an industry leader in providing highly successful strategies, services, and products for a complete range of public sector clients. We understand how public agencies are perceived in the insurance marketplace and how the operating environment of these organizations shapes their risk transfer approach and requirements.

What truly sets us apart is our extensive specialized expertise in the public entity insurance business, combined with our focus on developing innovative programs that meet the

special needs of public agencies. Our public entity clients benefit from the most effective insurance solutions and comprehensive service in the industry.

In our 107-year history, we have developed a very sound understanding of the exposures to loss. This has been achieved by regular meetings and communication with our clients. The best measure of any service plan is to have a kickoff meeting where we can best understand your goals for the coming policy period and develop our schedule according to your priorities.

PDCM takes a proactive approach with our client partner. The partnership needs to focus on identifying, protecting and controlling the front end rather than having to react at the time of the loss. We intend to accomplish this by:

- 1) View Risk: PDCM will visit site additions, locations and purchased property.*
- 2) Identify Loss Potential: PDCM will work with insured to identify a benchmark for all areas. We will evaluate high versus low values and high versus low chance of loss.*
- 3) Transfer Risk: PDCM will help transfer risk by viewing contract or lease agreements.*
- 4) Assume Risk: PDCM will help reduce exposure to loss of assets, assume the risk or even avoid risk by advising non-acquisition or by divesting.*
- 5) Purchase Risk Protection: PDCM will advise on the purchase of insurance with various deductibles/retention amounts for an asset protection program.*
- 6) Review: PDCM will, after the implementation of the risk management plan, review satisfaction on a scheduled basis to the individual or responsible member of the insurance committee.*
- 7) An ongoing review of the implemented plan revisiting benchmarks with a proactive approach to make proper modification to loss safety program and risk management techniques used.*

Headquartered in Waterloo, we think globally but act locally, with personal services designed specifically for each individual client. PDCM Insurance shares information and resources with national networks of brokers to ensure we can meet your every need and find answers to your questions quickly and efficiently.

5. A list of additional services offered by the insurance agency that may be of interest to the Entity in the management of the Entity's risks.

1. Placement of insurance:

The following is the process we would use in negotiating on your behalf:

- ✓ *Develop underwriting submission and present final draft of market submissions to client for approval prior to marketing the program.*
- ✓ *Solicit and evaluate markets whose services best match the needs of The City of Independence.*
- ✓ *Make introductions to underwriters and involve The City of Independence in negotiations on price and coverage.*
- ✓ *Facilitate negotiations with insurance carriers who submit the most favorable quotes to maximize The City of Independence' coverage and to minimize cost. PDCM shall maintain complete records of the quote solicitation process and shall provide copies of such records to The City of Independence.*
- ✓ *Explain any coverage or wording changes.*
- ✓ *Explain any coverage changes and (if any) problems for The City of Independence due to those changes.*
- ✓ *Suggest benefit of alternatives presented both from a cost and coverage point of view.*
- ✓ *Year to year, we will work hard to review the existing program. Identify carriers who could provide the coverage and program desired.*

2. Risk management information systems: We provide our clients with full access to our internal PDCM knowledge center. Our knowledge center looks to empower your organization with a comprehensive library of P&C resources, including videos, guides, checklists, and more. This will help your team provide better service to your clients, and it will also help you stay up to date on the latest trends in the commercial insurance market.

Loss control: Dealing with U.S. Occupational Safety and Health Administration (OSHA) compliance can be a real headache. But PDCM takes a smarter approach to injury and illness prevention. We start with an assessment customized for your industry, then develop a risk reduction plan that protects you from the fines and losses associated with noncompliance.

PDCM takes a 360-degree look at ways to minimize your risk and protect your business assets. We put internal safety programs in place and develop a comprehensive compliance management program for your company. Because anyone can react to an accident – but we like to prevent them.

PDCM Offers:

*On-site consultation and inspection
OSHA program development and training
Supervisor training and coaching
Claims administration training
Safety committees
Injury trend and causation analysis
Ergonomics
Facility inspections*

*Property protection
Accident investigation
OSHA 10-hour and 30-hour training
Electronic OSHA logs and reports
OSHA orientation training
First aid/CPR/AED certifications
Custom safety training
Online safety classes*

Claims management and claims advocacy for problematic claims: PDCM has developed a team of claims professionals that are ready and willing to assist, even if the City employs a third-party administrator. The most important component of a service organization is its personnel. PDCM's seasoned professionals possess the expertise required to support a sophisticated claims management program.

As your dedicated claims advocate, Kelsey McGarvey is responsible for maintaining consistency and quality control in claims management by:

- Ensuring that claims are managed in accordance with client specifications.
- Providing assistance in collecting claim information and negotiating coverage at time of claim
- Maintaining relationships with clients' defense attorneys and medical providers.

The progression of the claim is monitored regularly by contacting the company claims adjuster and counsel to obtain current reserves and status.

Tracking the claim through the various stages gives our client a constant awareness of the negotiations that are taking place not only between client and adjuster but also between attorney and adjuster. If the negotiations are not agreeable to our client we contact the adjuster, attorney, case manager, physician, physical therapist, nurse, body shop, contractor, inspector, etc. This allows opportunity for our client to give input into the settlement negotiations and more understanding of how reserves are calculated.

PDCM Claims department schedules regular client meetings, participates in loss control and safety meetings and identifies with the client's potential problem areas. We feel that the key to successful client relationships is open and frequent communication. As you can tell, we will work closely with our client's claim until settlement has been reached. This open and frequent communication promises the delivery of excellent customer service and satisfaction.

Loss experience reports are generated by the insurance company or TPA on a monthly or quarterly basis. In addition, other systems generated reports such as claims activity series, loss prevention, current period activity and claim payment allocation are produced and discussed with the client.

Actuarial analysis and services: PDCM does not have in-house actuarial expertise, however, we have several strategic partnerships that are able to provide services as needed.

Loss forecasting: As certified risk manager for the City of Independence, PDCM can identify the risks the organization faces, and then analyze the potential frequency and severity of these loss exposures. Although loss history provides valuable information, there is no guarantee that future losses will follow past loss trends. Therefore, PDCM can employ a number of techniques to assist in predicting loss levels, -including the following: Probability analysis, Regression analysis and Forecasting based on loss distributions.

Underwriting and coverage advice: With over 100 years' of experience our team includes a broad array of experienced professionals, including those holding the following designations, CIC, CRM, CPCU. PDCM is prepared to review your contractual wording and rating basis. At PDCM, you get the strength of a senior team of experts and a comprehensive process which will reveal a broader view of your risk and lead to a more optimal price for your risk profile.

Property & Casualty insurance does not need to be a mystery. But it does need to be reviewed carefully and often—by experts who know your business and the market.

Risk assessment and educational programs: As champions for our clients' success, we've worked hard to identify and diminish business risk through custom solutions, data analysis, expertise, and advice. This includes our proprietary TCOR Analysis and developing strategies for addressing an identified risk.



C. Assigned Representative Qualifications and Experience

Please provide the following information:

- 1. Educational background that includes the steps taken to remain current with insurance industry trends (refer to the public entity sector, if applicable).**
- 2. Work experience that includes all past employment, number of years in the insurance field, and length of time in current position.**
- 3. Explanation of personal knowledge of insurance markets, highlighting municipal experience.**

City of Independence Service Team

Each member of this team works extensively with public entities. Our public entity practice group has been working as a team with our clients to bring cost-effective, custom-tailored risk solutions.

Chris Fereday, President, Certified Risk Manager



Chris Fereday joined PDCM in 2001 focusing on a variety of industries including healthcare, technology, public entities, non-profits and higher education. Chris received a BA degree in Marketing from the University of Notre Dame and currently holds the prestigious Certified Risk Manager designation.

Chris has worked extensively with public entity operations across the Midwest. Chris will also provide useful advice with respect to appropriate levels of coverage and identify any issues for the practice that may require specific insurance solutions.

Chris has also served as a business insurance advisor/speaker for the University of Northern Iowa Regional Business Center and has been a guest lecturer at the University of Northern Iowa business school.

In his role as CEO, Chris has transformed the culture of PDCM to engaging our corporate values and in every client experience.

Iris Vering, CPHQ - Account Executive



Iris Vering joined PDCM in 2020 as a Commercial Account Executive, bringing 28 years of quality, risk, and environmental health & safety experience gained across the healthcare and biotech manufacturing industries.

She is a Certified Professional in Healthcare Quality, an esteemed credential for healthcare quality professionals, and is a licensed Property/Casualty Insurance Producer for the state of Iowa. Iris has been very involved in the healthcare quality community over the past several years, having served as president-elect/president/past-president for the Iowa Association for Healthcare Quality.

Paige Shanks, CIC, CISR – Account Manager



Paige began working with PDCM in January 2016, following her earning her bachelor's degree in finance from the University of Northern Iowa. Paige's family involvement within the insurance industry allowed her to have multiple leadership and customer service experiences through work, volunteering and club memberships.

Being detail oriented, she continually goes above and beyond what is expected in providing timely and thorough service with every interaction. Her positivity, reliability and desire to help others succeed have proven to be a great asset for PDCM and the clients she works with.

Kelsey McGarvey – Claim Advocate



Kelsey McGarvey joined PDCM in 2019 as the Commercial Lines Claims Advocate. She is responsible for assisting our commercial clients with claims submission, advocating for those claims, and determining the proper plan of action to bring each matter to prompt and fair settlement.

Kelsey graduated from the University of Iowa with her Bachelor of Arts degree in Health and Human Physiology and currently resides in the Cedar Valley with her husband Taylor.

Patrick Klein – Risk Management and OSHA Specialist



Patrick Klein joined PDCM Insurance as an OSHA Specialist in early 2019 and has been providing clients with outstanding services from day one.

Patrick is responsible for creating policies and procedures to prevent harm to workers and property and keep clients compliant with OSHA standards. Everything from safety manuals to training employees to inspections and workplace testing are what Patrick and our OSHA team do to help minimize job-related injuries and hazards.

Patrick holds his 30-hour certification in both General Industry and Construction and has a passion for working with employers nationwide in keeping and maintaining a safe working environment for all. Patrick has also received his license for insurance in the Casualty and Property area, providing yet another way of helping clients with added value and knowledge from the insurance perspective.

PDCM's Customer Service Philosophy and Management Style

Selecting an agent and carrier is an important decision and the responsibility you place on your broker is paramount. Our concept of customer service contains three critical components: consultation, response, and advocacy.

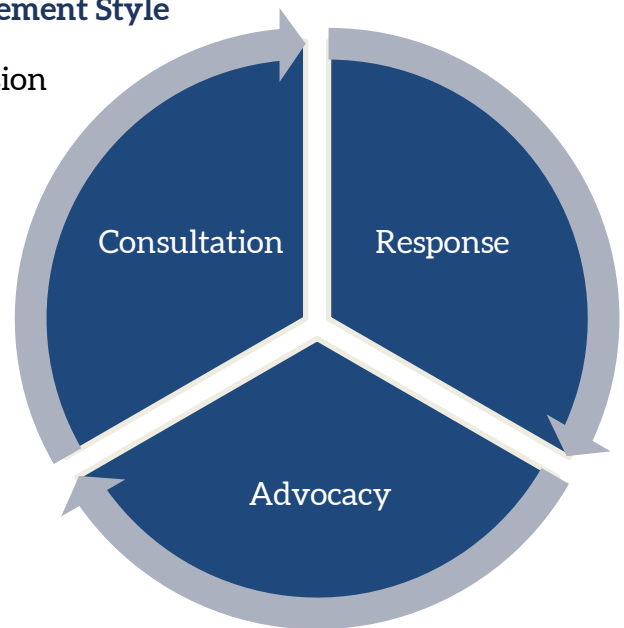
Consultation: Public entities need sound council and advice in both the design and implementation of a risk management program. PDCM has a great deal of expertise in our practice, and has worked diligently to provide these options to The City of Independence

This includes:

- *Act as Institution's broker in obtaining the required insurance coverages at the least possible cost for The City of Independence.*
- *Periodically review coverages to ensure that they are adequate.*
- *Periodically review deductibles and other risk financing mechanisms to ensure it is cost-effective both in terms of premiums and experience.*
- *Recommend, when appropriate, changes in coverage, deductibles etc.*
- *Suggest conceptual changes to the risk management strategy whenever deemed necessary.*

Response: In our world of e-mails, voicemails and call centers **PDCM understands that people and relationships are still the hallmark of effective response to our client's needs.** While we certainly utilize the latest technology in the service of our clients, we strive to provide real world personal contact with our clients. This allows us to be partners in guiding our clients from the day-to-day workings of our client's risk management efforts, whether it is a last-minute request for a certificate, or a response to a new challenge. Due to our local nature, we are also available 24/7 response time to assist in immediate situations.

Advocacy: At the time of a catastrophic claim, our clients trust that we will respond as an advocate to ensure that our clients are best represented in all insurance and risk management matters.



What agency will get me the best quote? What agency will best represent me in the market?
The first question is all about price....The second question is about value.



The answer to the first question may get you the lowest price and *very little else*. The answer to the second question can continue a relationship with an agency that does right for its clients. At PDCM, we believe your first question—and your first decision—should be to choose an agency to represent you in the marketplace. Your advisor has more power to negotiate for you. When one agency represents you, underwriters are more likely to spend time working on your submission. They are also more willing to negotiate with the agency about policy features and price because they have more information.

At PDCM we spend time getting to know your business (vendors, assets, risk transfer agreements, etc.) not just chasing down quotes. Your bid specification is just a starting place. To gain a thorough understanding of your coverage needs, we visit your site. We look over your operation and equipment; evaluate your assets and risks.

We are confident we can influence the carriers' price because we have more information for your application or request for proposal. We can tell the underwriters about your claims history and what you're doing to manage risk. Knowing PDCM's reputation for integrity, they know that our application is complete and accurate. And since we control the market for your account, each carrier knows that its quote is a genuine bid for business, not a shot in the dark.

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CONTRACTUAL RISK TRANSFER AND CERTIFICATE OF INSURANCE MONITORING



Everyday activities associated with your business operations may result in unexpected incidents which affect you, your property or your business. By not collecting Certificates of Insurance from your vendors and contractors and verifying the veracity of those certificates, you risk paying for claims associated with those incidents which are not your responsibility. PDCM's Certificate Monitoring Service provides you with an efficient and cost-effective manner to gain control and prevent you from paying for what you don't owe.

What is a Certificate of Insurance?

Simply put, it is a document issued by an insurance carrier on behalf of its policyholder to inform you that this policyholder (vendor, tenant, contractor, etc.) has insurance coverage for specific policies such as General Liability, Property, Automobile or Workers' Compensation, etc. The coverages, the name of the insurance company, the dates the policy is in effect and the limits of the policy are among the key information provided on the certificate.

Why is certificate monitoring important?

Collecting a certificate of insurance to support a contractual risk transfer obligation is usually done when a contract is executed; but if it is a multiyear contract such as a lease or construction contract, who is ensuring the insurance requirements are being renewed to comply with the terms of the contract? PDCM ensures that each certificate collected evidences the proper coverage needed to match your established criteria.

PDCM ensures that each certificate collected evidences the proper coverage needed to match your established criteria. The process includes the review of appropriate policy terms, coverage limits, and most importantly, the naming of the appropriate additional insured. If the responsible party does not have the appropriate coverage, you could end up paying for their claims.



Scanned copies of all Certificates of Insurance received from the monitored third party, both current and historical. A database will then be created and supported to ensure up to date

How does PDCM relieve administrative burdens with this service?

Our program is a full-service model with all associated tasks being performed with the supervision of licensed

insurance agents and coverage placement specialists. This expertise ensures your expectations will be met with the highest level of professionalism and industry expertise. We will fulfill all requests for Certificates of Insurance, generate reports to determine appropriate follow-up and implement remedial action for each non-compliant third party on your behalf.

Certificate monitoring and contractual risk transfer work hand in hand with PDCM's other risk management tools to reduce the total cost of risk and give you the most value for your insurance dollar.