

BUSINESS

Shopping for auto insurance on the Internet? Get the facts first

With more Americans expecting to use the Internet to shop for auto insurance in the future, some preliminary Web research could save consumers time and money. Consumers can search www.insuranceinfo.com to learn about Michigan no-fault insurance, its mandatory and optional coverages and how to control what they pay for auto insurance. The Insurance Information Association of Michigan sponsors the Web site.

"The convenience of the Internet is beginning to intrigue auto insurance consumers," said Leanne Snay, executive director of Insurance Information Association of Michigan (IIAM). "It is important for consumers, how-

ever, to be knowledgeable and informed before making those online decisions."

According to a recent Insurance Research Council (IRC) study, while few Americans have shopped on the Internet for auto insurance, many indicate they will shop online for such insurance in the future. Only one in 10 survey respondents said they had previously searched the Internet for auto insurance. However, 40 percent of respondents who currently use the Internet — and one in four respondents overall, 24 percent — said they are likely to search online for auto insurance in the future.

This anticipated growth in

consumers searching the Internet for auto insurance information is expected to come largely from select segments of the population. Forty-four percent of respondents earning at least \$75,000 per year said they are likely to go online for auto insurance information compared to 17 percent of respondents earning less than \$40,000 per year.

More than 10,000 visitors have logged on to IIAM's Web Site since it was unveiled in October 1998. Over 8,000 of those hits have been during 2001.

IIAM's site includes a home page, general information about auto and homeowner insurance coverages, educational resources, recent news releases and indus-

try links. Earlier this year, a new section was added that outlines the problem of auto theft/arson insurance fraud and how consumers can help combat it.

Consumers can search the Web site and learn about IIAM's goals and programs, such as the Insurance Information Hotline, Speakers Bureau and Safety Awareness for Everyone video library.

Under the Home and Auto Insurance heading, consumers can obtain information about mandatory and optional no-fault coverages, the Michigan Catastrophic Claims Association, why young drivers pay more for insurance, renters insurance,

replacement vs. repair cost policies and how to control what they pay for insurance.

Internet users who review the Education Resources section will learn about the industry's work to reduce arson and promote severe weather safety.

Arson and tornado figures by county are located at this site. Internet users who review the Education Resources section will learn about the industry's work to reduce arson and promote severe weather safety.

IIAM's site is also linked to several property/casualty insurance company Web pages as well

as national and state industry trade associations.

IIAM is a nonprofit public information organization, which sponsors a number of consumer information and education programs.

The Insurance Research Council is a division of the American Institute for CPIC and the Insurance Institute of America.

The Institutes are independent, nonprofit organizations dedicated to providing educational programs, professional certification and research for the property/casualty insurance business.

Triad receives performance improvement awards

Triad, a custom training and performance improvement firm with offices based in Farmington Hills and Grand Rapids, received two awards from the Michigan Chapter of the International Society for Performance Improvement.

Triad and the Dow Chemical Company

received the Premier Award for Outstanding Instructional Communication for development of a new employee orientation program for Dow's employees.

The Roadmap to Dow assists new hires to quickly become valuable contributors to Dow's bottom line.

Triad received the Premier Award for Outstanding Human Performance Intervention for work in standardizing, automating and training Triad employees on their own new business processes and implementation of new professional services automation application.

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WED., MARCH 6

COMMUNICATION SKILLS
The American Society of Employers will present the workshop "Win-Win Communication Skills" 9 a.m. to 4:30 p.m. at their headquarters, 23816 Northwestern Highway, Southfield. Cost: \$199 members; \$269 non-members. Fee includes all instruction, workbooks and handouts. Lunch provided for full-day classes. Call (248) 353-4500.

TUES., MARCH 12

LEAGUE OF WOMEN VOTERS
The League of Women Voters of Northwest Wayne County will host a membership meeting 7:15-9 p.m. at the Livonia Civic Center Library, Five Mile just east of Farmington. A panel dis-

cussion of brownfields will provide valuable information about an issue affecting many local communities.

CAREER WOMEN

The West Suburban Chapter, National Association of Career Women will hold their luncheon meeting 11:45 a.m. at Ernesto's, 41661 Plymouth Road, Plymouth. Dr. Mark Roby, an intuitive medicine practitioner from Henry Ford Hospital, will be the featured speaker. Cost: \$18 for members; \$22 for non-members. Call Brenda Durling (734) 462-4670.

WED., MARCH 13

EMPLOYERS' CELEBRATION
The American Society of Employers (ASE) will hold its Centennial Kickoff Celebration 5-8 p.m. at the Carrai Museum,

17455 Grand River, Detroit. The museum houses a private collection of more than 50 vintage automobiles, hundreds of Lionel toy trains and other automotive artifacts. The event will include a presentation by historian Dr. Tom Klug. Cocktails and hors d'oeuvres catered by the Whitney. The cost for ASE members is \$25, non-members are welcome. Call (248) 223-8003.

SALES & MARKETING

The Sales & Marketing Executive of Detroit will hold its monthly dinner 6 p.m. at the MSU Management Education Center, 811 W. Square Lake Road, between Livernois and Crooks, Troy. Reception at 5 p.m. and presentation at 7 p.m. Tickets are \$45 for members, \$60 for non-members. Thomas T. Stalkamp, vice chairman and CEO of MSX International, will present "Outsourcing Isn't A

Dirty Word." Call (248) 643-6590 or visit www.amedetroit.org.

TUES., MARCH 19

NORTHVILLE BUSINESS
The Northville Chamber of Commerce will host the 13th annual Taste of Northville Business Showcase 5-8 p.m. at Northville High School, 45700 Six Mile Road, Northville. The showcase will feature 90 exhibitors from retail, service and professional businesses in the Northville community. Area top-rated restaurants and caterers will provide samples from their menus. Free give-a-ways, raffles and promotional goodies. Cost: \$7; adults; \$6, seniors; \$3, children under 12. Call (248) 349-7640.

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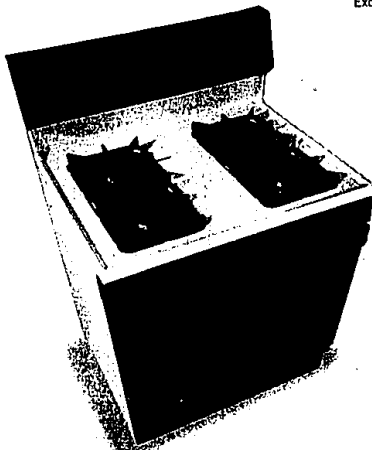
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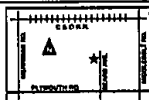
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