

## Insurance: Points to Ponder

by Ken Roberts



# Who's Responsible For Closing The Gaps? – We Are!

Many of us feel secure in the knowledge that no matter what circumstances arise, we have the proper insurance coverage to handle any emergency. All too often, we find out there is a gap in our coverage, and it's usually after a horrendous claim. These catastrophic claims can put us out of business if we're not adequately protected, and someone should be held accountable to make sure this can't happen, but who?

More often than not, we rely heavily on our agents and brokers, as well as the insurance companies that they represent, to understand the various nuances of our dynamic industry. We assume that they know us well enough to anticipate virtually any disaster that befalls us, and they usually do, but what if they don't? After all, we're only human, and keeping up with the constant barrage of amendments concerning what insurance companies will and won't

cover can be an extremely daunting task at times.

We choose our agents and brokers for a variety of reasons. They can be a brother or sister-in-law, a member of our board of directors, or maybe even one of our major donors. Regardless of how or why we choose them, it is imperative that we develop a relationship with them that ensures that they understand the intricacies of our theatre operations, and that they can convey these accurately to the carriers they represent. Theatres are not just about putting on shows. Consider the organization that recently found out that the insurance company that had covered them for quite some time did not cover special events at all. They had to go shopping in a hurry! The exposures surrounding community theatre are as unique as the theatres themselves, so it is essential that all parties be on the same page.

What all of this really boils down to is this: *We* are ultimately responsible for making sure our theatres are completely protected. It is up to *us* to do our homework when choosing the people and companies that will represent *us* when we suffer a loss. We've got to ask the right questions. Does this agent know what we do? Do they represent other theatres? Do the companies they represent insure other theatres? Have they ever even been inside a theatre like ours? We can't be afraid to check references. If they work for other theatres, ask for names and contact those theatres and see what they think of the level of service they receive and how their claims experiences have gone. If we do our part to make sure that our insurance representatives are doing their part, the question of accountability becomes a mute point. We will have closed any gaps in coverage long before our next calamity strikes.

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