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Wayne Joubert, CAE, AIT is Senior Vice President of Communications/IT/Marketing for the Michigan Association of Insurance Agents (MAIA). For the past 22 years he has published Michigan Agent magazine. He also serves as President of the Michigan Future Foundation, MAIA's 501(c) 3 educational foundation, and organizes the annual Great Lakes Automation Day, which marks a quarter century this October and is the longest running state insurance agents technology conference in the nation.