

# What's In Your Basket

## REGION V LEADERSHIP:

RVP Linda Luka

### Missouri Council Leadership

Council Director: Linda Shank

Council Membership Chair: Arlene Schwartz

Council Public Relations Chair: Brenda McDermott

## Missouri Council Goals 2011–2012

What's in your basket?

### Prepare Your Soil

Each association will add one new element to their meetings or newsletter.

Each association adds two new endeavors in the upcoming year. (New ways of: recruiting, community service, fundraising or running meetings). Each association's plan is due at Council Meeting on 11/04/2011. Due to RVP by 12/01/2011.

Each association reviews their website for current content. I will recruit a "Mystery Shopper" to

evaluate for content.

### Plant Your Seeds

Create a media plan with each association. Each associations plan is due to the Council Director by 9/23/2011. Due to RVP by 10/01/2011.

Have each member ask at least one new guest to each meeting and track names and result. This will begin in September and run through April. I will announce which association had the best percentage of participation and which single member

had the most new guests.

### Nurture Your Growth

Each association creates a contact plan for members who miss meetings. (Retention).

Each association provides the means for growth in your association whether it is personal or professional. At least one meeting should be planned to meet that need.

Enjoy Your Harvest!

## Dates to Remember

2011

August 25, 2011 12-1PM

Missouri Council Networking  
Teleconference

Call 866-228-9900 pass code  
621749

September 9-11, 2011  
NAIW Fall Fun Weekend  
St. Charles, MO

November 4-5, 2011  
Missouri Council Meeting  
Springfield, MO

2012

February 25, 2012

Missouri Council Networking  
Meeting

March 31-April 1, 2012

Region V Conference  
Independence, MO

### Missouri Local Association Presidents:

- Central Missouri Insurance Professionals—Pam Melloway
- Insurance Association of the Ozarks—Danny Douglas
- Insurance Professionals of Greater Kansas City—Mary Sherrell
- Insurance Professionals of Mid Missouri—Christy Ford

**Missouri Network Meeting**

Thursday, August 25, 2011

12 noon to 1 p.m.

Conference Call

**1-866-228-9900 and use pass code 621749 to join the call.**

Due to so many busy schedules, gas prices and extra meetings with Regional, I have decided to try our first networking meeting via a conference call.

All association Presidents and Council Chairs are able to attend this.

It is open to anyone in MO Council, please join us. If you work in the same company, grab a conference room. An opportunity to see what really goes on at those Network meetings.

1. Meeting Agenda

Council Director- Linda will review her goals.

President's Reports

1. CMIP- Pam Melloway
2. IAO – Danny Douglas
3. IPGKC- Mary Sherrell
4. IPMM- Christy Ford

Missouri Chair Reports

1. Membership: Arlene Schwartz
2. Public Relations: Brenda McDermott

Dates to Remember

Fall Weekend Sept 9-11 St Charles hosted by IPMM

MO Council Meeting – November 4&5

Springfield, MO details to follow

Networking Meeting: Saturday, February 25 Location to be determined later

Region V Conference: March 29- April 1 Independence, MO

Council Director Visits:

IAO- May      IPMM- April      IPGKC- TBD      CMIP- TBD

## Greetings from Arlene Schwartz Membership Chair

Hello to all members of the Missouri Council of IAIP and welcome to a new year. I have the pleasure of serving as your 2011-2012 Missouri Membership Chair. For those who don't know me let me introduce myself.

My name is Arlene Schwartz. I live in Columbia, MO and am a member of Insurance Professionals of Mid Missouri. I joined IPMM in 1995 and have served as secretary, treasurer, president elect and president. I served as Council Public Relations Chair and Council Director in 2004-2005. Over the years I have served on so many committees at all levels that I have lost count. But the most

important thing is that I have learned so much, made so many friends and enjoyed every minute. I hope you can say the same thing about your time as a member.

Now about the upcoming year. I hate numbers and percentages for goals. All I really want to do is end this year with more members than we started with. I think that is do-able, don't you? All of us probably know someone who could benefit from membership in IAIP and a local association. So invite them to a meeting. Show them what we have to offer. Be a friend and share what's growing in your local garden. If I can help you

plant a seed in someone's mind, I'll be happy to do so. I'm available to answer questions and promote our association. When you get that new member, I'd love to send them a note of welcome. All I need is their contact information. Please send that to me personally instead of making me wait until I get word from Headquarters. I look forward to seeing everyone at our Council Meeting in November and I hope to have a bumper crop of first timers this year. Don't forget to spread the word to all your members!

## Greetings from Brenda McDermott Public Relations Chair

Welcome to Missouri Council. We have an exciting new year ahead of us with the new name, International Association of Insurance Professionals!!

I look forward to you sharing your accomplishments, personal and professional with me over the next year. Did you pass a class, earn a new designation, get a new job? Let me know. I want to be sure your fellow IAIP members know because if there is one thing all of our members due well it is to support and encourage our members. I also want to be sure your employer is

aware of your accomplishments as well. So let us know. The best way to promote this great association and what it can do for you is to showcase the accomplishments of our members.

So let me tell you what I want to do this year to help get the word about NAIW dba IAIP out to potential new members and employers this year. I'm borrowing one of those great ideas our Young Professionals have, and thank you Dani from Minneapolis. I'm putting Missouri Council of NAIW on Linked In. Want to promote interest in

NAIW d/b/a IAIP for a potential new member? Send them an invitation to follow us on Linked In.

November 4<sup>th</sup> and 5<sup>th</sup> is the Missouri Council Meeting. I know we'll have four speakers for our speak off this year—right? Come on, did you take the course and never compete? Now is your chance. We want to show all of Arlene's 1<sup>st</sup> timers what a great benefit Confidence while Communicating is. Please get me your application as soon as possible. I want a competitor from each of our associations. I look forward to hearing from you soon.

**MISSOURI  
COUNCIL OF  
NAIW**

We're coming soon  
to the Web

*See us soon on:*

**Linked In**

## About Our Organization...

Missouri Council of NAIW is made up of four local associations, Central Missouri Insurance Professionals (CMIP), Insurance Association of the Ozarks (IAO), Insurance Professionals of Greater Kansas City (IPGKC) and Insurance Professionals of Mid-Missouri (IPMM). We'd love to add one more to make it 5 local associations. If you know an energetic and motivated individual in the St. Louis metropolitan area, please let us know. We'd be happy to help them start a local association there. Missouri Council is part of

Region 5 which is made up of Iowa, Illinois, Minnesota, Missouri, North Dakota, South Dakota, and Wisconsin. Our fearless leader is Linda Luka, who is the Region 5 Vice President. Linda works for West Bend Mutual in West Bend, WI. A couple years ago, our Council Director Linda Shank who was my then assistant when I served as RVP, made a bet with Linda Luka on who would recruit the most new members. I have the cheese head photos if anyone would like to see them. I think they are still posted on the Region 5 blog

too. Hmm, wonder if there's a bet looming for 2012?

## Congratulations to our Missouri Council Members who represented us proudly in Las Vegas:

Joni Burgoyne, Risk Management Professional of the Year.

Lori Meyer, Insurance Professional of the Year.

Carol Nacarato, Rookie of the Year.

