

Region V Newsletter

"Redefining challenges as opportunities and unlocking the possibilities"

2009-2010

Region 5
Leadership
Team

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RVP

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Susan Stone-
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Iowa CD
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Minnesota CD
Maureen Georgou
Missouri CD
Janet Nothnagel
South Dakota CD

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Wisconsin CD

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As we close out 2009 and move into 2010

I hope you all followed our council travels in the blog on naiw.org. If you missed it, just go to naiw.org, members, groups, region 5 to read about our travels.

Well it seems hard to believe that the council meetings are over, the holidays have come and gone, and my year as Region 5 Vice President is half over. I'm looking forward to seeing all of you at the Region 5

Conference in West Bend, Wisconsin March 25-28, 2010. The Wisconsin Council has been working hard to make this a great conference. We will have 5 CWC Contestants in the speak off. Friday morning has multiple continuing education opportunities. Thursday afternoon I invite any of Region 5's leadership or future leaders to attend the leadership training presented by International

Vice President, Joi Wilson. Saturday afternoon is free and there is planned a winery and wine tasting tour for those who are interested.

I hope you'll all mark your calendar to attend the International Convention in Washington, DC, June 9th through the 12th.

I want to thank all of our hosts for the wonderful hospitality and memories you created for Linda and me as we visited your various council meetings.

Council Meeting Recap

We kicked off our travels with the annual Region 5 Fall Weekend in Wisconsin Dells. On our way Linda and I decided that where we could we were going to make our travels memorable if time allowed. No trip through Minnesota is complete without a stop in Austin at The Museum of Spam. I now have a vast amount of trivia about Spam and Linda has some great recipes to try. Our first official council meeting was in Des Moines. Council Director Paula Dishman on Friday

evening had a panel discussion by Iowa's insurance industry leadership including the insurance commissioner. Our next Council meeting was South Dakota where we got to guess a little known fact about each one in attendance and learned some simple self defense techniques. Linda and I also got to attend the Milbank High School class of 1989 20th reunion. We headed back to Wisconsin for their council meeting in Wausau. Being a city girl, when we arrived at our

destination only to find emergency responders headed to the mall across the street, I was sure our arrival was delayed by a robbery or shooting. No just a molasses truck that over turned. In Wisconsin I learned how to avoid FEAR (False Events Appear Real) in my understanding of the recession. Minnesota was #4 and we again faced some snow as we arrived in Owatonna but not the snow that greeted me on my way home from the 2009 Regional. In Minnesota we enjoyed another NAIW trivia (cont)



Redefine challenges as Opportunities and unlock the possibilities

*Friendship isn't a big thing –
it's a million little things.
~Author Unknown.*

Council Recap (cont)

game and completed some crafts. NAIW member and past International President Elisa Farnham was our key note speaker giving us tips on how to recruit and retain members. For Illinois and Missouri, our last two Council meetings, Linda and I split up our travels and met at the meetings. In Illinois all attendees received free passes to the new Lincoln

Museum which is a wonderful interactive tribute to Springfield's most famous resident and our 16th president. I also received the honor of being an official 1st timer. Illinois showed exactly how leaders think on their feet. When their keynote speaker came down with the flu they were able to secure two presenters from the state to fill in. We ended our journeys at

home in Missouri with a Friday afternoon continuing education on Employment Practices Liability coverage and three more continuing education courses on Saturday.

It was my great pleasure to meet many of our members for the first time and to see the quality of leadership we have in place now and for the future. Thank you for some great memories and making us feel so welcomed.

Membership

In my August newsletter I indicated membership remains one of our areas of concern locally, regionally and nationally. I'm happy to announce, however, that Region 5 which started out with 448 members when I officially assumed the role of Region 5 Vice President in July 2009 is now up to 489 members and counting. Let's keep that momentum going. Remember the membership challenge

from International President Linda Wilson. The member who recruits the most new members will have their registration paid to the International Convention in Washington, DC.

So what about Region 5's membership challenge? If you read the blog many of you know about the Linda vs. Linda challenge. My assistant Linda Shank of Insurance Association of the Ozarks challenged

Linda Luka of Kettle Moraine Insurance Professionals to a membership recruitment contest between November, 2009 and Regional in March, 2010. The Linda who loses has to wear a special hat representative of the winner's home state. Just another reason to attend the Regional Conference March 25-28, 2010.

Look for the Membership Marketing Guide coming soon. And check out the recruiting video at naiw.org.

Congratulations to Region 5 New Leadership for 2010-2011

Iowa Council Director Elect—Denise Hamlett, ACS, AAPA, AIAA, ARC, CPIW, Insurance Associates of Cedar Rapids; **South Dakota Council Direct Elect**—Bonnie Merz, AIC, AIS, ARM, CIC, CRM, CPIW, NAIW Insurance Professionals of Greater

Sioux Falls; **Wisconsin Council Director Elect**—Katherine Mattsen, CPIW, AIS, UA, Fond Du Lac Area Insurance Association; **Minnesota Council Director Elect**—Joan Lyksett, St. Paul Association of Insurance Professionals; **Illinois Council Director Elect**—

Susan Stone-Janczewski, CIC, AAI, CISR, Northwest Suburban Insurance Professionals; **Missouri Council Director-Elect**—Terri Stambaugh, FLMI, CLU, ACS, ALHC, AIM, CPIW, DAE, Insurance Professionals of Mid-Missouri

Leadership

Leadership is our chance to recognize leaders in Region 5 for their work to make Region 5 strong. Thank you Tammy for nominating Betty.

This issue we're honoring Betty Smith. Betty is a long time member of Region 5. She has been a member in both Illinois and Wisconsin. She was Wisconsin Council Director and assistant to Region 5 Vice President Bea Grant. Betty is very dedicated to NAIW and you never know when you might see her show up at your council meeting. And even though she made me wear a fuzzy orange hat as a first timer in Illinois I still respect her. First timers and Young Professionals, if you don't know Betty please seek her out at the 2010 Regional conference as she is a great mentor and an inspiration.

I had the chance to ask Betty some questions

about how she came to join NAIW and what it means to her. Here is what Betty had to say.

She joined NAIW in 1983. She felt it would be a great opportunity to meet individuals from every aspect of the insurance industry, to form contacts and to gain education. Twenty-six years later she can still remember her first Regional conference. She walked into the Palmer House Hotel and was greeted by Rita Upslegger of IDEA. Betty said it made her feel so special. Dottie LeBrun was the Regional Director. She said she was "wowed" by the professionalism and the fun and got to meet new people who are life long friends.

Some of the changes she's seen in the past 26 years are dwindling employer support, the loss of the many hospitality suites at the conferences,

increasing numbers of members at large and the loss of the team concept and dwindling local associations. Despite changes NAIW still provides education, a chance for camaraderie and friendship and an opportunity to serve and develop leadership skills. Some of her fondest memories are the time spent with her local association making costumes and getting to know each of them better, working with the Green Bay Association to put on the best conference in 1993 and meeting AJ at her Regional Conference and spending 13 years together. Her accomplishments include, serving Wisconsin as State Director for two terms, starting the Fond Du Lac Association, being named Insurance Woman of the Year, serving as RVP for Region 5 from 1992-1993 and sitting on the National Board making decisions that would

affect members. When I asked her what she'd tell someone thinking of joining and how she'd recruit new members here's what she had to say: "I would tell them this is an exciting organization where you can develop leadership skills, education is available, you can gain contacts in your — specific field, and you will meet people who will become your lifelong friends". She feels the best way to recruit new members is to meet with them one on one and share your experiences both personally and professionally.

Leadership Continued



We are lucky as an association to have new people joining this association who aren't afraid to step up and who feel the excitement and benefit this organization has to offer. One such Young Professional is Jessica Klas of Kettle Moraine Insurance Professionals and an employee of West Bend

Mutual Insurance. Jessica's article in West Bends Newsletter The Trend entitled "Networking with NAIW" lead to three prospective members contacting me about membership in NAIW.

In her article Jessica wrote "As a new insurance professional, I was looking for a way to network with

other insurance professionals as well as find opportunities for professional development. I found that and so much more with the National Association of Insurance Women, International".

Thank you Jessica for your article and your dedication.

Another newer member who has stepped up as a future leader in NAIW is Paula Rylander of the Insurance Professionals of Greater Minneapolis. I met Paula at the Minnesota Council meeting where she was a first timer. She is the President Elect for her local association.

Paula shared one of her class room assignments from the Confidence While Communicating Class she'd taken. The class was asked to take a fable or fairy tale and give it an "insurance flavor". I present, with her permission, "The Three Little Agents"

Once upon a time, there were three little salespeople. They thought they'd like to seek their fortune in the insurance industry.

The first little agent went off into the world, wanting to make his fortune selling auto insurance. He befriended car salesmen,

who could introduce him to people needing insurance for their newly purchased vehicles. He got to know driver's education instructors, who could introduce him to families with new drivers, who would surely want insurance protection. He also thought it would be fun to solicit business from his buddies at the local watering hole.

So, he put these ideas into practice, and he sold, and he sold, and he sold. And he was very happy.

Along came his underwriter. "Little agent. Little agent. Let me come in." said the underwriter. "Oh no!" thought the agent.

"Let me see your proof of renewal notices, your motor vehicle records, and your CLUE reports," said the underwriter. "No! No!" said the agent.

"If you don't give me these

qualifying documents," said the underwriter, "I will cancel, and I will reject, and I will close this agency down!"

And so the underwriter canceled, and rejected, and soon the agent was out of business.

The second little agent went off to seek his fortune selling property insurance. He went to apartment buildings because he could sell a lot of policies in a single area. He also went to mobile home parks for the same reason. He found out that a lot of people who lived near rivers were also looking for insurance, so he focused his prospecting there. He put these ideas into practice, and he sold, and he sold, and he sold. And he was very happy. (cont)

"Don't confuse fame with success. Madonna is one; Helen Keller is the other."—Erma Bombeck

Leadership (cont)

Along came his underwriter. "Little agent. Little agent. Let me come in." said the underwriter. "Oh no!" thought the agent.

"Let me see your photos of the insured properties. Let us review your CLUE reports and your insurance to value reports" said the underwriter. "No! No!" said the agent.

"If you don't give me these required documents, and let me review your business practices" said the underwriter, "I will cancel, and I will not renew, and I will close

this agency down!"

And so the underwriter canceled, and nonrenewed, and soon the agent was out of business.

The third little agent went off to seek her fortune in the insurance industry, also. She reviewed the underwriting manuals, the expected business practices, and the billing requirements. She prospected a diverse group of clients, and focused her energies on writing low risk, profitable business.

Along came her underwriter... "Little agent. Little agent. Would you like to go out to

lunch?

And they lived happily and profitably, ever after.

Thank you Paula. See you in West Bend.

Education

I hope you've had an opportunity to attend one or more of the webinars that NAIW International has been presenting. They have been a great success and will be continuing in 2010. If you weren't able to attend one that has been presented you can go to the On Demand section of NAIW and purchase the materials for the class. SPARKS has been updated and is now on sale. Look for a 4 hour Ethics CE class coming soon. All of your old favorites are being updated and will be available soon.

Technology

I hope you've all had a chance to use the new social features and educational features of the NAIW web site. If not I invite you to please update your profile and log on and just look at what it has to offer. Catch up on my blogs.

Region 5's Conference is attempting to go green and leverage technology. Secure a copy of the registration for Region 5's Conference March 25th thru 28th, 2010 as well as a copy of the tentative agenda and description of Friday morning's classes.

To access the blog go to www.naiw.org, For

Members, Groups, Region 5, postings. For information on the Region 5 conference go to www.naiw.org, conventions and meetings, Regional, Region 5.

Look for your e-program and updated agenda for the regional conference there in the near future.

Please visit NAIW's web site to see what future webinars are planned, featured educational materials, and the list of newly revised and updated educational programs.

Also in continuing to provide a way to stay linked in with other members of Region 5

I am pleased to announce the Illinois council web site is:

<http://www.ilcouncilofnaiw.org/home.htm>. They were left out of the last newsletter.

And Fargo Moorhead just announced their new website at www.fmaaip.com.

Informal conversation is probably the oldest mechanism by which opinions on products and brands are developed, expressed, and spread. ~

Board Meeting Schedule

AUGUST 7-9, 2009

JANUARY 8-10, 2010

JUNE 6-8, 2010

Please let me know if you have any items you need me to bring before the board.

You can contact me at
877-952-9222 ext. 31031
e-mail

Brenda.mcdermott@thehartford.com

Or by Cell phone at 816-237-9176

CWC Contestants

Iowa: Gayle Johnson,
API, AIS, CPIW,
Insurance Association of
Greater Des Moines.

South Dakota: Kathy
Moore-Stark, CIC, CPIW,
DAE, AIS, NAIW
Insurance Professionals of
Greater Sioux Falls.

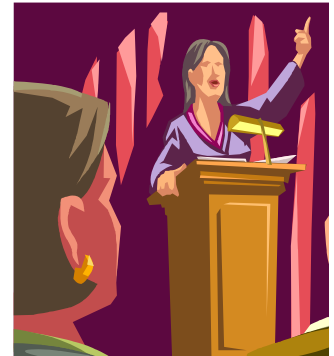
Wisconsin: Tracy
Oestreich, CIC, AU,
CPIW, Kettle Moraine
Insurance Professionals.

Minnesota: Gloria
Thompson, CIC,
Insurance Professionals of
Greater Minneapolis.

Illinois: Robin McKenney,
AAI, Northwest Suburban
Insurance Professionals.

Missouri: Joni Burgoyne,

CIC, CISR, ACSR, CPIW,
Insurance Professionals of
Greater Kansas City.



Registrations are now online:

2010 Region 5 Conference

Visit www.naiw.org,
conventions and
meetings, Region 5 for the
registration form

The 69th Annual NAIW
International Conference
registration form is now
online at www.naiw.org
under conventions and
meetings, international.
You can register online or
print the form and mail it

in.

I hope to see you all in
West Bend in March and
Washington DC in June!!

**REDEFINE
CHALLENGES AS
OPPORTUNITIES AND
UNLOCK THE
POSSIBILITIES**

