

# GEORGIA COUNCIL of NAIW

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**CONNECT for SUCCESS with NAIW**

## GEORGIA COUNCIL NEWSLETTER

### Georgia Council of NAIW

**Council Director:**

Jill Hasnain CIC, CRM, CPCU, AU, CPIW

**Assistant to Council Director:**

Janet Nash

**Treasurer:** Tracy Pato

**Public Relations Chair:**

Lara Nelson AAI, CISR

**Membership Chair:**

Kimberly Shattuck, CISR

**Young Professionals:**

Mica Johnson

**Liaisons:**

**Education—**

Melissa Peak CISR, CPIW, DAE

**Safety—**

Connie Herrin, AIC, ARM, CIC, CPIW

**Legislation—Connie Rose, CPIW**

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### Council Director Address by Jill Hasnain CIC, CRM, CPCU, AU, CPIW

Dear Georgia Council of NAIW Association Members and Members-at-Large,

Wow! How this year has flown by... !

It has been a busy past few months and I wanted to be sure to share this information with you.

In May, the Georgia Council of NAIW had its annual Council Planning Meeting. It was well attended and we had a great day of information sharing, learning and generating new ideas and suggestions for the future of our Council members.

Please review the May 2011 Council Planning Meeting Minutes for details of that meeting.

It is with sadness that I advise that unfortunately, 2 of our 10 local associations in Georgia have made the decision to turn in their association charters as of 6/30/11. We would like to let the members of both the Insurance Professionals of Columbus, and The Northeast Atlanta Chapter of NAIW, know that we truly appreciate their commitment and involvement with NAIW over these many years. We wish any retiring members all the best in their future endeavors! With this transition to 8 remaining local associations, we also welcome any members who

will plan to continue their NAIW membership as Members-at-Large or by joining another local area Association.

On behalf of those members who attended the NAIW Convention in Las Vegas in June, we had a fabulous time in the "city that never sleeps!" The workshops and networking were great. Voting on the DBA name change was conducted, and details should be announced soon regarding our new name moving forward. Our very own Georgia Council Director-Elect, Kimberly Shattuck, was also recognized as NAIW (International) Rookie of the Year! Congrats Kimberly!

It has been a great year of "Connecting for Success with NAIW!" I have made many new connections during my travels this year and strengthened many existing connections as well. I encourage you all to continue to reach out to others and share your NAIW experience and journey and "keep connected with NAIW."

At this time I would like to extend a tremendous thanks to the Georgia Council Team of Officers and Liaisons! Janet, Tracy, Lara, Kimberly, Mica, Melissa, Connie H. and Connie R. ...Thanks for your great support and contributions this past year! In fellowship, Jill

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### Membership Update—

Submitted by Kimberly Shattuck, CISR

#### **"Shoot for the moon. Even if you miss you'll land among the stars."**

I often say "I wish all members could see NAIW through my eyes" as I have the privilege of visiting several monthly meetings each month in my travels. I observe real unity in the Georgia Council and yet unique personality & strong qualities each association. Our potential for growth is HUGE.

I wanted to share some highlights from the Membership Development report shared at the Georgia Planning Meeting held May 7,

2011. We reviewed our objectives and challenges for local associations across Georgia (past, present, and future) and how creative the associations are in developing recruitment strategies. Also, we shared pictures of fun, creative membership drives, monthly meetings, exhibit shows, awards banquets, young professional networking events, and educational courses. Additionally, examples of how local associations are expanding their efforts to support the community while promoting their association at the same time. You ROCK. I'm so proud of everyone! I taught my children growing up that sharing makes us

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stronger. And since we are all family, let's continue to get stronger by sharing. So keep the ideas coming.

It has been my honor and privilege to serve as your 2010-11 Membership Chair. Despite the challenges in the economy, Georgia NAIW has remained strong. As Mica Johnson leads the GA Membership effort July 1, let's give her our full support and work together to

really propel forward in the 2011-12 year. I can't wait to celebrate with you at the GA Council Meeting in Atlanta in September.

Kimberly Shattuck, CISR, CPIW  
Membership Chair 2010-11

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## Safety - by Connie Herrin, AIC ARM CIC CPIW DAE

Safety, whether at the workplace, at home or while on vacation at some wonderful resort or on a cruise is something we may take for granted; however, failing to be mindful of safety rules & safe work procedures and have devastating consequences for a person, their families, their employers. Let's face it, WHEREEVER you may be injured, the results are pretty much the same if you can't work – no or reduced pay, stress while you have way too much time to think your employer may be getting along fine without you and may decide to do with out you. One of the newest safety initiatives for OSHA, DOT, City / County / State law enforcement officials is a crackdown on distracted driving.

We've all done it --- BUT we don't need to keep doing it – eating while driving, searching for that great country music station; re-programming our GPS; answering the cell-phone or touching up the lipstick. These are ALL forms of distracted driving and this has become an epidemic worldwide. There are some websites listed that will provide good information on this serious issue. If you have a 'new' driver in your household I urge you to check this information out with them.

OSHA has celebrated 40 years since signed into law in 1970. See the link to information about how OSHA has made a significant impact on working conditions.

Finally, just when you think there can't possibly be more tornadoes – there are. This has been a truly unbelievable year for severe weather. Several websites are listed to provide information on tornadoes & being prepared for them.

OSHA – 40 Years of History Video

<https://www.osha.gov/osha40/video/video.html>

Distracted Driving Websites:

[http://www.workerscompensation.com/compnewsnetwork/blogwire/driving\\_distracted\\_should\\_be\\_a.html](http://www.workerscompensation.com/compnewsnetwork/blogwire/driving_distracted_should_be_a.html)

[www.distracteddriving.org](http://www.distracteddriving.org)

The Tornado Project Online

<http://www.tornadoproject.com/index.html>

**Links to other useful sources to learn about tornadoes.**

An Image Site For Tornado Chasers

<http://www.chaseday.com/tornadoes.htm>

Tornado information for Kids

<http://www.fema.gov/kids/tornado.htm>

Tornado Safety and preparedness tips

<http://www.bt.cdc.gov/disasters/tornadoes/>

Red Cross Tornado Checklist

<http://www.redcross.org/www-files/Documents/pdf/Preparedness/checklists/Tornado.pdf>

Online Tornado Faq

<http://www.spc.noaa.gov/faq/tornado/>

A page of tornado resource links from SirLinksalot

[SirLinksalot Tornado Links](http://www.sirlinksalot.com/tornado-links)

Tornado information and weather related links

<http://www.tornadolinks.com/>

Tornado Safety:

<http://www.fema.gov/hazard/tornado/index.shtml>

## Education Update

Submitted by

Melissa G. Peak CISR, CPIW, DAE

### Course Highlights

#### 25% off Underwriting for Non-Underwriters

This course guide is on sale for \$18.75 for a limited time only. Regular price \$25. This program covers underwriting issues and decisions in the personal lines, commercial lines, workers compensation, life/health and surety bond fields.

This course is a CPIW/M and DAE qualifier. In addition, this course may be approved for CE credits in some states. Please contact the NAIW Department of Education and Products via email at [prod-educ@naiw.org](mailto:prod-educ@naiw.org) to inquire about requirements, fees, etc. No NAIW course can be filed for CE credit by anyone other than National Headquarters and NAIW's provider number. Locals, states or regions are not allowed to file any NAIW course under their own provider numbers.

#### New Professional Development Courses

##### Business Writing

This 2-hour course will help develop the participant's ability to organize thoughts and communicate in a clear and concise manner. Participants will learn techniques to improve their writing style for a variety of situations, gain editing and proof-reading tips, and learn strategies for sending better e-mails and written correspondence.

##### Listening Leads to Learning

If you ask someone if they heard what you said, they will almost always respond with a "Yes." If you ask them if they understood what you said, you may get a different answer. Effective communication exists between two people when the receiver interprets and understands the sender's message in the same way the sender intended it. Effective listening demands that individuals pay attention to what is said. This 2-hour course will provide tools that you can use to improve your interpersonal effectiveness in your career and in your personal life.

##### Making Change Work for You

*Making Change Work for You* is a 2-hour NAIW (International) workshop that is designed to help individuals manage the changes in his or her life.

The cost for the facilitator guide for each of these courses is \$40.00 each. The facilitator's guide includes PowerPoint presentation on CD. The cost for the student guide for each of these courses is \$20.00 each.

# Local Association Marketing by Lara Nelson AAI, CISR,

Active engaged members are the lifeblood of our association. NAIW has so much to offer professionals in the insurance and risk management industry.

Members were surveyed to share ideas and proven success strategies for **Recruitment/Retention, Fund-raising, Social-Networking, Effective Association Management, Program Ideas, Communication, Education, Community Relations and Young Professionals**. This compilation also referred to as **“The Best of the Best”**, can be found on the national site (NAIW.org/For Members/Best of the Best). It is merely a series of thoughts and viewpoints from the various associations throughout the organization.

Some of the highlights include:

**Recruitment/Retention:** Host a Professional Development Day, Utilize Marketing Reps to distribute association brochures and Recruit Young Professionals

**Fund-Raising:** Host a Silent Auction Cook-Off, Flower-Power ([www.flowerpower.com](http://www.flowerpower.com)) and Mische Bags

**Social-Networking:** Set-up a FaceBook page for your local association, join Twitter and LinkedIn

**Effective Association Management:** Alternate meeting times from noon and after work, Focus on networking and education and Implement Pay-Pal as method for members to pay fees

**Program Ideas:** Utilize professionals in your community to speak at monthly meetings

**Communication:** Monthly Newsletters, Email Blasts, and personal phone calls

**Education:** Host CE classes for members and non-members

**Community Relations:** Partner and participate with time and/or donations to a community cause

**Young Professionals/New Insurance Professionals:** Host a YP social to encourage networking

Again, for a more in depth review of the suggestions and ideas please visit [www.naiw.org](http://www.naiw.org). I encourage you to invest your time in implementing some of these ideas to your location association.

I thank you for the opportunity to serve as the Public Relations Chair of the Georgia Council for 2010-2011 term.

## Legislative Update

submitted by **Connie Rose , CPIW**

**See attached report**