



IAGDM Newsletter

Insurance Association of Greater Des Moines, Inc.

VOLUME 33, ISSUE 2

AUGUST 2011

"Dedicated to insurance education, loyalty to the industry and the professional development of its members."

OFFICERS 2011-2012

PRESIDENT

Brenda L. Kluger, CRM,
CIC, CISR, CPIW

PRESIDENT-ELECT

Sue Reichardt, CPCU, CIC,
AU, CPIW, DAE

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Jennifer Murphy, CIC, CISR

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Tonia Jones, CISR, CPIW

RECORDING SECRETARY

Debra R. Conroy, CIC, CIIP

TREASURER

Jennifer Voboril, AU



PRESIDENT'S MESSAGE



I want to extend a giant thank you to all the members that attended the July General meeting. We packed a lot on the agenda and you addressed it all! I was really happy to see everyone actively participating in the Feedback Session. Small group suggestions led the way to large group discussion which generated even more ideas. We also enjoyed a game of Bylaw Feud that ended up being very educational and capped off the evening doing a Personal Interaction Exercise aimed at personality awareness and communication. For those unable to attend, some of the information has been

included in this newsletter.

Last month we spent time reviewing our local Association. This month, we will be taking a little time to consider items at the Council and Regional levels. The first item is the Iowa Council's Horizon Plan focusing on membership, education and professional development. Please take a few minutes to review the plan included on pages 16-17 of the newsletter. As Delegate to the Iowa Council Meeting, I will be asking for your input as well as direction on how to vote on this at the Council Meeting in October.

Region V Regional Vice President, Linda Luka, has recently shared her RVP Goals and they are provided on page 13 of this month's newsletter. She is trying to engage members at the local and council level to actively participate in helping meet these goals. In preparation for discussion at the Council Meeting, we will take some time to brainstorm. Please give some consideration prior to the August meeting to Goal #1 and #2. In fact, we may have some ideas from last month's discussion that could be applicable to these goals as well.

REMINDER: An NAIW broadcast email was sent out in July and is provided in the newsletter by the Public Relations Committee (page 8) noting that the international website address has been updated to www.internationalinsuranceprofessionals.org. Don't forget to update your website favorites to this new website address!

In Fellowship,
Brenda Kluger

INSURANCE ASSOCIATION OF GREATER DES MOINES
Wednesday, August 10, 2011

Domestic Violence and How It Affects the
Work Environment



Captain Dana Wingert,
Des Moines Police Department

Questions afterwards regarding topic, police department,
and/or law enforcement in general

Where: Okoboji Grill
Copper Creek Plaza
1225 Copper Creek Drive
Pleasant Hill, IA

When: Networking at 5:00
Dinner at 5:30

Price: \$15

Please contact: Jennifer Murphy at 515-223-6900 wk, 515-720-0468 cell.
Jmurphy@HolmesMurphy.com for reservations before Friday August 5th.

Please remember that if you are on the permanent list and you do not cancel your reservation, you will need to pay for your meal that the Association is obligated to pay in your absence.

CALENDAR OF EVENTS

Future Programs:

Meeting	Place	Program
September 14	Okoboji Grill, Johnston IA	Representative from Homeland Security/Disaster Preparedness
October 12	Nationwide, Des Moines IA	Lisa Bielser, Wheels of Misconception
November 9	Big I, West Des Moines IA	Bob Skow Insurance Issues

Events Around the Region and Beyond:

Sept 9-11, 2011	Region 5 Weekend St. Charles MO
June 2012	NAIW International Convention Dallas TX

August Events ~

11-21 Iowa State Fair



- 15—First day of School—Johnston, Ankeny
- 17—First day of School—Waukee, Des Moines Christian
- 22—First day of School—Urbandale, Indianola, Southeast Polk,
Dallas Center-Grimes, North Polk
- 25—First day of School—Des Moines Public, West Des Moines



AUGUST BIRTHDAYS

Sheri Snodgrass	8/8
Jennifer Voboril	8/10
Jennie L LeGates	8/17



Committee Meetings

Board Meeting: Aug 3 @ 5 pm
Independent Insurance Agents of
Iowa office—4000 Westtown Park-
way, West Des Moines IA

Finance Committee Meeting:
Aug 17 @ noon
Bakers Square

Program Committee Meeting:
Aug 1 @ 5 pm
Holmes Murphy Board Room

**Deadline for August
Newsletter Items: August 26**
Sheri Snodgrass, Editor
e-mail:
sheri@snodgrasses.com

Kudos Korner

Kudos to Debbie Conroy on her retirement from GuideOne and new job with Conroy Insurance Services!

Kudos to all who attended July General Meeting for your positive energy and great feedback!

Kudos to Jenn Voboril and Paula Dishman who have volunteered to serve as Co-Chairs for the 2012 Iowa Council Meeting!

KUDOS to Brenda & Sue for a wonderful July meeting - very informative and educational - for the new and seasoned members!

KUDOS to all the members who attended the July meeting - best attendance at July meeting in several years!

KUDOS to Jenn Vobril for stepping up to Co-Chair the 2012 IA Council meeting to be held in DSM. What a great opportunity to get involved.

KUDOS to Des for your service as our 2010-11 President.

Kudos to Melissa Kaufman for completing her Bachelor's degree!

Kudos to the Finance Committee for a productive meeting with great ideas!

"I Can" NAIW Course - "Wheels of Misconception" - Our October Program

Course Description:

The wheels that we utilize today range from ATV's to golf carts! Many clients are oblivious to the exclusions of their home-owner and personal auto policies when driving certain motorized vehicles or non-owned vehicles. Assuming insurance coverage is dangerous for a client and dangerous for your E&O exposure. This presentation will expose the how's and when's of coverage - or not! Get an update on the proper coverages and avoid any wheels of misconception! 30 minutes.

If you would like a certificate of completion for this course, NAIW requires that you purchase your own Student Guide. The cost for 1 Student Guide is \$10.00.

Please get in touch with Lisa Bielser to order these guides - we will be able to save on shipping if we combine all orders (1 guide = \$7.20 s/h vs. 15 guides = \$10.70 s/h total, as an example).

Combined Order Deadline: **September 1**

Please also contact Lisa if you have questions (w = 515-508-4788)

As an additional note: For qualification for CPIW/CPIM/CIIP, the NAIW educational course requirement may include any six "I Can" series classes. Check the requirements on www.naiw.org if you are working toward the CPIW/CPIM/CIIP designation.



Education Corner

Jennifer Murphy, CIC, CISR

Life Insurance Awareness

Life insurance can do some pretty amazing things, and it can buy loved ones the much needed time to grieve. How would your family take care of the immediate expenses if you were gone? Expenses such as the funeral costs, final medical expenses, credit card debt, taxes, and estate settlement costs can leave your family in financial jeopardy. Not to mention the ongoing expenses of housing, car loans, utilities, health care, insurance, clothing, gas, and food. Life insurance can insure that your family stays in their home, and has food on the table eliminating further disruption to their life. It can also be used for future expenses, like retirement, or to pre-fund a child or grandchild's college education, allowing them to achieve the dreams they had when you were by their side.

According to the industry research group LIMRA, 30 percent of US households have no life insurance at all. Today 11 million more American households are not covered by life insurance compared to 2005. As the economy and the mortgage crisis hit bottom so did the number of people with life insurance, it never made the headlines but it is a crisis. Here's the bottom line: A significant number of families have no life insurance or inadequate life insurance, leaving their families one accident or illness away from financial ruin and a lifetime of struggling.

So what if you were suddenly gone and your family had to manage on their own? How many members of your family do you help support? Life Insurance cannot make things the way they were before, but it can allow your loved ones to live the life you wanted for them. When was the last time you calculated what your family will need to make sure your loved ones will be OK? Have you checked with your employer to find out what kind of life insurance benefit you have and whether you have the option to increase your coverage? Keep in mind with an employer paid policy; once you leave the company the coverage is gone. When was the last time you had your life insurance needs reviewed by an insurance professional? We all should take a minute and review or life insurance needs. If you find anything is out of date or inadequate update your policies, be sure to leave detailed beneficiary information. Your family will then be prepared for the unknown that lies ahead of them.

Your family's financial future is too important to leave to chance. You can leave your family with peace, comfort, and opportunity. A legacy they can truly rely on just when it is needed most.



IAGDM 2011 SPONSORS

SILVER LEVEL

JESTER INSURANCE SERVICES, INC.

BRONZE LEVEL

EMC INSURANCE

IOWA CHAPTER OF CPCU

THE IMT GROUP

HOLMES MURPHY & ASSOCIATES

INDEPENDENT INSURANCE AGENTS OF DES MOINES

LAMAIR-MULOCK-CONDON CO.

GRINNELL MUTUAL REINSURANCE CO.

REYNOLDS & REYNOLDS INC.

ALLIED INSURANCE

COPPER LEVEL

C. MAC CHAMBERS INSURANCE AGENCY, INC.

INDIANA INSURANCE

CGA INSURANCE SERVICES

INDEPENDENT INSURANCE AGENTS OF IOWA

ALLSTATE WORKPLACE DIVISION, CURT TAYLOR

CONTINENTAL WESTERN GROUP

THANK YOU!

IAGDM 2011-2012 COMMITTEES

MEMBERSHIP

Sue Reichardt - CHAIR

Eileen Bleskacek
Tonia Jones
Marilyn Paul
Robin Wagner
Maury Hennessy

BUDGET

Sue Reichardt - CHAIR

Desiree Meyer (PR)
Jennifer Murphy (Program)
Michele Sparks (Finance)
Jenn Voboril (Treas/Education)
Eileen Bleskacek (Website)
Shirley Goslin (Bylaws)

BYLAWS/PARLIAMENTARIAN

BY LAWS

Shirley Goslin - CHAIR

Tonia Jones
Brenda Kluger
Elaine Slate

PARLIAMENTARIAN

Shirley Goslin

PUBLIC RELATIONS

Desiree Meyer - CHAIR

Nancy Thompson
Jennie LeGates
Tanya Wentzel
Rita Preston
Lindsay Eickstaedt

FINANCE

Michele Sparks - CHAIR

Deb Conroy
Myrna Heifner
Melissa Kaufman
LuAnn Page
Ann Watson

HALL OF FAME

Nancy Thompson - CHAIR

Susan Roberts

HISTORIANS

Michele Sparks - CHAIR

Tonia Jones

AUDIT

Tonia Jones - CHAIR

Deb Conroy
Jennifer Murphy

NEWSLETTER

Sheri Snodgrass - CHAIR

Sheila Reese

WEBSITE

Eileen Bleskacek - CHAIR

Paula Dishman
Lisa Bielser

EDUCATION

Jenn Voboril - CHAIR

Phyllis Edwards
Megan Kincy
Ted Lussem
Jennifer Murphy

TELEPHONE

Tonia Jones - CHAIR

TELLERS

To be assigned as necessary

PROGRAM

Jennifer Murphy - CHAIR

Lisa Bielser
Eileen Bleskacek
Paula Dishman
Tonia Jones

Updated 7/27/2011

A TEAM WORKING TOGETHER WILL ACCOMPLISH MORE THAN ONE INDIVIDUAL WORKING ALONE!

ATTEND MEETINGS ~ SHARE IDEAS ~ OFFER ASSISTANCE

Thank you to all who have accepted the responsibility of serving as a Committee Chair. Your leadership to your committee is appreciated. Thank you to the members for your help on the various Committees.

Brenda Kluger

From the Public Relations Committee:



MEDIA RELEASE
For release on receipt

**National Association of Insurance Women (International)
Adds dba – International Association of Insurance Professionals (IAIP)**

TULSA, OK. (July 1, 2011) – The National Association of Insurance Women (International) has added the dba International Association of Insurance Professionals (IAIP) to its name. The addition of the dba was approved at the association's 70th Annual Convention, which was recently held in Las Vegas, Nevada. The association has updated its Web site to www.internationalinsuranceprofessionals.org.

The 2011-2012 International President, Joi Wilson says of the new dba name, "We feel that this name better reflects the diversity of our membership, and will represent us well into the future of this great association. At a time when insurance companies are restructuring, IAIP is a great resource for professional growth."

National Association of Insurance Women (International), was founded in 1938 for the purpose of providing educational development for its members. IAIP is a professional association open to individuals in the insurance and risk management industries as well as businesses that provide services to these industries. Today, IAIP is best known for providing insurance education, industry networking opportunities, skills enhancement, and leadership development within the insurance industry.

IAIP is comprised of over 7,000 members who work in every facet of the industry – as agents, brokers, adjusters, underwriters, claims professionals, risk managers, producers, insurance educators, customer service representatives, agency owners and automation specialists just to name a few.

For additional information, contact Melissa Cobbs, editor@naiw.org, or visit the IAIP website at www.internationalinsuranceprofessionals.org.



Opportunities to Serve on the Iowa Council

Iowa Council Leadership Positions still available ~ Applications are due by 8/15.

- * Membership Chair
- * Alternate Delegate to Regional Nominating Committee

If interested in finding out more of what is involved please contact me.

Jennifer Murphy,
Iowa Council Nominating Committee

NAIW: Exceeding Expectations Now and into the Future
25th Anniversary

*You are invited to the 2011 Iowa Council Meeting hosted by
the Quad Cities Insurance Association.*

*The meeting will be held on October 7th and 8th, 2011 in
Davenport, Iowa.*

*There will be a panel discussion on Friday night.
The panel will consist of your RVP, Iowa Council Director,
Iowa Membership chair and Iowa Public Relations chair.*

The panel discussion will take place at: 5:00

Dinner will be at: 6:00

An activity has been planned for after dinner.

Please join us for education, networking and fellowship.

Hope to see you there!

Registration form on next page --->

NAIW: Exceeding Expectations Now and into the Future

25th Anniversary

2011 Iowa Council Meeting Hosted by Quad Cities Insurance Association

October 7th & 8th, 2011

Best Western Steeplegate Inn, Davenport, IA

Name: _____ Designations _____

Address: _____

Employer: _____

Employer Address: _____

Association Name: _____

Work Phone: _____ Home Phone: _____

First Timer CPIW/M Delegate Local President Past Council Director

Registration Deadline – September 7, 2011

Meeting Registration \$45.00 _____

Friday Night Dinner \$25.00 _____ Hawaiian Chicken Stuffed Pork Chop

TOTAL _____

Please advise any special dietary restrictions: _____

Saturday lunch (price included in registration)

Heartland Chicken Salad (Greens, Chicken Strips, tomatoes, cucumber, carrots, cheddar cheese)

Cobb Salad (Greens, turkey, egg, tomato, olives, bacon, cheddar cheese)

Make check payable to: Quad Cities Insurance Association (QCIA)

Mail check and registration to:

Quad Cities Insurance Association

c/o Joyce Nelson

220 Emerson Place

Davenport, IA 52801

For any questions, please contact Joyce Nelson at:

Work Phone: (563) 322-3521; Cell Phone: (563) 249-2091

Work Email: jnelson@tgt-insurance.com

Hotel Reservations:

Make reservations directly with hotel & ask for Quad Cities Insurance Association to make reservation.

Best Western Steeplegate Inn

100 West 76th Street

Davenport, IA 52806

PH: (563) 386-6900

Single/Double \$84.99

Deadline for Special Rate 9/07/2011

THE BYLAW FEUD

Game played at July General Meeting to help members become more familiar with our IAGDM Bylaws & Standing Rules

- 1 What are the 3 categories of membership?
 - 1) Active
 - 2) Retired
 - 3) Student Members
- 2 Who makes up the Executive Committee?
 - 1) President
 - 2) President-Elect
 - 3) Vice President
 - 4) Recording Secretary
 - 5) Corresponding Secretary
 - 6) Treasurer
- 3 Besides the officers and standing committee chairs, who else makes up the Executive Board?
 - 1) Parliamentarian
 - 2) Historian
 - 3) Immediate past President
- 4 If we want to change the time all meetings begin from 5:30 to 6:00. What must be done. Why?
 - 1) May be changed at membership meeting
 - 2) By a 2/3 vote
 - 3) Why - Because this is one of the Standing Rules and not one of the Bylaws.
- 5 Name 5 of the 9 Specific Duties of the President.
 - 1) Preside of all assoc. Meetings, Executive Committee and Executive Board Meetings
 - 2) Sign Checks, in absence of the Treasurer, for expenditures authorized by the Association &/or Executive Board
 - 3) Appoint Chairmen of all Committees except Membership, Program and Telephone.
 - 4) Appoint Parliamentarian and Historian
 - 5) Appoint Tellers for Elections
 - 6) Be a Delegate from the Association to the Region V Conference.
 - 7) Be the Alternate Delegate to the Annual Convention of NAIW
 - 8) Association representative at the IA Council Meeting
 - 9) Shall be an ex-officio member of all committees, except the Nominating Committee
- 6 We want to change the name of one of the Standing Committees. What steps need to be taken?
 - 1) Have submitted the amendment, in writing, at the previous regular meeting
 - OR** 2) have mailed to the entire membership at least 10 days prior to the meeting at which it will be considered
 - 3) Pass by a 2/3 vote at the regular meeting
 - 4) Send a revised copy of the Bylaws to NAIW Headquarters immediately following adoption
- 7 Name 5 of the 9 Standing Committees of IAGDM
 - 1) Bulletin
 - 2) Bylaws & Rules
 - 3) Education
 - 4) Finance
 - 5) Membership
 - 6) Program
 - 7) Public Relations
 - 8) Technology
 - 9) Telephone
- 8 What are the annual dues for the three levels of membership?
 - 1) Active Member - \$125
 - 2) Retired Members - \$63
 - 3) Student Members - \$75
- 9 What are the Special Committees of IAGDM?
 - 1) Audit
 - 2) Budget
 - 3) Any no provided in Bylaws but deemed necessary
- 10 What Committee Chairs sit on the Special Committee to help schedule programs for the year?
 - 1) Program
 - 2) Education
 - 3) Public Relations
 - 4) Membership

Recap of Feedback Discussion from July General Meeting

- ◆ Consider publishing Committee Reports in the monthly newsletters to improve communication and keep members updated on activities.
 - **Sheri Snodgrass advised that she would make space available in the newsletter for any Committee Chairs that wish to submit notes in newsletter.*
- ◆ When giving a Committee report at a meeting, submit a copy of the report to the Secretary so she can put it with her minutes.
- ◆ Keep concentrating on having speakers that provide members with valuable industry information. Have been doing this well over last couple years so want to see continue.
- ◆ Concern over number of Committees in relation to number of members. Explore possibility of condensing committees. This may allow larger committees to meet more often.
- ◆ Currently have members serving on multiple committees. Some committees aren't meeting at all.
- ◆ Engage more members to get involved in helping at meetings.
- ◆ Professional Development Day
 - ◇ Would like to see CE's offered as a way to increase attendance.
 - ◇ Consider changing the date so not so close to Regional Conference.
 - ◇ Suggested do a survey to look for different locations.
 - ◇ Ask members to help promote the event more.
 - ◇ Think it is good event and want to keep but need better attendance.
 - ◇ More advertising to recruits and industry contacts
 - ◇ Maybe change focus of event
- ◆ Membership
 - ◇ Suggested to set tables at companies and hand out flyers
 - ◇ Use flyers with upcoming meeting dates & speakers so can hand out around office and to interested guests.
 - **This flyer has been forwarded to Membership Chair for updating and use*
 - **Sheri Snodgrass volunteered that she could attach the flyer to the membership list when sending out newsletter to allow members to print and share with potential guests.*
 - ◇ Distribute flyers in employee lounges and breakrooms
 - ◇ Use social media to attract attention
 - ◇ Promote meetings to specific companies based on speakers – ex: Life Speaker so promote to companies and individuals working with life products.
- ◆ Would like to see Committee Chairs get their committee members more involved
- ◆ Publish Board Minutes in the newsletter so general membership can be kept advised of items discussed at Board meetings.
- ◆ Focus on increasing and improving communications
- ◆ Explore social networking opportunities – Facebook, Twitter, Blogging, LinkedIn
- ◆ Guests should be informed when visit a meeting of how it will flow
- ◆ Keep meetings positive and professional in nature
- ◆ Update the website more often – keep it up to date with pertinent and relative information like news, jobs and social networking.
- ◆ Set up an ad hoc committee regarding Bylaw and changes
- ◆ Have a meeting where the time allotted for speaker is used to give members a guided tour of the NAIW and IAGDM websites and other pertinent social media sites
- ◆ Consider a “cheat sheet” with a shortened version of our mission statement that members would have should they be asked what IAGDM's mission is.
- ◆ Suggestion made that members have some standard answers when someone asks what we are and what we do. An alternated suggestion was to ask potential members what they are interested in or like to see and we can advise how we can meet that need.
- ◆ Add “Did You Know” section to newsletter



RVP GOALS for Linda H. Luka

1. Have each council establish a media plan **by October 15th**, to promote NAIW and their council and local associations. (this will dovetail with the new marketing piece from National, but can be started now) I challenge each council to create a document outlining specifics from each local, with each local coming up with at least four opportunities to toot their horn. **I want an outline using at least two types of media and report by December 1 and May 1 on their progress and successes.**

Suggestions:

- community cable tv
- radio
- websites
- news articles
- carrier or agency newsletters

2. Have each council encourage the local associations to look for new ways of recruiting, community service, fundraisers and running meetings. My challenge is to have each local create or initiate two new endeavors in the upcoming year, documenting them, showcasing them in media and sharing their stories with the other council directors. **Reports due Dec. 1 and summary included in their regional council report. (spring 2012)**
3. Be aware of retention numbers in each council and be proactive in contacting members and keeping them engaged by assisting local presidents or council directors as needed. **If members have not attended October, November or December meetings, contact should be made to encourage them to return to the association. Report due December 1.**

Councils meeting their goals will be recognized at the Regional meeting along with a reward (TBD)

Minutes from the Finance Committee meeting Tues July 19th:

The 2011-12 Finance Committee met at LMC on Tues July 19th to discuss the responsibilities of the committee for the 2011-12 term. The committee determined that they are 4 primary responsibilities - 50/50 drawings at general meetings, the capital campaign (now renamed the "personal pledge"), sponsorships, and Professional Development Day. The 2011-12 committee members attending the meeting included Michele Sparks, Ann Watson, Deb Conroy, Jenn Vorbril, Melissa Kauffman.

The committee members will take turns being responsible for the 50/50 drawings at each meeting.

The capital campaign is being renamed the "Personal Pledge" for the members of IAGDM. In the August newsletter there will be a pledge form attached for members to provide with their checks at the meetings in August or September. There will be 4 different levels of pledges. Deb Conroy will be creating the pledge form and will run it past the other committee members before submitting to the newsletter.

The committee had some discussion on the Sponsorship letters. In the past couple years they have not gone out until March. We are going to pull that back to the first half of our fiscal year to allow for year end budget planning of our sponsors. We will be sending out a "first notice" (save the date concept). Ann Watson has agreed to create the draft of this notice and bring it back to the committee prior to the August meeting. Then the actual sponsorship letters will be sent out the first part of November - for the 2012 Sponsors. Michele will be taking the 2011 Sponsors lists and getting them laminated and purchasing table tents so that these are displayed more prominently at each meeting/function of IAGDM as is indicated in the sponsorship letters. Further discussion on this topic to continue at August meeting.

Professional Development day - the committee had some brief discussion on this event. It was decided that we need to change the month of this event, and possibly the location. There will be further discussion at the August meeting. Planning needs to begin by September.

The next Finance Committee meeting will be held over the lunch hour on Tues August 17th at Bakers Square.

Respectfully Submitted,

Michele Sparks, CIC, CRM, AU, AIS, CPIW, DAE

Editor Note—The Personal Pledge Flyer is included in the newsletter

Insurance Association of Greater Des Moines

Annual Fund Raising Event

Personal Pledge for 2011 / 2012

We invite you to participate in our 2011 / 2012 fund raiser. We are offering four pledge levels for you to choose from:

Pledge Level	Incentive
Up to \$50	Name recognition in the newsletter.
\$51 - \$75	Name recognition in the newsletter plus a free admission to a regular dinner meeting of your choice.
\$76 - \$100	Name recognition in the newsletter plus a free admission to our 2012 Professional Development Day.
Over \$100	Name recognition in the newsletter plus a free admission to our May Dinner Meeting.

Jenn Voboril and Debbie Conroy will be accepting payments at the August and September meetings or you may mail a check, payable to IAGDM, to:

Debbie Conroy, CIIP, CIC
Conroy Insurance Services, LLC
1000 73rd St Ste 18
Windsor Heights, IA 50324

Individual commitment to a group effort - that is what makes a team work.
- Vincent Lombardi

**Iowa Council of NAIW Horizon Plan
2011 – 2014 (March 8, 2011)**

Horizon 1. Membership Recruitment, Development and Retention

Strategy – Tactical Issue	Prime	Time Frame	Comments
<i>Strategy 1: Increase membership in state while maintaining 80% member retention</i>			
~ Each Association will increase membership	Local Associa-	2011 - 2014	
~ Maintain 80% membership retention	Local Associa-	2011 - 2014	
<i>Strategy 2: Increase members attending Iowa Council Meeting (10% Per Year)</i>			
~ Every Association increase their	Local Associa-	2011 - 2014	
~ Actively encourage Members-At-Large to	Council Director	2011 - 2014	
~ Actively encourage First Timers to attend	Local Associa-	2011 - 2014	
~ Send out promotional literature prior to	Council Director	2011 - 2014	
<i>Strategy 3: Provide Members with Networking Opportunities</i>			
~ Encourage participation in awards & serving	Local Associa-	2011 - 2014	
~ Give members time for Networking at	Council Director	2011 - 2014	
~ Have FUN together	All Members	2011 - 2014	

Horizon 2. Education

Strategy – Tactical Issue	Prime	Time Frame	Comments
<i>Strategy 1: Promote membership education in the Insurance Industry</i>			
~ Recognize members receiving	Council Director	2011 - 2014	
~ Communicate opportunities amongst	Council Director	2011 - 2014	
~ Build catalog of instructors to share with	Council Director	2011 - 2014	
~ Offer NAIW Course, Speaker or both at	Council Director	2011 - 2014	

Continued on next page ~

**Iowa Council of NAIW Horizon Plan
2011 – 2014 (March 8, 2011)**

Horizon 3. Leadership Development

Strategy – Tactical Issue	Prime Mover	Time Frame	Comments
<i>Strategy 1: Strategy: Promote leadership development and future leaders</i>			
~ Communication about positions & duties prior to meeting of Nominating Committee Local Mtgs – 10 minute description about each position starting in March of each yr. Use Council Delegates briefing to describe positions Include in CD & local assoc. newsletters	Council Director Assoc. Presidents	2011 - 2014	
~ Mentor members for leadership Utilize Nat'l form as tool to track positions Table topics at mtgs to share info. about officer roles	Council Director & Assoc. Presidents	2011 - 2014	
~ Partner new & seasoned members on committees	Council Director & Assoc. Presidents	2011 - 2014	
~ Offer Roberts Rules of Order at Least 1 time in 3 yr. period Included abbreviated version as part of First Timers meeting Delegates Briefing is possible option	Council Director	2011 - 2014	