



IAGDM Newsletter

Insurance Association of Greater Des Moines, Inc.

VOLUME 32, ISSUE 13

JUNE 2011

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

PRESIDENT'S MESSAGE

With June just arriving ... I look back on May... NAIW Week, Graduations & Memorial Day, the unofficial start of summer.

My thanks to the Public Relations committee for the wonderful May meeting in observance of NAIW Week. Great speaker, food & fellowship!

On a side note – it was great to see so many of you at the Iowa Insurance Hall of Fame!

Yes, Memorial Day is the unofficial start of summer – but it's SO much more. As this goes to press I am attending my brother's deployment activities. Special wishes this Memorial Day to all serving in the military, their friends & family.

Per dictionary.com:
Graduate means: to receive a degree or diploma on completing a course of study.

Our family recently celebrated a nephew's high school graduation and our youngest daughter received her PhD from Iowa State. In August, Molly begins teaching at Weber State University in Ogden, Utah & Bryce begins basic training. One "course of study" ends and another begins.

This brings me to my own "graduation" of sorts. I wish to thank ALL (mentors, committees, ALL members) who "taught" me this past term and helped me through my current "course of study." I look forward to re-focusing on my CRM and CPCU "course of study" and spending more "playground" time with family & friends!

Yours in fellowship,

Des Meyer, CIC, CISR, AIS, AINS, CPIW
IAGDM President



OFFICERS 2010 - 2011

PRESIDENT
Desiree Meyer, CIC, CISR,
AIS, CPIW

PRESIDENT-ELECT
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CPIW

VICE PRESIDENT
Sue Reichart, CIC, AU,
CPCU, CPIW

**CORRESPONDING
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Phyllis Edwards, AU, CIC,
CISR, AIS

**RECORDING
SECRETARY**
Tonia Jones, CISR, CPIW

TREASURER
Debra Conroy, CIC





Insurance Association of Greater Des Moines, Inc.

Wednesday, June 15, 2011

Installation of Officers

President	Brenda L. Kluger, CRM, CIC, CISR, CPIW
President-Elect	Sue Reichardt, CPCU, CIC, AU, CPIW, DAE
Vice President	Jennifer Murphy, CIC, CISR
Recording Secretary	Debra R. Conroy, CIC, CIIP
Corresponding Secretary	Tonia Jones, CISR, CPIW
Treasurer	Jennifer Voboril, AU

Where: Okoboji Grill
8481 Birchwood Ct.
Birchwood Plaza
Johnston, IA

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

Please contact: Sue Reichardt at 345-2562 or
Sue.j.reichardt@emcins.com for reservations before Friday, June 10th.

**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:

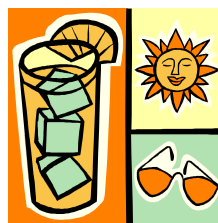
Meeting	Place	Program
July 13	Okoboji Grill, Johnston IA	No Business—Just Social
August 10	Okoboji Grill, Pleasant Hill IA	Captain Dana Winger Des Moines Police Department
September 14	Okoboji Grill, Johnston IA	Representative from Homeland Security/Disaster Preparedness
October 12	Nationwide, Des Moines IA	Lisa Bielser, I Can Class

Events Around the Region and Beyond:

June 5-8, 2011	NAIW International Conference Flamingo—Las Vegas NV
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June Dates To Remember:

- National Safety Month
- 1—Atlantic Hurricane Season begins
- 5—World Environment Day
- 9—Donald Duck's birthday (1934)
- 10—Ice Tea Day
- 14—Flag Day
- 15—Fly a Kite Day
- 16—National Fudge Day
- 19—Father's Day
- 20—Ice Cream Soda Day
- 21—Official First Day of Summer
- 29—Camera Day



JUNE BIRTHDAYS

Ann Watson	6/3
Nancy Thompson	6/5
Debra Conroy	6/6
Tanya Wentzel	6/14



Committee Meetings

Board Meeting:
TBA

Finance Committee Meeting:
TBA

Program Committee Meeting:
TBA

Deadline for June
Newsletter Items:
June 24

Sheri Snodgrass, Editor
e-mail:
sheri@snodgrasses.com



Kudos Korner

Kudos to Paula Dishman - posting pictures from the Insurance Hall of Fame to the IAGDM website.



Education – Reminders:

We are still seeking members who have not taken CWC yet. We *are* going to be offering this class this year so please contact:

Contact Elaine Slate at Ph. (515) 223-6813 or e-mail: eslate@holmesmurphy.com

New Designations – Information needed – URGENT!!

If you have received a new designation between the period of May 1, 2010 and May 1 2011, please contact Jennifer Murphy immediately:

Contact: Jennifer Murphy at Ph. (515) 223-6900 or e-mail: jmurphy@holmesmurphy.com

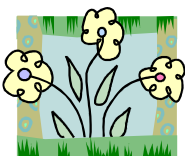
INSURANCE ASSOC. OF
GREATER DES MOINES, INC.

ROBIN
WAGNER

NAME TAGS

Please let Robin Wagner know if you need a new name tag due to an additional designation or if you have lost yours. The cost is \$6.50. She will be ordering them in July.

C: 490-2344 W: 237-2019 rwagner@emcni.com



Education Corner

Provided by Tanya Wentzel, CPCU, CIC, AU



5 ½ Strategies for Successful Customer Visits

In the insurance industry, our success lies in the strong relationships we have with our customers. While the Insurance Association of Greater Des Moines (IAGDM) is comprised of insurance professionals in many different areas – insurance company representatives, agency employees, health, life and property & casualty – we all have customers. Ensuring that precious face to face time with customers is well spent is essential. For that reason, I have put together 5 ½ Strategies for Successful Customer Visits.

#1 – Prep for Success – Take time to prepare before your visit. Review your customer's website to find out what their focus is and what is important to them. Find out some of the key accounts they write with your company and what their production and experience has been over the past few years. Knowing their company's make-up is also beneficial – how many employees they have, their annual revenue and what other carriers they represent. Your preparation will pay off when you are in front of your customer!

#2 – Call Ahead – Setting appointments by calling at least two weeks in advance shows that you respect your customer's time. When setting the appointment, make sure to include a brief description of what you are hoping to accomplish during your visit. This will enable your customer to make sure the right people are available to hear your message.

#3 – Think Value – As you plan your agenda, make sure you include something of particular value to your customer. That may be information on a new product or service, a tutorial on a web capability, or a lead on a new piece of business. Your customer's time is important – make sure you add value when you visit.

#4 – Who's the Boss? – Don't fall into the trap of talking only with the owner of the business. More often than not, their staff plays a pivotal role in where their new and renewal business is sent. Take time to learn each employees roll in the business so you can better tailor your message to their job duties.

#5 – The Power of Appreciation – Most everyone likes to be recognized for their work. Your customers are no different. Take time to thank them for their good, profitable business. They have many options as to where to place their business. Make sure they know how much you appreciate them placing it with you.

#5 ½ Effective Follow-up – Take a few minutes after a visit to e-mail or write a note to your customer, thanking them for their time. You can also show your appreciation for their staff's efforts, and let them know you'll follow-up on the items discussed during your visit. It takes only half the effort, but is worth all the benefit!

Following these 5 ½ strategies will help you to plan and conduct successful visits with your customers. When you add value, you strengthen your relationship and strong relationships lead to great successes together!



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THANK YOU!