



IAGDM Newsletter

Insurance Association of Greater Des Moines, Inc.

VOLUME 32, ISSUE 12

MAY 2011

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

PRESIDENT'S MESSAGE

Remember that roller coaster ride I mentioned in an earlier newsletter? Well it's on the downhill slope and gathering speed ☺

Almost a third of our group attended **Region V Conference** recently in Rockford, IL. Great fun, food, fellowship and education! And if you haven't heard by now – Paula Dishman won the CWC Speak Off and goes on to National in June. GOOD LUCK, Paula! As voting delegate, a meeting re-cap can be found elsewhere in this newsletter.



Our **Third Annual Professional Development Day** was recently held at the Des Moines Central Public Library. This event, along with the sponsorship program, is one of our primary fund raisers. My sincere thanks to Michele, Brenda & committee who did an EXCELLENT job of finding qualified, varied speakers. *Unfortunately - the event was poorly attended.* Please share your comments with Michele, Brenda or me to help determine the future of this event.

I look forward to our **NAIW Week Observance meeting** on Wednesday, May 11 at Holiday Inn & Suites – Jordan Creek @6075 Mills Civic Parkway, West Des Moines. This meeting includes education and membership recognition as well as awards. Additionally, Terri A. Deems, PhD will speak on "Jobgetting – It's An Inside Job." **PLEASE NOTE:** Reservation Deadline is Friday. Unlike other meetings the permanent or will call list in suspended all members must RSVP.

The Iowa Insurance Hall of Fame (IIHOF) Induction ceremony is Wednesday, May 18, 2011 at the Olmsted Center at Drake. As IAGDM was instrumental in establishing the IIHOF, we would like to have a presence. If interested in attending, please notify Nancy Thompson. Additional info can be found elsewhere in this newsletter.

Thanks to Lisa Bielser and the Nominating Committee who recently announced your **2011 to 2012 slate of officers**. Please review their bios in this newsletter. Our thanks to the following who have agreed to serve!

Hope to see many of you later this month! Yours in fellowship,

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

OFFICERS 2010 - 2011

PRESIDENT
Desiree Meyer, CIC, CISR,
AIS, CPIW

PRESIDENT-ELECT
Robin Wagner, GBDS,
CPIW

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

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

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

TREASURER
Debra Conroy, CIC



**NAIW Week Observance with the
Insurance Association of Greater Des Moines, Inc.**



**Wednesday, May 11, 2011
Holiday Inn & Suites – Jordan Creek
6075 Mills Civic Parkway, West Des Moines
5pm Networking; 5:30pm Dinner then Program**

**Speaker: Terri A. Deems, PhD
“Jobgetting - It’s An Inside Job”**

NAIW Week: May 15-21, 2011 will be a week of celebration for National Association of Insurance Women, Inc. Over 320 local associations, representing members from across the United States and 9 other countries will take part in various activities to commemorate the organizations’ seventy years of service to the insurance industry. The celebration has been a tradition since 1965 and highlights the importance NAIW places on providing professional education, an environment in which to build business alliances and the opportunity to make connections with people of differing career paths and levels of experience within the insurance industry.

Speaker: Terri A. Deems, PhD, of WorkLife Design

Terri A. Deems, PhD, was the year 2000 recipient of a Cutting Edge Award for her research in the vital workplace, presented by the Academy of Human Resource Development. She has presented her research on personal and organizational change and development at several national and international conferences. In addition to consulting, coaching, and training, Terri is an adjunct professor working with graduate and undergraduate students at local universities.

Terri’s area of specialty include developing the vital workplace, ethics, team development, and assisting organizations develop a higher quality of work/life and a more critical consciousness. Terri can be reached at TADeems@worklifedesign.com.

Reservation Form – Deadline May 6, 2011

Mail check, payable to Insurance Association of Greater Des Moines, and reservation form to:

Jennifer Murphy
Holmes Murphy & Assoc. Inc
3001 Westtown Parkway
West Des Moines, IA 50266

Enclosed is my check for \$_____ for _____ reservation (s) at **\$30.00** each

Name & Designations: _____

Address: _____

City / State / Zip: _____

Phone: _____

Employer: _____

*For more information, contact Jennifer Murphy at 515- 223-6900

CALENDAR OF EVENTS

Future Programs:

Meeting	Place	Program
June 15 (new date)	Okoboji Grill, Johnston IA	Installation of Officers
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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MAY BIRTHDAYS

Desiree Meyer

5/2



Committee Meetings

Board Meeting:
TBA

Finance Committee Meeting:
TBA

Program Committee Meeting:
TBA

May Dates To Remember:

- National Bike Month
- 1—May Day
- 3—National Teachers Day
- 5—Cinco de Mayo
- 6—Military Spouses Day
- 8—World Red Cross / Red Crescent Day
- 8—Mother's Day
- 11—Eat What You Want Day
- 16—Wear Purple for Peace Day
- 17—Pack Rat Day (pre-cursor for Hoarders??)
- 20—National Bike to Work Day
- 21—Armed Forces Day
- 25—National Missing Children's Day
- 30—International Jazz Day
- 30— Memorial Day



Deadline for June
Newsletter Items:
May 27

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



Kudos Korner

Kudos to Paula Dishman - posting pictures of the Regional Conference 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

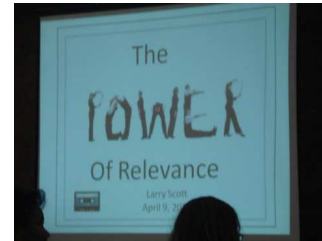
NAME TAGS

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

“The Power of Relevance”



At the 2011 Region V Conference our Keynote Speaker, Larry Scott, gave a powerful speech on “The Power of Relevance”. Those present were so impressed that I thought it would be good to share some of his message. Larry said we should know what our company values. There were 5 “Relevant Powers” which he said we should all possess and that employers love: Energy; Innovation; Reinvention; Personal Brand; and Self Awareness.

1. Be Energized: Be engaged; a disengaged employee costs companies money, about \$419,000,000 in lost productivity each year. Have positive energy, not negative. Be a good listener, one who listens first and speaks last. This type of listener cost the company \$0 but increases the bottom line. Larry described what Discretionary Intellectual Capital is-talent people only use if they feel energized – not just doing what is required or expected.

2. Be Innovative: Always improving – seek to be “New & Improved”. Larry stated that “Simplicity is the ultimate sophistication”. Success is the ability to do business with customers in a way that makes it easy for them to do business with you. We must be creative and fresh, courageous and not fear rejection. If we have a new, fresh idea to present, we need to be prepared. Preparation is the key; it builds confidence. Seek their “buy in”; tell your story for clarity.

3. Reinvention: Past performance does not guarantee future results. Larry gave an example of the Apple IPOD. Each year they brought out a new & improved version; staying a step ahead of the competition. Think about Blockbuster compared to Netflix! Larry stressed the importance of upgrading your skills to avoid becoming irrelevant. He quoted Ben Franklin, “Without continual growth and progress, such words as improvement, achievement, and success have no meaning.”

4. Branding: Be known as the “go to” person. Become an expert in something you are good at. Everyone excels at something. Be the best at something of value. It could be anything: multi-tasking/ being adaptable; the ability to inspire others; good at planning. People do their best at things they enjoy. Align yourself with what you do best. That will help you be yourself and be authentic.

5. Self Awareness: Get feedback – ask for it. Ask your peers, your direct reports, your customers, even your family, “How am I doing?” “Where can I improve?” You need to hear about the good, the bad, the positive, and the negative. This is the kind of feedback that will help you be better at all you do.

I hope you all gain something from these comments. I know I did.

Your Education Co-Chairman, Elaine Slate



IAGDM 2010 SPONSORS

SILVER LEVEL

JESTER INSURANCE SERVICES, INC.

BRONZE LEVEL

EMC INSURANCE

IOWA CHAPTER OF CPCU

THE IMT GROUP

HOLMES MURPHY & ASSOCIATES

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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!

ABBREVIATED Summary: 68th Annual Region V Conference NAIW
Theme: The Power of Bright Ideas

Attendance: 157

First Timers: 17 - including our own Debbie Conroy & Jennifer Murphy.

Thursday April 7, 2011 Afternoon

Leadership Training had to be re-scheduled as Jane Densch, Intl Sec was delayed

Thursday April 7, 2011 Evening

- First Timers Meeting
 - State Dinner @ The Machine Shed
 - Numerous Committees Meetings & CWC Rehearsal
- Young Professionals Reception

Friday April 8, 2011 Morning

- NUMEROUS Workshops & CE Classes
- Exhibitors/Vendors

Friday April 8, 2011 Afternoon

First Business Session consisted of:

- Opening Ceremony
- Memorial Service
- CWC Speak-off
- Introductions
- Report of Credentials
- Adoption of Conference Program, Standing Rules,
- Report of Bylaws Committee
- Report of Nominating Committee

Delegates Briefing – Read & discussed proposed bylaws changes

Friday April 8, 2011 Evening

Welcome Party – Dress as your favorite storybook character.

Iowa Council (and 2 other groups) dressed as Cruella DeVille & 101 Dalmatians.

Ask to see pics! In our honor, first dance was “Who let the dogs out?”

Saturday - April 9, 2011 Morning

Keynote Speaker – Larry Scott – Title: The Power of Relevance

Spoke on how to be “relevant”/ to set yourself apart from the competition

- Reports of Credentials & Bylaws Committee
- Bylaws Change VOTE: Unanimous vote to ADD dba to corporate name
dba Association of Insurance Professionals International
- Election Results
- Regional Vice Presidnet (RVP) – Linda Luka
 - Delegate to International Nominating Committee – Sue Van Kamp
 - Alternate Delegate to International Nominating Comm – Tamra Forth
- Report of ISFA/Legacy Foundation
 - Report of NAIW Secretary, Jane Densch

Summary: 68th Annual Region V Conference NAIW—cont.

Confirmation of Regional Bids

2012 – Missouri -

2013 – Iowa – April 11- 14 – Marriott – Cedar Rapids, IA

2014 – The Dakotas – TBD – Sioux Falls

2015 – Minnesota – TBD

Confirmation of Fall Weekends

2011 – Insurance Professionals of Mid MO

2012 – TBD

Invitation to International Conference

Las Vegas, NV - Flamingo Hotel

June 5-8, 2011

Closing Remarks

Saturday - April 9, 2011 Afternoon

Recognition Luncheon

Introduction of new CPIW/CPIM Designations

Introduction of new DAE Designations

Introduction of First Timers

Introduction of members celebrating 25 + years

Introduction of Local Presidents, Council Directors & Elects

Introduction of Past RVPs & Presidents

Special Tribute to Maggie O'Toole

Free Time OR Leadership Training

Saturday - April 9, 2011 Evening

AWARDS BANQUET

CWC: Paula Dishman

Rookie of the Year:

Underwriter of the Year:

Claims Professional of the Year:

Risk Manager of the Year:

Insurance Professional of the Year: Lori Meyer

**Entertainment: Men of Our Times (band)
Comedian**

You

are cordially invited to

attend the Fifteenth Annual

**IOWA INSURANCE HALL
OF FAME CEREMONY**

Honoring these inductees for 2011:

***Charles R. Fischer James D. Kirkpatrick Thomas L. Petsche
Stanley J. Reynolds *Vern A. Sodawasser**

**Awarded Posthumously*

Wednesday, May 18, 2011 • Olmsted Center, Drake University

Social 5:00 - Dinner 6:00 - Program 6:45

\$30 per person - Business Dress - Reserved Tables of 8 available for \$300



www.iihof.org

DM-SPAD110321_131511

**Submit reservations by May 13th to
Melissa Meiners**

Iowa Insurance Hall of Fame

% Independent Insurance Agents of Iowa

4000 Westtown Parkway

West Des Moines, IA 50266

Phone (515) 223-6060

E-mail: Melissa@IIAIowa.org

Planning to attend? Please let Susan Robert know by May 6th. Final reservations are due to the Iowa Insurance Hall of Fame by May 13th. Hope to see you all at this great insurance event!

Susan.Roberts@fbfs.com

Direct Phone 515-225-5943

IAGDM Slate of Officers 2011-2012 - - - BIOGRAPHIES

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

Candidate for 2011-2012 IAGDM President

I was first introduced to NAIW when I lived in Bloomington, IN where I became a Founding Member of the Hoosier Insurance Association in 1994 prior to joining IAGDM in 2001. I have served as Recording Secretary, Vice President, President-Elect, President and as Iowa Council Director. I have chaired the Education, Finance, Public Relations, Bylaws, Budget, Audit, Membership and Program Committees and have served as Historian. I have attended numerous Council Meetings and Regional Conferences and a few National Conventions. I have served on and chaired a variety of Committees at the Council and Region levels. I currently am serving as Public Relations Chair for the Iowa Council and was also elected to the position for the 2011-2012 term.

I am really excited about the opportunity to serve as the 2011-2012 President. There have been changes to the Association since last time I was President so am looking forward to the new challenges. I'm anxious to visit the Committee Meetings and to hear our member's ideas for the future as well as their feedback on the past. I hope we have a year full of fun, fellowship, fantastic speakers and fabulous events!

Monty and I are parents to a 7 year old spoiled-rotten, furry little girl named Moyra (dog). Monty attends Palmer Chiropractic College in Davenport. We enjoy Harley rides on our 1999 Fatboy. I like Nascar and dirt track Modifieds races. I sometimes volunteer to drive a rescue van for a dog rescue group. I enjoy travelling whenever possible and collecting art from local artists. My hobbies include scrapbooking, shopping, reading and I love spending time with family and friends.

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

Candidate for 2011-2012 IAGDM President-Elect

I've been a member of IAGDM since May, 2007. Since then, I have held the position of Corresponding Secretary, Recording Secretary and Vice President.

I am running for the office of President-Elect, because I believe it's important to grow our membership and attract younger professionals to our organization. IAGDM has much to offer its members, including education, interesting and timely speakers, fellowship and personal growth opportunities.

I have been employed with EMC since 2006, as a Senior Commercial Underwriter. I am married, and live with my husband, Chuck. We have three grown sons and two granddaughters. I enjoy visiting my children, playing with my granddaughters, travelling and shopping.

IAGDM Slate of Officers 2011-2012 - - - BIOGRAPHIES cont.

Jennifer Murphy, CIC, CISR

Candidate for 2011-2012 IAGDM Vice President

Jennifer joined the IAGDM chapter of the NAIW in 2004. Currently she serves as the Co-Chairman for the Education Committee, is a Member of the Board of Directors, and serves on the Public Relations and Budget Committees. Jennifer also served at both the local and state level on the Horizon Plan Committee. She also attended her first Region V Conference earlier in April 2011.

Jennifer is honored to begin her term as Vice President in order to have an opportunity to return to the membership the enthusiasm and opportunities that NAIW has given to her. She finds the mentors and members inspiring and wants to help reach out to the next generation to utilize the group to its fullest potential. Jennifer strongly believes that NAIW shapes character, develops skills and forms the leaders of tomorrow. She wants to assist in the continued development of our local chapter.

During her spare time, Jennifer is active in her son's activities with support through volunteering activities, the Boosters and the Friends of Fine Arts program. She earned the distinction of Polk County Master Gardener and she volunteers on local gardening projects and at the Des Moines Botanical Center. Jennifer's hobbies include reading, horse-back riding, and she is an avid nature enthusiast.

Debra R. Conroy, CIC, CIIP

Candidate for 2011-2012 IAGDM Recording Secretary

I have been a member of IAGDM for nine years and currently hold the office of Treasurer. I have been Treasurer for two prior terms and have been active on several committees throughout my years with IAGDM. I am confident that I could do a good job as Recording Secretary in the 2011-2012 term. I have competent writing skills and attend the meetings on a regular basis.

I have over 25 years of experience as an insurance professional. My experience includes several positions in the Home Office of GuideOne Insurance, including commercial lines underwriter, agency accounting manager and lead principal. I am currently Manager and Lead Principal of CGA Insurance Services in West Des Moines, and am a licensed agent in 49 states. I am also co-owner of Conroy Insurance Services, LLC, an independent agency located in Windsor Heights, IA.

I have earned the Certified Insurance Counselor (CIC) designation as well as the Certified International Insurance Professional (CIIP) designation.

I am married with 5 children and 3 grandchildren. My hobbies and interests include exercising, reading, biking, travelling, and spending time with my family.

IAGDM Slate of Officers 2011-2012 - - - BIOGRAPHIES cont.

Tonia Jones, CISR, CPIW

Candidate for 2011-2012 IAGDM Corresponding Secretary

I have been with IAGDM since October 14, 2005. I have been the co-chairman on the Public Relations committee for three years, 2010-2011 Recording Secretary and have helped out with many other committees. At Regional in 2009 in Minnesota, I was on the committee for Credentials. At Wisconsin Regional in 2010, I was the alternate delegate for IAGDM. I was Credentials Chair at our IA Council Meeting in DM, and have helped out with many other committees at the Council, Regional and Local level throughout my time with IAGDM. I will make a good fit for Corresponding Secretary due to I really want to get more involved with the organization and this will keep me more informed with the members.

I have two beautiful adult children and one granddaughter. They all keep me very busy along with my loving fiancé Jeff. If you know me, you know what my hobby is! I love to quilt and have made many things in the 5 years I have been doing this hobby. I have always wanted to try quilting; I just didn't know that I would love it like I do! I also like to go to the auto races in Newton with Jeff and travel.

Thank you for giving me this opportunity to be your IAGDM Corresponding Secretary for the 2011-2012 term.

Jennifer Voboril , AU

Candidate for 2011-2012 IAGDM Treasurer

I am currently employed as a Commercial Underwriter for Farm Bureau Property & Casualty Insurance Co. I have been employed by Farm Bureau since 1994, starting in the Lincoln, Nebraska office and transferring to the West Des Moines office in July 2005. My entire career has been in the Commercial Underwriting Department starting as a renewal clerk and working my way up to Commercial Underwriter. Effective May 1, my new position will be as a Commercial Marketing Underwriter and I will be handling the western half of Iowa. I have been a member of IAGDM/NAIW since March 2010 and have been on the IAGDM Horizon Plan, Public Relations Committee & Nominating Committee this year. I earned my AU in 2004 and am currently working on my CPCU.

I feel like I would be a good fit for the office of Treasurer for 2011 – 2012 because I have to admit I like accounting. I started out as an accounting major in college and did the book work for a print shop when I was in high school. This included handling the accounts receivable, accounts payable & the quarterly unemployment tax reports.

In my spare time I enjoy reading, and watching movies. Also being from Nebraska I am a college football fan and look forward to watching Nebraska football every fall.
