

NAIW National Convention ~ June 5-8, 2011

The first class of the convention was the Leadership class for incoming officers. It was hosted by the very animated Cynthia D'Amour, MBA Leadership Strategist.

- Leadership is another name for Marketing
- From the beginning of a meeting tell the members/guests what is covered ~ get them excited right up front with an enthusiastic voice and detailed items that will be discussed.
- A committee of one does not make you a leader...scenario – Jane does 150% all by herself where Jill (with a mighty committee) does 850%. Lead....but bring people with you!
- These things should be on the **front page** of the IAGDM website
 - Professional Development
 - How we make a difference
 - Networking / Building Relationships through each other
 - Testimonials from guest speakers, maybe Susan Voss, new members
- Ideas for meetings.
 - Have a 'Host Team' of a few different members every month making sure the guests are comfortable in knowing what is going on.
 - Door prizes
 - When talking dues...break it down. $\$125$ divided by 12 = $\$10.42$ /mo.
 - Applause Factor – give a hand to the planning committee, to the member that brought a guest, to the member that gave 100% to the last chaired event and to the member who donated \$\$ to help defray the cost. Recognition is very powerful.
 - Balloons for guests (tall ones to show over cubes) people will ask “what are the balloons for?”

After the Leadership Training, I attended the First Timer's meeting. It was hosted by the 'Rat Pack of Las Vegas'. There were about 35 of us in all ~ but there were a lot of first timers that did not go to the meeting. No one took down our names; we just had a paper to fill in with names like who was the 1st to speak at the start of the business meeting.

After that, I grabbed my registration packet and went to the Credentials and got the necessary information we needed. FYI, I should have brought the paperwork with me – I wasn't the only one.

Sunday afternoon was spent with my Dad and Paula.

Monday, my first class was S.P.A.R.K – **Sales Proficiency And Relationship Knowledge**.

This was a great class, I took great notes and I was so glad I attended. Just some of the things I took from this class are:

- Know your products (inside & out) & better yet, know your competitors
- Learn to ask the hard questions
- Be a 'wedge' – fit between the competitor and your client
- Give them what the others can't
- Keep a list of all your prospects
- When exploring new prospects, remember THEIR needs are first and foremost
- If target marketing, make sure you are talking to the correct marketing group, and make sure you know the market YOU are targeting
- The Commissions Aspect should NEVER be a prime consideration
- Never be afraid to ask for referrals (ALL THE TIME)
- A no today means a maybe tomorrow
- A no is a slow yes
- Don't take it personally!!
- Marketing is the process of prospecting, selling and delivering a product or service to consumers
- LISTEN! LISTEN! LISTEN!
- If you have established a good rapport and made a good presentation; the closing should be an easy, natural conclusion

We had a boxed lunch sponsored by the exhibitors. I have a list of them, if anyone wants to see it.

Afternoon was free then back for the Welcome Reception then on to the delegates briefing. This got a little heated due the fact of the board changing it up a bit. We all thought we were voting on a dba but in fact we were voting for both (either a dba or a name change). Everyone thought that due to this change....the business meeting was going to on forever going on past experiences but more about that later.

On Tuesday, there was a Health Care Reform Panel ~ one thing about a panel, it is very opinionated. They briefly talked about the facts and I did learn a few things. I have a hand out if anyone wants to look at it or if you want a copy. Later I attended Recruiting and Retaining Members – I have a hand out for Brenda and one for Sue. I can tell you – IAGDM is doing all the right things!! I also took a Business Protocol and Etiquette class – which was the same one that Elaine Slate led not too long ago....although, always good to take those classes for reminders of good manners in a business and work setting. We went through 7 modules including:

1. Meeting / Greeting & Small Talk
2. Office Etiquette (I got a lot of that – we talked a lot about 'cube life')
3. Social Networking
4. Social Business Etiquette

5. Beyond Business Casual
6. Successful Job Interviews
7. Diversity in the Business World

We had lunch together as a group with our Keynote Speaker: Vernice Armour – very impressive young lady...the stories she told were incredible. I have her bio ~ please take a look at it. Her takeaway was believe in yourself and make the best of what you have. It was the most dynamic speaker I have ever heard (and I have heard 100's of them, she was the best I had ever heard).

On to the CWC speak off – Paula did great, but the competition was fierce!! I am sure she gave you all the details in June.

On to the first business meeting which was eventful to say the least....we had gals in tears and passionate speakers on both sides of the decision to change the name of NAIW.

Later that evening Region V met and had dinner together at the hotel buffet where Mary Ann St. Marie thanked us and she received cards and gifts for her year as RVP.

On Wednesday, I started the day by going to what I would consider my favorite class. I attended the Career Skills Panel with 4 very different women who have successfully achieved ultimate goals in the insurance industry. Listening to these women was incredible and it gave me the courage and some personal tools to achieve my career goals. Ironically, the next class I took was taught by a woman on the panel. The class was titled **TAKE OFF! 10 Steps to Engage your Career.**

1. Lunch – have lunch with someone different once in a while – someone who could benefit from you and one who you could benefit from
2. Resume – update it every 6 months
3. Smile – it is an approach ability
4. Stop Whining & Gossiping – NOW!!
5. Compliment someone
6. Compliment your boss
7. Write a handwritten note
8. Feed your advocates ~ don't lose them
9. Listen – listen without responding
10. Add value to your company everyday

Robyn Railsback was our awards luncheon mistress of ceremonies – I have a complete list of winners if anyone wants to see them. I won a registration for next year's convention in Dallas, Texas from the ISFA (Insurance Scholarship Foundation of America) which I have donated to for years.

On to the 2nd business meeting where the dba was passed almost unanimously ~ we are now NAIW dba International Association of Insurance Professionals. There were 151 delegates there. Our new national president is Joi Wilson president elect is Penny Hanworth – Rich and Jane Densch is now our vice president and Rosalyn Horton was voted in as our Secretary and will climb the ladder to be president of NAIW.

We heard from our new national president and she mentioned these things for 2011-2012.

- The CIIP will be effective 7/1/2011
- The president's message will be posted online
- Marketing plan
- National membership drive
- Strategic planning committee
- Keep the president to president chats
- Expand education to include LIFE & HEALTH
- Charity will be one on working animals

Goodbyes were done at the Closing Reception. I had a great time and will be going to Dallas, Texas. I want to thank IAGDM for allowing me to go after I stepped down from the president's spot – I promise I am going to be back in someday and I look forward to being your local president.