February 2014

Executive Committee’s Monthly Message

73rd Annual Convention
June 5-7, 2014
San Diego, California
Connecting Members. Building Careers.

Plan now to attend the IAIP 73rd Annual Convention in sunny San Diego where we will influence careers, develop leaders and connect members. Educational Workshops will include CE approved courses, topics focused on career development, and association management training for local leaders. Network with other professionals and vendors to take the pulse of what is happening for industry trends, share best practices, and hear new ideas you might not have even been aware of.

As plans are being finalized for Convention, check back often for more details. Watch your inbox. Registration will open soon.

For a sneak peek on the schedule at-a-glance, sponsorship opportunities, convention hotel, registration details and volunteer opportunities, check out www.internationalinsuranceprofessionals.org/event/2014convention

Connecting Members. Building Careers.
Jane, roz, Debbi and Tish

IAIP Board of Directors Summary

The IAIP Board of Directors met in January, 2014. Please see the Board Summary outlining the highlights of the meeting.

New Career Development Courses Available!
Each of the following Career Development courses is now available in the Insurance Professionals’ online store. Each course is a full eight hours of top-notch education, and is available in the following formats: Printed and Downloadable; Instructor Guide, Student Guide, and Self-Study Guide. Click on the course title to view in the online store and learn more about each course.

- Advanced Writing Skills
- Generation Gap
- Self Esteem and Assertiveness Skills
- Emotional Intelligence
- Influence and Persuasion
- Writing Reports and Proposals
- Managing Difficult Conversations

Winner of TIP "Name the Last Page" Contest Announced!

And the Winner Is….. Pat Hartpence of Insurance Professionals of Mercer County, New Jersey! We received 62 entries for the "Name the Last Page" contest. The Advisory Panel, along with the Editor of "Today's Insurance Professionals," narrowed it down, then narrowed it down some more until we chose the winner!

Pat's entry was "The Last Line" - a subtle reference to lines of insurance! Congratulations, Pat! She will be awarded a free membership to IAIP for the 2014-2015 term.

Submit Your News for "The Last Line" in TIP Magazine

Have you had a recent job promotion? Do you have news from your local association you want to share? Do you want to discuss new insurance industry trends? Do you have a great photo from your local association meeting that you want to share? If so, here's your chance! The newly-created last page of "Today's Insurance Professionals" magazine -- now named "The Last Line" -- will allow members to communicate their own news with other members.

Please submit your news to the TIP editor at marketing@iaip-ins.org for consideration. Deadline for submission for the summer issue is March 1st.

Legacy Foundation - Pacesetter/Trendsetter Campaign Drawing Winner

Congratulations to Roberta Faulk of Insurance Professionals of Middle Georgia for winning the $250 Visa gift card for her donation to the annual Legacy Foundation during the Pacesetter/Trendsetter campaign!

The Legacy Foundation was established in 2006 to assist Insurance Professionals in providing continuing educational endeavors to benefit our members and the insurance community at large. The purpose of the NAIW (International) Legacy Foundation is to promote the education of insurance and risk management professionals through:

- Development of new education programs and
- Presentation of education seminars, workshops and keynote speakers.
Our annual Campaign Drive to raise the funds that we need to continue our mission of providing additional educational opportunities for our members was held from September 1 - December 31, 2013. Thank you to everyone who contributed and helped raise over $6,500 in donations.

Contributions are welcome throughout the year and are tax deductible donations. It is as easy as 1-2-3 to make a contribution.
1. Go to the Insurance Professionals website at www.internationalinsuranceprofessionals.org
2. Click on the "Donate Now" button.
3. Follow the instructions to enter your contribution.

Thank you again for all of the support you have provided to the Association and Legacy Foundation!

"Leadership Shift" on iConnect
Taking Sabbatical until August 2014

Since September, 2012, over 60 leadership blogs have been posted on iConnect on the IAIP website. Cheryl Krier initiated the blogs and Tish Riley, Linda Luka, Lauri Oakden and Cyndee Morton volunteered to write as well. The topics have covered all aspects of leadership, providing much food for thought. Many of the blogs were shared on the IAIP LinkedIn page and the IAIP Facebook page.

The efforts of the authors are greatly appreciated. The bloggers are taking time off for a few months. When the blog is reactivated, we hope to have a more vibrant tool for notice and distribution of the valuable information to share within and outside our association.

Thanks to Cheryl, Tish, Linda, Lauri and Cyndee for sharing their profound thoughts! We greatly appreciate your time and expertise!

Jane

ISFA Announces New Scholarship Application
Deadlines and Application Changes

Application Deadlines
* College Scholarship Deadline -- You must submit your application by March 1. Scholarships will be awarded and candidates notified by May 15.
* Professional Scholarship Deadline -- To be considered for a scholarship, coursework must be completed within the calendar year. You must submit your application by March 1. Scholarships will be awarded and candidates notified by May 15.

Applications and accompanying documents must be received by the deadline date or they will not be considered.

Application Changes
* Applications for both College and Professional scholarships have been updated and are online and ready to use. See details on website for applying online.
* Criteria for applying for College and Professional scholarships have been updated. Details available on website.

Register to Become a Partner in Education
Is a monthly gift of $10 something you could do to promote education? ISFA's Partners in Education sustained giving program allows you to make your gift by credit card every month – an easy way to make a difference. Visit the website: www.inssfa.org, click on the "Donate Now" tab to get started!
All donations are tax deductible.

Friend ISFA on Facebook
Visit the ISFA Facebook page for the latest news about the Foundation
ISFA is a 501 (c) (3) public charity. All donations are tax deductible.

**YNP Task Force**

**YNP – ‘Cooking Up’ Perpetuation**

Young and New Professionals – what does it really mean? Over the next few months the YNP Task Force will be rewriting our recipe for membership growth, perpetuation of IAIP, and our own overall success. We’ll be tackling the tough questions of ‘who are we?’, ‘what value can we bring to IAIP?’, and developing the YNP Vision Statement. We’ve attended the Generational Differences seminars, taken advantage of mentor programs, and we’re ready to be part of the solution to membership decline, decreased volunteerism, and networking struggles.

If you are 40 or under and/or have been in business less than 5 years, please help us by completing our survey.

*Young* -- adjective \ˈyəŋ\ - representing a new or rejuvenated group or movement

*New* -- adjective \ˈnyū, chiefly British \ˈnyū, in place names usually \ˌn̩u or n̩ or (ˌ)n̩\ - beginning as the resumption or repetition of a previous act or thing <a new day> <the new edition> - made or become fresh <awoke a new person> - relating to or being a new moon - different from one of the same category that has existed previously <new realism>

*New*, “Rejuvenated”, “Fresh”, “Different” – ingredients in the recipe for success of perpetuation of IAIP. Spice up your view and dig in!

Join our Facebook conversation.

**FIT Insurance Professionals**

**Happy Valentine's Day!**

Say "I love you" with a healthy, romantic dinner for two. Looking for a delicious and affordable way to say "I love you" this Valentine’s Day? Win your way to that special someone’s heart with a romantic meal at home. So light some candles, uncork your favorite bottle of wine, and add some healthy romance to your life with a homemade meal for two!

**Herb-Coated Filet Mignon**

**Ingredients**
8 ounces filet mignon, about 2 inches thick, trimmed of fat and cut into 2 portions
1 teaspoon extra-virgin olive oil
1/8 teaspoon kosher salt
1/8 teaspoon freshly ground pepper
2 tablespoons chopped mixed fresh herbs, such as chives, parsley, chervil, tarragon and/or thyme
1 teaspoon Dijon mustard

**Preparation**
Preheat broiler.
Rub steaks with oil; sprinkle with salt and pepper. Place on a rack on a broiler pan.
Broil until an instant-read thermometer inserted into the steak registers 140°F for medium-rare, 15 to 20 minutes total, turning once halfway through cooking. Transfer to a cutting board; let rest for 5
minutes.
Place herbs on a plate. Coat the edges of the steaks evenly with mustard; then roll the edges in the herbs, pressing gently to adhere.

**Chocolate-Hazelnut Sauce**

**Ingredients**
- 2/3 cup fat-free chocolate syrup
- 1/4 cup chocolate-hazelnut spread, such as Nutella

**Preparation**
Stir chocolate syrup and chocolate-hazelnut spread together in a small saucepan over low heat until smooth and warm.
Serve warm or at room temperature with strawberries, kiwis, oranges, or angel food cake cubes.
Enjoy!

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**Complimentary Webinar Offered to IAIP Members**

"Clients are Forever - 5 Carats that Dazzle and Retain Buyers" -- Complimentary Webinar presented by Emily Huling, CIC, CMC. Sponsored by AgenciesOnline - the independent agent's one-stop solution for client communication and marketing. Join us live on Wednesday, February 12, 2014, from 1 to 2 p.m. EST, and On Demand for two weeks. Space is limited. [Register Now.](#)

Attracting and retaining clients takes much more than low prices and responsive service. Using real-life examples, this high-content program provides proven strategies to make you the agent of choice. Participants will learn:
- How to create an emotional connection
- What's most important to your clients
- How to articulate why clients should buy from you

**About the presenter:**
Emily Huling, CIC, CMC, president of Selling Strategies, Inc., works with agents, companies, and MGAs to create top-performing sales, service, and leadership organizations. Emily's articles appear regularly in Independent Agent magazine and Rough Notes. She is on the national faculty of the Society of CIC and is the author of more than a dozen books and audio programs, including "Selling from the Inside," "Kick Your 'But,'" and "Great Service Sells."

This webinar will be recorded and On Demand for two weeks after the broadcast, so please sign up in order to access the recorded broadcast. After registering you will receive a confirmation email containing information about joining the Webinar.

**System Requirements:**
- **PC-based attendees** -- Required: Windows® 8, 7, Vista, XP or 2003 Server
- **Mac®-based attendees** -- Required: Mac OS® X 10.6 or newer
- **Mobile attendees** -- Required: iPhone®, iPad®, Android™ phone or Android tablet

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**Corporate Partner Message**

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**Get the Retirement You Deserve**

By Sharon Emek, Ph.D.

"Yes, we're spoiled rotten. We're self-absorbed. And it seems we'll never shut up. But the boomers made a better world for everyone else." Think that's a fair statement? Author P.J. O'Rourke thinks it is; he's the one who said it. I'll leave it to you to decide whether boomers are spoiled rotten or self-absorbed, but I definitely believe we've done much to improve our world – and we're at it again;
this time redefining "retirement."

Remember your parents’ retirement? Get a watch, grab a seat, and wait to get old. Well, the boomers wanted no part of that. We’ve crafted a new way to retire. For those in insurance, it’s called WAHVE – or Work at Home Vintage Employees. Using the latest technology and software, WAHVE allows insurance professionals at or near retirement age to work remotely from home with insurance agencies nationwide on a part-time, full-time, short- or long-term basis. Agencies get valuable experience. Vintage workers get a new kind of work-life balance. It's retirement the way only boomers could imagine. Spoiled rotten? Maybe. Brilliant? Definitely. With WAHVE, it can be your reality. Simply start with a visit to WAHVE.com to begin the application process today!

Sharon Emek is founder and CEO of Work At Home Vintage Employees (WAHVE.com) and a principal of independent agency CBS Coverage Group, New York.