Welcome to the February Connections - what a valuable resource it can be. In the spirit of IAIP President, Linda Luka, the challenge is on to continue the value stream with this month's edition.

Let's talk education! Whether you are looking for technical education on an insurance-related topic, leadership education, or programs to help you build soft skills; all are available through IAIP. There are many ways to access IAIP's educational value, and sometimes all it takes is a little 'out of the box' thinking. In fact, throw the box away... and the opportunities become endless!

IAIP's educational courses are available for classroom study or self-study, and most are in 30-minute, 60-minute, 2-hour, 4-hour, or 8-hour modules. But when you open your thinking to creative options, anything becomes possible.

Consider this... the Confidence While Communicating program was designed for 10 weeks of classroom study. But it was recently redesigned to support a virtual, or online delivery. The virtual forum transcends geography or weather and provides endless opportunities for participation! CWC is an excellent program to offer employers and our industry to increase awareness of our organization. Use it as a recruiting tool or as a fundraiser! While the Speak Off competition is limited to IAIP members, the class is not - take it to the masses and don't limit yourself to the insurance industry!

Any of our Certified Leadership Professional (CLP) programs can also be modified. Break a class into shorter modules to adapt to time constraints. Highlight main points to introduce CLP to non-members and generate interest in IAIP.

Abbreviated, highlights-based courses present a terrific opportunity to introduce our programs and our association to other groups, such as student groups and other industry associations. IAIP has more than 1,300 Gamma Iota Sigma (GIS) student members who are taking insurance programs/studies - and each can benefit from these programs. Are you reaching out to your local student members?

The new Selling Essentials series takes IAIP into new territory. Not only is it a great way to obtain valuable sales skills, but the hidden surprise is: it benefits EVERYONE! We all sell, every day: ideas, services, products, colleagues, and ourselves. The Selling Essentials classes are organized in short modules, which easily lend themselves to adaptation.

Are you working within time constraints? Having trouble booking speakers for a smaller group? The I Can! Series is an excellent resource. The entire series has been refreshed, and new classes are being added every year.

IAIP education benefits extend beyond career building, beyond technical proficiency, and beyond member recruitment. IAIP programs contribute to the financial strength of our association. The sale of IAIP courses helps us balance revenues so that IAIP remains financially stable. The use of our courses as a recruiting tool and as fundraisers allow regions, councils, and local associations to grow and to generate revenue beyond dues and conference registration fees.
The 'boxes' we eliminate from our thinking allow us to grow and to thrive at every level. We have opportunities to expand our reach beyond our membership base, beyond the traditional delivery models, beyond set timeframes, and beyond the course content. Getting back to President Linda Luka and her 'challenges': perhaps the greatest and most impactful is her challenge to 'BE THE CHANGE'! Let the possibilities, and the value, be endless!

Cindy Prud'homme, AINS, CPIA, CIIP, CLP
International Vice President

Board Summary

The IAIP Board of Directors met in January, 2018. Please see the Board Summary outlining the highlights of the meeting.

2018 Convention

IAIP Convention on Facebook

Put your Facebook friend list to work for IAIP and share our recent "Register Now" post with everyone on your friends list. It only takes a minute, and the results are amazing. Not only are you spreading the word about a great event, you will be momentously increasing the brand awareness of IAIP. The goal is to introduce IAIP to non-members, because what better introduction to IAIP than this event? Even if they aren't interested in attending the event, they may be interesting in learning about IAIP!

*NEW* Community Café

You asked for more opportunities for personal growth and soft skills learning at Convention - and we delivered. Join the IAIP Community for a delicious assortment of hearty a la carte menu items with an emphasis on networking and personal development. Sessions are 20 minutes or less and include education, soft skills, networking and mentoring themes. These mini-sessions are open to all attendees!

Here is a sample of some of the menu items we will have available for you to choose from:

Financial Planning - Elements of Investing
Working from Home
Phone & Internet Scams
Identify Theft Protection

Upcoming Events

Mark your calendars for the following important upcoming events:

February 21
IAIP eLearning: So You Want to Sell Truck
Make Memories!
Convention is a time to meet new IAIP members, network with long-time friends, learn and earn CE, strengthen our sense of community, and of course - have fun. For many, Convention is a once in a lifetime opportunity, so go ahead - make the most of it with your family or friends - turn it into that long-awaited vacation - you deserve it!

You can explore St. Louis during your three hours of free afternoon on Friday, as well as after the Recognition Luncheon & Officer Installation on Saturday. There is so much to do for the entire family! Neighborhood tours, cultural/historical museums, the Gateway Arch, the Zoo, Ballpark Village - most of which are less than 10 miles from Union Station.

IAIP will be offering access to discounted tours with fun activities to explore St. Louis with your IAIP friends and/or family. These tour options will be sent out in May to registered attendees.

Animal lovers should plan a trip to the St. Louis Zoo (just over 5 miles away from the hotel). Not only is it the nation’s #1 free attraction, it is a get-away destination that brings together more than 17,000 wild animals and 3,000,000 visitors each year.

Foodies rejoice: St. Louis is home to the #1 Ice Cream in the World: Ted Drewes Frozen Custard (in only a quick 8 miles from Union Station).

If you are the outdoorsy type, St. Louis will not disappoint. Home to the #1 City Park in the US (and less than 4 miles from Union Station), Forest Park’s 1,300 acres feature beautiful landscapes sprinkled with forests, ecosystems, nature reserves, lakes and streams, as well as five of the region’s major cultural institutions and endless opportunities for recreation. Forest Park attracts 13 million visitors each year, making it the sixth most visited urban park in the United States.

Whatever your interests may be, there is something for you to enjoy in St. Louis. Take advantage of all the amazing opportunities and make memories that will last a lifetime.

Meet the Candidates
Join us for Meet the Candidates on Wednesday, March 7 at 2:00pm EST. Register to participate in this interactive webinar where you will have an opportunity to meet our candidates for International Secretary:

Betty Curry, CPSR, CPIA, CPIW, DAE, CLP
President-Elect, Angie Sullivan will interview the candidates and attendees are invited to take this opportunity to ask questions. If you have any questions that you would like the candidates to answer, please send them to Angie Sullivan, President-Elect, with "Meet the Candidate" in the subject line. If you are unable to attend the webinar live, the recording will be available on the IAIP website within two days of the Meet the Candidate.

Again this year, every member in good standing will have a vote in the election of the International Secretary! We encourage you to exercise your right to vote! The electronic ballot will be distributed to the membership via email in April for a two-week voting period.

Register for Meet the Candidates!

Regional Conference Season

IAIP Regional Conference season is upon us! If you haven’t already, please be sure to see our Regional Conference web page for event registration forms, fliers and contact information for each Conference.

Here is the full list of the 2018 Regional Conferences:

Region I Conference
April 5-8
Portsmouth, NH

Region II Conference
April 26-29
Charleston, WV

Region III Conference
March 22-24
Charleston, SC

Region IV Conference
May 3-6
Midland, MI

Region V Conference
April 6-8
West Des Moines, IA

Region VI Conference
March 8-10
Lafayette, LA

Region VII Conference
April 19-21
Phoenix, AZ

Education Updates
IAIP eLearning
Join us for February's eLearning So You Want to Sell Truck Insurance. This introduction to the truck insurance field will cover a brief history of the trucking industry and review some of the items that make truck insurance different from writing regular business auto.

Date: Wednesday, 2/21
Time: 2:00 PM Eastern
Presented by: Laurie Fite, CIC, TRS, AU, CISR, CLP, AIAM, DAE, CPIW
IAIP eLearning Track: Industry Trends

This webinar is complimentary for IAIP members and $15 non-members. Pre-registration is required to receive the webinar access link. No refunds are available after purchase. This webinar qualifies for IAIP Education hour for CIIP and DAE designations. Learn more and register today for this event!

Selling Essentials Sale: TODAY!
The Selling Essentials Overview webinar was a big success. Get started with the Selling Essentials series and take advantage of a 15% discount for downloadable Instructor, Self-Study or Student Guides. Use the promo code SE4ME to save. This discount also applies to the downloadable bundles. Find all course guides in the online store. This offer expires today, February 2 so act now! To learn more about the Selling Essentials series, find the recorded webinar in the online store.

Call for Volunteers
Volunteers are needed to serve on an ad hoc committee to research what opportunities are available with organizations who currently offer insurance education in Spanish. To submit your name, email IAIP Education Director, Rebecca Clusserath.

IAIP Education Materials:
Discount Available on Bulk Orders
With regional conference right around the corner, a reminder of the 15% discount for bulk orders of 10 or more. The discount applies to printed and downloadable student course guides. Keep this in mind for local association and council events too! Contact Rebecca Clusserath, Director of Education, for the promo code to receive your 15% discount!

Legacy Foundation
Foundation Grants
A second application period has been added for the NAIW Legacy Foundation Grants. The upcoming Grant Application Deadline is March 15, 2018 which is ideal for Local Associations and Councils looking to gain support for activities early in the 2018-2019 fiscal year.

The Grant Program is designed to fund education-related programs and projects benefiting the insurance industry. The objective with these grants is to reward local associations, councils and regions for creating programs that effectively educate our members on a peer-to-peer basis. As you are making plans for the 2018-2019 fiscal year, plan to submit your grant application in
First complete the entire application and then submit your application via the online submission form. A short "how to" video is available. Applications are due by March 15. A decision announcement will be made on April 15. Apply today!

Gift Card Giving Tree
Back by popular demand! This year's Legacy Task Force would like to again offer a fun Foundation fundraiser for 2018, however we really need your help. Last year, the Gift Card Giving Tree was a huge hit so we will be offering it again this year. Your donations of gift cards are what made this Foundation fundraiser successful, and they were very much appreciated. Gift cards can be in any denomination but please select large chains or stores that are available in every state, so that the winner, no matter where they live, can use the cards. Cards or monetary donations should be sent to Beth Chitnis at IAIP Corporate Center by March 15th. The Gift Card Giving Tree will serve as our prize. And we are hoping based on the number of donations, that we'll be able to offer multiple "trees"!

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