What's the difference between successful and unsuccessful people? The success of any individual depends on his or her ability to master certain skills, included but not limited to: communicating, influencing, and development of others.

**Communication, verbal and nonverbal:** 65-93% of the total emotional interaction between individuals is nonverbal. Some of the many ways we constantly communicate without words include:

- **Use of time:** the way you spend your time tells others what you consider a priority.
- **Appearance:** whether we like it or not, our appearance communicates messages about how we feel about ourselves.
- **Gestures and posture:** body language expresses who we are, whether you intend it to or not.
- **Facial expressions and focus:** do you make appropriate eye contact to show others you are interested in what they have to say? Does your expression change to mirror the information you're hearing?
- **Articulation and volume:** how clearly and loudly you speak affects how others interpret you.

Successful people pay attention to how they are perceived by others and adjust their communication signals to match other's needs. For example, a soft-spoken person addressing a loud, vivacious group may have to learn to project his or her voice simply to be heard, as well as adjust body language to convey stronger authority.

**Influencing others:** Successful people must be able to influence their peers, direct reports, and upper management to get things done. Some people are influenced by logic, facts and figures, and rational arguments, while others respond to emotional appeals. The impact we have on others starts with connecting and understanding how they are influenced, or what drives them.

**Development:** 43% of first-time leaders have trouble building and leading teams. Effective leaders think more broadly— they provide direction on shared goals, make sure each person knows what’s expected, and follow-up with individuals to sustain commitment.

Keep your IAIP membership in mind as a way to help you be successful. The educational courses, leadership opportunities, and networking offered by IAIP are all ways that your membership can help you develop skills that transition you into a successful individual, both on the personal and professional level.

Angie Sullivan AIC, CLP, CIIP
IAIP International President-Elect

**Board Summary**

The IAIP board met in August at the Meeting Expectations office in Atlanta, Georgia. We have recently published the [August board summary](#) for your review.
Connecting Members

At IAIP, our goals are to connect members and build careers. Below is just one example of a member connecting with another member during a time of need. How has IAIP connected you? We want to hear your story! Email Betsey Blimline, Director of Marketing, so she can share your story and spread the word about our amazing association.

This was posted to Region III's Facebook page by Laurie Fite of Greenville Association of Insurance Professionals in South Carolina:

Was called out of Chris' hospital room yesterday afternoon because I had a visitor. A little confused because I don't know anybody in Denver, I walked out to find Colleen Laeger, a fellow IAIP member! She had a goodie bag for me (great teas!) and called an adjuster friend who was willing to go check on the bike and get Chris's personal items. (250 miles away). She lives an hour away but when I told her how much I appreciated her visit she said "that's what sisters do!" #ThatsmyIAIP!

Award Application Deadline

November 15 Deadline

Don't underestimate the value of IAIP awards! Are you excelling in your career? Are you ready to be recognized for your success? Are you new to IAIP and have gone all in? If so, submit your application for an IAIP award today! Award categories include:

- Insurance Professional of the Year
- Claims Professional of the Year
- Client Service Professional of the Year
- Risk Management Professional of the Year
- Professional Underwriter of the Year
- Rookie of the Year
- Young New Professional of the Year

Apply for an award today!

Forms, Applications and Tools

Upcoming Events

Mark your calendars for the following important upcoming events:

September 20, 2017
Insurance Coverage for Religious Institutions
Looking for an IAIP application or form? Be sure to bookmark the following resources:

**IAIP Forms** - This library of IAIP forms is organized alphabetically by form name. Don't know the name of the form you are searching for? That's Ok! We have also included forms on the [IAIP Leader Resources and Toolkits](#) page. This page is organized by functional uses: Leadership, Membership, Marketing, Administration, Education, and Meeting Planning.

You can always find the **most current versions** of applications, forms and all IAIP support material in these two locations on the IAIP web site.

Check back often, as we continuously review and revise our resources.

**Call for Proposals**

We are pleased to announce that the call for session proposals is now open for the 2018 International Convention. The convention is scheduled for June 7-9, 2018 in St. Louis, MO. Proposals will be accepted through October 13, 2017.

The International Convention is IAIP's signature event through which it delivers premier education, business and networking opportunities. Professionals in attendance include employees of both agencies and companies.

**SESSION CONTENT**

We are seeking presentations that will be delivered in an engaging way and draws on the experience of attendees; provides relevant content that stretches thinking and offers new approaches; provides practical tools that can be applied upon returning to attendees' organizations and local associations. The educational sessions for IAIP's International Convention follow three educational tracks:

**Industry Trends:** Education courses for insurance professionals in all areas of the industry are offered in this track. Sessions will include current industry trends and hot topics relevant to the insurance industry. Courses approved for CE credit are preferred.

**Career Development:** Courses in the Career Development track will help attendees take their career to the next level with developing their leadership and professional skills.

**Association Leadership:** This track is designed to provide comprehensive training in managing the local associations, councils and regions. Learn from association management experts and take advantage of the opportunities for peer-to-peer interactions. This information will be transferable to other aspects of the attendee's involvement with other groups as well as their job responsibilities.

Submit your education session proposal today.
CWC Virtual Class:
Coming Soon!
Strengthen your communication skills with the Confidence While Communicating (CWC) class in the comfort of your own home!
International is offering the CWC Virtual course again this fall! Be sure to watch for a date announcement. Space is limited to 10 participants.

If you're interested in being an instructor for a virtual course at any level of the association, please contact Rebecca Clusserath, Director of Education. We can help connect virtual instructors with interested local association. To learn more how you can offer a virtual class in your local association or council, review the CWC Virtual Tips and FAQs.

CGL: Claims Made v. Occurrence Triggers
Coverage triggers determine which policies will respond when an insured is found to be legally liable for damages as a result of an event. Since these two coverage triggers are very different in application and use, it is important that insurance professionals understand how they support an insured's needs. The new I CAN! A Step Above course CGL: Claims Made v. Occurrence Triggers will explore when a particular coverage trigger - whether occurrence or claims made - is appropriate for the insured's exposure. The pros and cons of each trigger, and how they operate when a loss has occurred will also be explored. Order CGL: Claims Made v. Occurrence Triggers for your next association event!

IAIP eLearning
Don't miss this month's IAIP eLearning opportunity.

What: Insurance Coverage for Religious Institutions

Who: Presented by Randy J. Brandner, CPCU, ARM, AIM, ARe, AIS

When: Wednesday, September 20 at 2:00 PM Eastern

Why: Choosing insurance coverages for a religious organization differs from a traditional business in that these organizations are often governed by lay volunteers or boards, rely upon volunteers as well as employees, and often agree to let others use their facilities. This webinar will address current exposures common to religious organizations and how those, and other, exposures might be addressed. This webinar is complimentary for IAIP members and only $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 hours for CIIP and DAE designations. 
Register today!

Selling Essentials Series Bundle Discount
The new Selling Essentials series is now available for purchase in a bundle! If you are teaching, attending the series as a student, or completing the series as self-study, purchase any of the full downloadable bundles and take advantage of a 15% discount off the pricing if you purchased course guides individually.

The Student and Self-Study bundles include all six downloadable course guides and online quizzes. The Instructor bundle includes all six downloadable instructor guides, PowerPoint presentations and online quizzes. Purchase today!

Legacy Foundation
Did you know more than 18 million individuals work for companies with matching gift programs supporting charitable organizations? Did you also know there is an estimated $6 to $10 million in matching gift funds that go undclaimed every year? Did you know the NAIW International Legacy Foundation is a 501(c)(3) charity and should qualify for matching gifts?

Wouldn't it be great if you made a charitable gift knowing you impact could be doubled - sometimes tripled? Many companies offer a dollar for dollar match and some even provide 3:1 matching! With the demands for educational programs and scholarship dollars increasing each award period, our efforts must be made to involve the collective industry in supporting the NAIW International Legacy Foundation. Besides traditional donations, your employer can "match" your individual donation by making a "Matching Donation".

Check with your management team to see if your employer participates in matching gift programs. If your company does "match" your donations, then you will need to submit your donation receipt to your employer for the Legacy Foundation to receive a "matching gift" and will be recognized as giving a matching donation on your behalf.

Let's see if we can get our collective companies involved in supporting the mission of the NAIW International Legacy Foundation which is dedicated to providing scholarships and the development of educational programs for insurance professionals.

Thank you from the Legacy Foundation Task Force, Victoria A. Rivas, Co-Chairman, Terri Brennan, Co-Chairman, Suzanne Downey, Susan Hathorne, Florence Nagy, Tracey Oestreich, Billie Sleet and Linda Wilson

FIT Insurance Professionals
October Step Challenge

It is time to kick up our heels and step lively! We are having a step challenge that will run from October 1-31, 2017. Use your activity trackers or pedometers to keep track of how many steps you are taking every day during the challenge.

**Did you know?**

Taking 10,000 steps a day has been proven to contribute towards healthy living. There are numerous benefits, but some of my favorite reasons to aim for at least 10,000 steps per day are reducing stress, improving mood, increased energy, better sleep, positive effect on bones and joints.

Start thinking outside the box as to little ways to increase your daily steps. Try to get up and walk around the office for a minute or two every hour. Take a walk on your break or during lunch. Take your dog for a walk. Carry fewer things at a time and make more trips - putting away laundry, clearing a table, etc. Turn on some music and dance around the house!

At the end of the month, email your results to Katharine Nohr. Please include: your name, local association, region, email, phone number, a list of your daily step totals and how you recorded your steps. It will be fun to see who has the most steps and also to see how many people have at least 10,000 steps every day.

**YNP Spotlight**

**YNP Member:** Kelly Bryant Proctor CPCU, AAI, CISR, CPIW

**Region:** II

**IAIP Local Association:** Charlotte Association of Insurance Professionals

**Employer:** Westfield Insurance

**What keeps you renewing your IAIP Membership?**

Because I love this industry - it's been good to me and I should be good to it. I should do all I can to propel the next generation forward; keep this industry strong and growing.

**What offices have you served, are serving, or are interested in serving?**

I have served in two local associations as President, President Elect and Vice President. I served as Secretary and Treasurer as well in my first local association. I served as Public Relations Chair for the state level. One day I see myself being a state president and eventually RVP.

**What is a day in the office like for you?**

All of my days are very different - part of what makes my job exciting, challenging and fun, actually. Some days I am out in the field visiting agencies talking about their production with us, with their other carriers, how we can increase our share in the agency, how can we make them more successful.
overall and also with us. Some days I am at tradeshows discussing what we look for in agencies, what products we offer, and building industry relationships. Some days I am in the office solving agency issues, running reports, catching up on emails - today would be one of those days!