Dear Betsey,
Everything around us is changing -- the economy, the insurance industry and especially the association world -- just to name a few. Traditional membership models are being challenged -- individuals are now drawn to organizations that allow more flexibility and choice in their membership. Traditional education models are shifting in response to rising costs, greater technology-based competition and different approaches to meeting education needs. Traditional communication models are struggling to keep up with the rise in the number of communication platforms and determining where to reach both current and prospective members. Traditional meetings are turning into experiential events with different formats, educators and opportunities to connect.

We know we can no longer keep doing the same things throughout IAIP and expect a different result. And successfully changing the core of the association doesn't happen overnight. From enhancing the educational offerings, to expanding our online presence on social media platforms, to evaluating membership benefits and incorporating new features into the annual convention, we're working to reinvent old habits while simultaneously treasuring our history.

Shelly Alcorn, an association consultant, identifies that associations are in a prime position to make a difference for members. She states "I don't know of anything that could create more loyalty from members of the new generation in the workforce than one simple idea: Everything they need to make their current career great and their next one possible can be found in their association."

We are striving daily to meet the goal of connecting members and building careers. Every new initiative must have the potential to positively enhance the member experience. Many local associations are successfully navigating this shifting landscape and have modified their meetings, programs and benefits to adjust to the changing needs of the membership.

Change is contagious. Has your local association caught it? Share how you are adapting to your new normal. Let us hear from you -- share your association's change story.

Beth Chitnis, CAE
IAIP Executive Director

State of the Association

Mark your calendars!
Next Wednesday, December 7th at 2pm EST, International Vice President, Angie Sullivan will lead the IAIP State of the Association
presentation. Delivered at each council and state meeting this Fall, Angie will share updates on the progress the association is making in the areas of membership, education, marketing and leadership. Register to join the live webinar.

2017 Convention

Sponsorship, advertising and exhibitor opportunities are now available for the 76th Annual IAIP Convention! Does your company have 2016 budget dollars remaining? Take advantage of the opportunity to promote your company to hundreds of leaders in the insurance industry!

Find out more details, including the convention agenda and lodging and travel information on our new 76th Annual Convention web site! Check back in January for registration.

Do you need to convince your supervisor that you need to be at IAIP 76th Annual Convention? Check out the Employer Justification tools to make it easy!

Foundation Grant Recipients

Congratulations to the Local Associations, Council and Region to receive a 2016-2017 Legacy Foundation Grant. A significant number of grant submissions were received during this application period making this a very difficult decision for the Legacy Foundation Board.

Providing educational opportunities for our members is the Foundation's main objective and the board is pleased to recognize the following recipients:

- Durham Association of Insurance Professionals - Immersion into CLP Education
- Mid-Wisconsin Local Association - May 2017 Banquet
- South Carolina 2017 Council Meeting
- Region V 2017 Conference

Scholarship applications are due January 15. Don't miss this opportunity to apply!

Foundation Fundraising

Please help the Legacy Foundation with our 2017 fundraising efforts! We are soliciting donations of any type of gift card to support the 2017 Legacy Foundation GIFT CARD TREE as a new and unique fundraising activity. If we all team up and every local association/council/MAL was
able provide just one single gift card (or more) for the cause, think what an awesome prize that would be! Gift cards can be of any value, but please try to make sure they can be used nationally. Some ideas are: chain restaurants, Starbucks, Target, Walmart, iTunes, movie theater tickets (AMC/Regal/Harkins), Home Depot/Lowes, Amazon, etc.

Please send them to Beth Chitnis by February 1. Be sure to include your local association or council to be recognized.

'It Only Takes Two' Recruitment Contest

Congratulations to Region I, our first-place winner for October and November! We welcomed a total of 83 new members for the first two months of the contest. There is only one month left in the effort to realize our goal of each local association, council, RVP and international officer recruiting two new members.

Region I - 30
Region II - 4
Region III - 10
Region IV - 10
Region V - 15
Region VI - 3
Region VII - 11

Two grand prizes will be awarded: one to the winning individual member and one to the winning local association. Every member is an ambassador for IAIP. Who better to share our campaign message? You know best the benefits of belonging to IAIP! View the resources and tools you need to get started.

Dates to Remember

December 7, 2016
State of the Association webinar

December 10, 2016
Regional CWC Applications due

January 15, 2017
Candidate Application due for Regional Vice President (submit to current RVP)

Legacy Foundation Scholarship Application due

FIT Insurance Professionals

Do you want to kick start your New Year's fitness? Participate in the IAIP Virtual Marathon in January 2017. It's easy and free. Here's how it works:

The goal: run 26.2 miles in 31 days, from January 1 through 31, 2017. If you don't run, you can substitute exercise as follows:

20 minutes of walking = 1 mile
20 minutes of elliptical = 1 mile
20 minutes of spinning/biking = 1 mile
20 minutes of swimming laps = 1 mile

Keep your own exercise log with the date, type of exercise and the number of miles ran (if you substitute one of the approved exercises, convert the time to miles on your log).

**How to participate:** submit your Virtual Marathon exercise log to katharintg@aol.com by February 5, 2017 and if you complete 26.2 miles, you'll receive a finisher's certificate by email. Make sure you include the following on your exercise log: full name; local association; e-mail address; phone number; total miles completed during month of January 2017.

**Share the fun:** challenge your local association to have the most finishers of IAIP and/or run the most marathons so you can be recognized at the 2016 International Convention. Feel free to submit all your miles completed for the month. Challenge yourself to complete as many marathons you can during the 31-day period. Please note on your exercise log how many marathons you completed. Some participants will complete as many as 4 or 5 marathons, which will be included in your local association total.

We hope you'll participate in our first Virtual Marathon so you can become more fit and healthy; inspire others, and enjoy the camaraderie of exercising as a (virtual) group.

Note: to complete the virtual marathon using alternative exercise options, it will take you 8.73 hours.

If you have any questions, email Katharine M. Nohr
Katharine M. Nohr, LLC
Nohr Sports Risk Management, LLC

**YNP Spotlight**

**YNP Spotlight Member:** Brooke Lesniak,
Associate Account Manager, Travelers

**Region:** VII

**IAIP Local Association:** IPOC

**What keeps you renewing your IAIP Membership?** Leadership skills I have been developing, community service opportunities as well as networking with others in the insurance community.

**What offices have you served, are serving, or are interested in serving?** Treasurer, Young Professional Chair, Web Chair.

**What is a day in the office like for you?** The day in the office for me starts at 8am goes to 4:30pm. Throughout the day I am rating accounts, emailing agents for information as well as providing information to them. Also, writing proposals, endorsing policies, ordering risk control report and MVRs.

**What fictional character would you want to spend a day with and why?** I would want to spend the day with Yoda so he can instill in me all his wisdom.