



SILA Chapter Guidelines

SILA Chapters are forums where SILA members from a local region can communicate with others who work in related lines of insurance/registration and face similar challenges.

Setting up a New Chapter

What are the benefits of being a Chapter Representative? This is a great way to show your leadership strengths. Being a Chapter Representative can influence how you are viewed in your company and in the industry. You are able to quickly establish a great rapport with State Regulators and peers within your area.

Who can start a Chapter? Any SILA member who is interested in collaborating with peers. You do not have to be in management to begin a chapter or be a chapter chair.

What is the time commitment? You should plan on spending two hours on planning for the meetings (speakers, agenda, etc.) and one to two hours for each Chapter meeting. On average our chapter representatives spend approximately 12-16 hours a year on their Chapters.

Where are meetings held? Every Chapter is run slightly different. Chapter meetings have been held at restaurants over lunch, via webinars, via phone conferences, hosted at alternating attendee's offices, or both at a location with a webinar/phone conference. It simply depends on what works best within your area.

Chapter Maintenance

Where can I find a list of Topics to present on? The recommended way to obtain a list of topics is to poll the Chapter members on the issues that are relevant and important to them. SILA will be happy to work with you in creating a Chapter survey to ask for feedback. In addition, other sources of topics are:

- Regulator updates from regulators in the Chapter state(s)

- Discussions about webinar presentations that have been made and posted on the SILA Foundation website
- NAIC/NIPR/FINRA presentations
- Content from the Best Practices Handbook
- Online surveys that have been conducted
- Vendor presentations (products/services should not be promoted)
- Chapter members may also be a source since they may have subject matter expertise and could speak to a specific topic at your meeting.

How do I find Speakers? Once you identify topics that you would like to cover, determine if there are sources within your group who can help identify speakers to address the topics. It is best to try to use local speakers but if that is not possible, then teleconferences, webinars could be a possible solution. If you have problems identifying speakers for a particular topic, please reach out to SILA for possible suggestions.

What is the average size of a Chapter? There are no minimum expectations. The sizes of the Chapters vary. There have been some meetings where there have been less than 5 and others with over 100. The important thing to remember is that in the beginning your attendance may be low, but it will grow and SILA will help support you in its growth.

How can you grow your Chapter? While SILA will reach out to members, it is important to reach out to companies in your area that are non-SILA members. This includes vendors, sister companies or companies that you are aware sell insurance or securities in your area. The internet is a great resource to locate companies in your area. Even if they are not a member encourage them to attend.

How do I obtain a contact list of SILA members for potential Chapter Members? Once you show interest in starting a chapter, SILA will provide you with a listing of all the individuals located in your area.

SILA Chapter Meetings Guidelines

What is the format of a Chapter Meeting? A SILA meeting is designed to join members, improve processes, and address licensing issues. It is an open forum between Regulators, Vendors and Industry. In a SILA meeting, peers should not be concerned about competition or regulatory violations. Meetings are viewed as a source of education, how we can improve processes, and gain a better understanding of how other companies are adhering to new requirements.

Who can attend the meetings? All interested individuals are encouraged to attend (regulators, industry and vendors) regardless if they are a SILA member or a non-SILA member. We do recommend restricting non-members to two meetings so that they will join SILA if they find value in continuing with the Chapter meetings. However, it is important to note that we will not bar any individual from attending a meeting. We just ask that you encourage non-members to become a member by expressing all the benefits SILA has to offer. (Reminder: SILA memberships are by individual and not organization so each individual within the organization must join individually).

How often do meetings take place? The frequency of the Chapter meetings is up to the Chair or Co-Chairs. We encourage our Chapter representatives to hold meetings quarterly because we allow individuals to attend four Chapter Meetings in lieu of a National Conference to obtain designations.

Who sends out the Chapter meeting invitation? SILA will send out the Chapter meeting invitations to all SILA members in your area. You will be responsible for maintaining a contact list for all non-members and personally sending out the invitations.

Helpful hints on facilitating the meetings? It is important to follow up on meeting action items, discussions and member questions. Follow-through on commitments is important.

If you are hosting a phone conference, it is important to ensure that the individuals on the phone can hear and are engaged. By asking if they have any questions or if you need to repeat any questions can enable them to contribute to the meeting and will keep them engaged.

What follow up is needed after the meetings take place? You will need to supply SILA with the minutes from your meeting along with the attendees, so they can receive credit. Chapter

attendance credits will be tracked by SILA so that they can be used toward the SILA Associate designation. A "thank you" note to your speakers is also recommended.

Are there SILA guidelines that need to be followed for meeting content? The guidelines to follow are listed below:

- Attendance must be taken at the Chapter meetings for members who are working to satisfy the meeting requirements of the SILA Associate designation (4 Chapter meetings in lieu of one national education conference). Attendance records need to be submitted to the SILA Support (silasupport@silasupport.org) for record purposes.
- Meeting schedules and handouts need to be provided to SILA 30 days prior to the meeting. SILA will post this information on the Chapter's web page. This webpage will be a reference source for your Chapter members to view meeting schedules, minutes, and other materials for your meeting.
- Vendors may present as a subject matter expert, but may not present their product or service solution.
- Chapter Meetings must be facilitated by a SILA member.
- It is recommended that non-SILA-members attend up to 2 chapter meetings as a guest.
- Each meeting must have a presenter for each topic.
- The meeting must last at least 50 minutes.
- SILA's Anti-trust Statement must be stated prior to each meeting. The Anti-Trust Statement is below:

ANTI-TRUST STATEMENT

The Securities & Insurance Licensing Association (SILA) is committed to compliance with the letter and spirit of the anti-trust laws. Topics that present anti-trust implications should not be discussed. Meetings conducted under the auspices of SILA are designed solely to provide a forum for expressing various viewpoints on topics described in the program or agenda for such meetings. Under no circumstances shall SILA meetings be used as a means for competing

companies or firms to reach any understanding, expressed or implied, that restricts competition. Chapter meeting leaders have been instructed to stop any conversation or discussion related to restraint of trade, price fixing, compensation, reimbursement, rate settling, marketing strategies, and any other topics that could be considered anticompetitive. SILA would appreciate its members, speakers, and guests to conduct themselves accordingly.

- Notes must be taken at each meeting and submitted to SILA at silasupport@silasupport.org.
- A survey may be conducted on an annual basis to ensure members' needs are being met and to obtain feedback for our Chapter leadership.

Who should I contact if I am interested in starting a Chapter? Contact Diana Capes (Phone: 800-428-8329 or by Email at dcapes@silasupport.org) or SILA Support at silasupport@silasupport.org.