



# Region IV News

## Warm Greetings Region IV Members ~

First, let me thank all of you for your words of congratulations and your well wishes on my year as RVP. I am honored to serve you in this position and am truly blessed to follow in the footsteps of many great women who have served Region IV as RVP. It's a new **IAIP** year and I'm motivated! How about you?

I'm looking forward to attending your Council meetings this fall. I never forget how lucky I am to be associated with you – you are a great group of professionals! When I attend a meeting or a class with you I always come away with a broader knowledge of the industry, and a wonderful network of business associates, don't you?

Sue did a great job of creating the "Magic" during the past two years, but now it's our turn to "**Keep the IAIP Flame Burning!**"

I recently watched a Disney movie with my grandson called "Meet the Robinsons." The main character, Lewis, is a 12-year-old lifelong learner. Lewis' love for brainstorming and inventing was fueled by his desire to remember his biological mother (who had no choice except to leave him on the door step of an orphanage when he was a small baby). With encouragement from his science teacher, Mr. Willerstein, Lewis enters the school science fair. Lewis later learns this event is the launching pad for his inventing career and the motto that he lives by: "*Keep Moving Forward!*"

How do we "keep moving forward" in 2011-2012 as it relates to our association growth and success? It's jumping in and helping plan a Membership Drive! It's beginning to explore new ideas to attract more of the Young and New Professionals in our workforce! It's implementing a PR campaign to let the world know about our association and its benefits for its members! This is a very exciting time for all of us with new opportunity waiting for us everywhere!!

Share my motivation and review my 2011-2012 goals and let's "Keep the IAIP Flame Burning" together with plans on how we intend to achieve these goals, as well as a plan for our own professional growth in 2011-2012.

Have a wonderful year!

*Taffy.* AIS, CPIW, DAE



## Region IV Leadership

**Taffy F Troup, AIS, CPIW, DAE**  
Region IV Vice President

## 2011-2012 Region IV Council Directors

Indiana – Miriam Rich, JD

Michigan – Linda Gerke,  
AINS, API, AIS, CPIW, DAE

Ohio – Jennifer Baker,  
AIM, ARM, CPIW, CPCU

Kentucky – Brenda Adams,  
CIC, CPIW

Region IV Website:

**[www.naiwreg4.com](http://www.naiwreg4.com)**



## IT'S A CONTEST!

Region IV is having a contest to give everyone a little “incentive” to help us retain and grow our associations.

We challenge you to recruit or sponsor the most new members.

See the attached flyer for information on how

**YOU  
YOUR ASSOCIATION, and  
YOUR COUNCIL**

can earn some valuable

**CASH and PRIZES**

while we “Keep the IAIP  
Flame Burning!!”

**GOALS ~ You can't hit a home run unless you step up to the plate. You can't catch a fish unless you put your line in the water. You can't reach your goals if you don't try.**

~ Kathy Seligman

2011-2012

### EXECUTIVE COMMITTEE

#### INTERNATIONAL PRESIDENT

Joi Wilson, CRIS, AINS, CPIW, DAE  
[joi.wilson@starrisk.com](mailto:joi.wilson@starrisk.com)

#### INTERNATIONAL PRESIDENT-ELECT

Penny Haworth-Rich, AU, CPIW  
[phaworth-rich@phlyins.com](mailto:phaworth-rich@phlyins.com)

#### INTERNATIONAL VICE PRESIDENT

Jane Densch, CPCU, AIC, ARe, ARP,  
AIS, CPIW  
[jane.densch@ffic.com](mailto:jane.densch@ffic.com)

#### INTERNATIONAL SECRETARY

roz Horton, CIC, CPIW, DAE  
[rosalyn.horton@agcs.allianz.com](mailto:rosalyn.horton@agcs.allianz.com)

## Goals

Goals give us a roadmap to our future. They provide something to strive for – some point in the future to reach. President Wilson's theme this year is “*Shooting for the Stars! Miracles Happen,*” so while we “**Keep the IAIP Flame Burning,**” let's Shoot for the Stars and work together in Region IV to accomplish the following goals during 2011-2012:

Beginning July 1<sup>st</sup>, let's extend our local reach in the insurance community by educating new and prospective members about IAIP/NAIW and the benefits of membership. I encourage each local association to **create and maintain a Facebook page** and use this great Public Relations tool to advertise their meetings and activities. Let's do away with being the industry's “best kept secret” by getting our name and meeting information in the local news publications on a regular monthly basis with the goal of increasing meeting and activity attendance AND increased association membership.

I challenge each local association to **hold a Membership Drive** with that same goal of increasing membership and activity by attracting a minimum of 3 new members per association. Let's improve our retention of existing members by maintaining our June 30<sup>th</sup> member roster. Indiana, Michigan, Ohio, and Kentucky all have Members at Large – we need to promote the MAL membership if necessary to retain individual memberships when we've had a local associations disband. (Local associations, please remain in touch with MAL's in your area).

Our State Annual meetings and our Region IV Conference are a very important part of our IAIP membership; these meetings are an opportunity for education, networking, forming industry alliances, and recognizing the importance of our association at levels beyond the local. Let's **increase the number of local members that attend council, regional, and international conferences** by having at least two (2) members per association attend a conference that have not attended in the past. Further, it will be wonderful if we can increase member involvement in association leadership and operations by recruiting active participation of our local members in committees and/or events at the council, regional, and international levels. Story continued on Page 3.



*Region IV extends congratulations to Ohio member Margaret Wildi on a successful term as NAIW International President. She's pictured here with her assistant and sister, Mary Wildi.*

## Region IV Website

BIG thanks to Rea Jean Hix at Grange Insurance Companies for her work on updating this site for us during the past 6 years. I welcome your feedback as well as ideas for information that should be added to this site.

Meeting and Conference registration forms and other information are updated as quickly as we receive them – Check out “Upcoming Events” for information about our 2012 Region IV Conference!!

Please remember that your Council Directors and I welcome your ideas and suggestions any time. You can reach us via email, phone, or by U.S. mail.

**[www.naiwreg4.com](http://www.naiwreg4.com)**

## Did You Know?

You can find all sorts of great templates on the IAIP website. Check out the Leadership and Marketing Section of the Members Only area. There are templates for meeting invitations, speaker letters and ‘thank yous,’ business card templates, special event brochures and more! Additionally you will find press releases for all levels of the association. Check it out!

**[www.internationalinsuranceprofessionals.org](http://www.internationalinsuranceprofessionals.org)**



*International President Joi Wilson*

**Goals...continued from  
Page 2.**

Education is one of the key benefits of being a member of IAIP, each local should make it a goal to **present a minimum of two (2) IAIP programs during 2011-2012**; This breaks down as (1) IAIP program at a Council meeting and two (2) IAIP programs at our Regional Conference, as well as several other CE classes.

Speaking of education, let's also **increase the number of our members who apply for industry scholarships** that are offered through our national association – many scholarships go unused annually for lack of someone completing an application.

Finally, since we are “*shooting for the stars*,” I challenge each local association to **secure one (1) corporate sponsor at any level** – local, council, regional or international.

International Association  
of Insurance  
Professionals

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Taffy F. Troup  
260-341-9063  
P.O. Box 183  
Roanoke, IN 46783 0183  
Taffy.troup@yahoo.com

*Keep The IAIP Flame  
Burning!*

Find us on the Web:  
[www.naiwreg4.com](http://www.naiwreg4.com)

## Dates to Remember

### **AUGUST**

DEADLINE for applications for Council elected positions is 30 days prior to your annual Council meeting.

### **SEPTEMBER**

September 23-24, 2011  
INDIANA COUNCIL OF NAIW ANNUAL MEETING  
Fort Wayne, Indiana

### **OCTOBER**

October 14-15, 2011  
MICHIGAN COUNCIL OF NAIW ANNUAL MEETING  
Archibald, Ohio

October 28-29, 2011  
KENTUCKY COUNCIL OF NAIW ANNUAL MEETING  
Bowling Green, Kentucky

### **NOVEMBER**

November 4-5, 2011  
OHIO COUNCIL OF NAIW ANNUAL MEETING  
Toledo, Ohio

November 15, 2011  
DEADLINE for submission of international award applications to  
Region IV Vice President

November 15, 2011  
DEADLINE for 990 Forms due to IRS for local associations and  
Councils

## TRAIN THE TRAINER OPPORTUNITY

IAIP has partnered with Enterprise Holdings (Rent-a-car) to sponsor a new Continuing Education program, *Rental Reimbursement*. This program was offered in June at the national convention and was very well received by all who attended. It is a two-hour course and has been approved in nearly every state for 2 CE credits. There are currently only a few states with still-pending determinations.

Enterprise has availed an opportunity to allow us to receive **FREE** training from the course writer, Linda Faulkner, literally at no cost to you! If you attended this course at the national convention in Las Vegas last month, you had the opportunity to meet Linda. National is reaching out to you to find out if you would be interested in learning more about the opportunity to receive free training from Linda Faulkner to present this course.

Enterprise will broadcast two separate webinars - The schedule is as follows:

The first one will be on Wednesday, September 28, 2011 from 2:00 – 3:30 pm Central Time  
The second one will be on Thursday, September 29, 2011 from 9:00 – 10:30 am Central Time

Please contact Brandi Capps, [prod-educ@naiw.org](mailto:prod-educ@naiw.org), 800-766-6249 Ext 18 if you are interested in learning more about this opportunity.