

# ***"IAMD – YOUR MEASUREMENT OF SUCCESS"***

***Education – Membership – Leadership Development  
Mentoring & Networking***

**July/August 2008**

## **President's Message**

On behalf of the association, I would like to again thank Betty DuRocher for her efforts during the past year. The commitment to be president involves many hours of work and preparation which is not truly realized until you hold the position.

I am truly honored to be serving as the president of IAMD. I served as President of this association 20 years ago, as many of you know (1988/89). Over the years many changes have occurred including most recently; our name change, bylaws and standing rules.

My theme for the coming year is ***"IAMD-Your Measurement of Success"***. If we take advantage of them, IAMD offers many opportunities for both your professional and personal life. We have talked to the members about what they want from the association, and we are listening to you. We hope to provide measurements of our success along the way through:

- Education Programs
- Membership Growth and Retention
- Leadership Development
- Mentoring
- Networking
- Beneficial Partnering
- Technology

I have included the 2008-2009 Strategic Plan in this newsletter. Take a few minutes and read it, let myself or the board know if you have further ideas that we can incorporate into this plan.

Every member counts and I truly believe that IAMD/NAIW can provide opportunities for all members to grow professionally, and personally. If you are a new member, or have 20+ years, you have much to offer – current members can share IAMD/NAIW experiences with new members and new members can provide fresh insight and innovative ideas. ***All Members working together are essential to the growth of our association.***

This year's Officers and Directors bring valuable skills to the board and I look forward to working with them to keep our association strong and viable, *a true measurement of our success.*

Thank you for the trust you have placed in us.

In Friendship,

*Nancy J. Fournier, CCLA, AIC, CPW, DAE*

President



### IAMD - YOUR MEASUREMENT OF SUCCESS"

Genuine leadership comes from the quality of your vision and your ability to spark others to extraordinary performance."— **Jack Welch**: Former General Electric Chairman and CEO.

**INSURANCE ASSOCIATION OF METRO  
DETROIT, INC.**



**STRATEGIC PLAN - 2008/2009**

**Nancy J. Fournier, CCLA, AIC, CPIW, DAE  
IAMD President 2008-2009**

## STRATEGIC PLAN - 2008/2009

### MISSION STATEMENT

The Insurance Association of Metro Detroit, Inc. is a member of NAIW and believes in the NAIW mission, which follows.

NAIW (International) serves its members by providing professional education, an environment in which to build business alliances and the opportunity to make connections with people of differing career paths and levels of experience within the insurance industry.

- NAIW (International's) membership is open to all professionals in the insurance and risk management industries who strive for and practice professionalism, regardless of their career level.
- NAIW (International) fosters and encourages diversity, offering a network for members in all career categories, all lines of insurance and all cultural and diverse backgrounds.
- NAIW (International) promotes mentoring, acceptance of change, personal growth and flexibility of participation.
- NAIW (International's) governance and the operational management exist to enable the association to carry out its mission.

### VISION STATEMENT

IAMD providing connections for the future -

- Connecting:
  - The Members;
  - The Community;
  - The Industry; and
  - The World

### CULTURE VALUES

- IAMD is a very dynamic group of insurance professionals involved in educational, community and charitable activities.
- We hold numerous Continuing Education classes, NAIW developed programs for public speaking and development of insurance skills, and other educational opportunities for both our members and others in the insurance community.

- We regularly sponsor fundraising activities to support community and charitable organizations, such as Mercy Education Program, HAVEN, Children With Hairloss and CARE House to benefit underprivileged children.
- We are focused on promoting insurance education to support the professional advancement of our members.

### **Our Strategic Plan for the 2008/2009 term will include:**

- Education
- Membership Development & Retention
- Beneficial Partnering
- Leadership Development
- Mentoring
- Technology
- Networking
- Community and Charitable Involvement

### **EDUCATION**

- Provide several 1 hour CE classes at monthly meetings during the term. Program and Education Directors to work with Janet Holstine – some ideas include:
  - Bonds 101
  - Medicare, Retirement and Social Security – L&H
  - Facts about E & O Coverage - P&C/ L&H
  - 7 Secrets of Top Producers – L&H
  - Financial Fitness For Your Business – P&C/ L&H
  - Selling Coverage Not Price – P&C Employee Benefits – L&H
  - Your Ethics – P&C/L&H
- Offer these NAIW Programs
  - Communicate With Confidence Class - 2008
  - Advanced Communication Skills – 2009
- Scholarships – Ensure that the IAMD Scholarship is offered to one applicant per year to be fully funded by continuing education classes.

### **MEMBERSHIP DEVELOPMENT & RETENTION**

Consider a dynamic approach to attract new members and retain current members – encourage former members to return.

- Mentors and Protégées Program – Membership Director and President Elect to coordinate.
- Encourage new and current members to serve on committees – All Directors are responsible.
- Contact former members and invite them personally to attend meetings – President.

## BENEFACTIC PARTNERING

Uncover a new way to market our association to industry partners.

- **Partnering With Other Associations** - Combined meetings with other associations and industry groups to provide educational and networking opportunities.
- **Corporate Sponsors** – 2 corporate sponsors is the goal during this term.

## LEADERSHIP DEVELOPMENT

Encourage new members to serve on committees.

- Work with Directors so they are aware of their duties - provide support to them.
- Encourage each Director to put a new member on the committees they chair.
- Make sure that new members get involved in the 2009 Region IV Conference as committee members and attend that conference.

## MENTORING

**Mentor** – a wise and trusted counselor or teacher.

- Expectations of a Mentor - For a small commitment of time, mentoring offers great personal rewards. Over a one-year period, the commitment a mentor is asked to make isn't really that much, but what a difference it could make for the protégée. A good mentor will meet with or have a phone conference with her protégée at least once per month. Try these building opportunities:
  - sit with your protégée at the membership meeting;
  - encourage your protégée to participate in Board, State Council and other meetings to acquaint him/her with the structure of IAMD/NAIW;
  - Invite your protégée to participate in fundraising/network activities by extending personal invitations.

**Protégée** – a person who receives counsel and guidance from a more experienced person.

- Expectations of a protégée – As a protégée you are to receive additional attention from an existing mentor. This would include
  - telephone/email contacts
  - attending meetings and sitting with your mentor

- using your mentor as a resource for questions you may have regarding the Association.

## TECHNOLOGY

Utilize technology for the following:

- Redesign our bulletin format and distribution.
- Update Website and post the bulletin and other events in a timely manner.
- Refresh our Meeting Notice.
- Institute Webinar applications to provide educational and communication opportunities.

## NETWORKING

In general, the term network can refer to any interconnected group or system. More specifically, a network is any method of sharing information between two systems (human or mechanical).

IAMD provides opportunities to network with other insurance professionals in all lines of business.

- Focus on members in the Metro Accord.
- Spotlight a member as a dessert speaker.
- Network at our general meetings.

## COMMUNITY AND CHARITABLE INVOLVEMENT

- **HAVEN of Oakland County** - is a nationally recognized non-profit leader in Oakland County and surrounding communities providing comprehensive solutions and innovative programs that promote violence-free homes and communities. Mission to eliminate domestic violence and sexual assault through treatment and prevention services throughout Oakland County and surrounding communities.
- **CARE House of Oakland County** – is a leader in the protection of children in our community. By providing advocacy, intervention and treatment services to child victims of abuse, and prevention programs and services to at-risk families before abuse happens, the Council is making a difference in the lives of thousands of children and their non-offending families each year.
- **Children With Hairloss – Monroe County** - the Organization was created as a resource for ALL CHILDREN who have medically-related hair loss. It is our mission to empower these children to become whole again by making hair available to those who may be financially challenged and might otherwise not have a means of obtaining the hair they want and need. "Covering Young Heads to Heal Young Hearts"<sup>TM</sup>

- **Mercy Education Project (MEP) – Wayne County** - is a non-profit organization which serves the needs of girls and women in Southwest Detroit through after school tutoring, summer enrichment, GED preparation, and other life skills support. The project is served by both full full-time staff members and many generous volunteers. MEP's mission to nurture the intellectual and social growth of girls and women in the community of Southwest Detroit. Programs are designed to raise self-esteem, support self-sufficiency; and foster service and leadership qualities.

#### Bulletin Report

The deadline for summer bulletin is August 1st. If you have any suggestions for articles or would like to write a special feature for the bulletin, please submit the article to me by the deadline, as a Word document. Kim Newberry  
knewberry@meadowbrook.com

### Upcoming Events

**August 6th**, Golf Outing

**August 9th**, Michigan State Council meeting, Lansing

**September 10th**, Membership and board meeting

**The location for the IAMD membership and board has been changed to Ginopolis on the Grill, 27815 Middlebelt Rd, Farmington Hills, MI 48334. The board meeting will follow the membership meeting. The program for this meeting will be provided in August.**

**September 26th**, Gamma Iota Sigma - Olivet Insurance Golf Outing. Contact Mike Hubbel, Professor of Insurance & Risk Management/Director of Insurance Program a phone: 269-749-7626

Please mark your calendars with these dates for your association of choice.

### Web Sites of Interest

Check them out!

[www.IAOMD.org](http://www.IAOMD.org)

[www.NAIW.org](http://www.NAIW.org)

[www.NAIWmichigan.com](http://www.NAIWmichigan.com)

[www.NAIWreg4.com](http://www.NAIWreg4.com)

[www.laap-hq.org](http://www.laap-hq.org)

[www.iaap-macomb.org](http://www.iaap-macomb.org)

## Local Association News

### Education

**Currently** we have several members participating in the Communicate with Confidence class, which is being lead by Irene Basso. Later this year we plan on offering the NAIW Advanced Communication Skills class.

Details for our fall **CE class** are currently being finalized. More info will follow.

**Register** for CPCU and IIA classes at Schoolcraft College. Currently classes are being offered for:

Ethics for the Insurance Professional, CPCU 510, CPCU 520, CPCU 540, ARM 54, ARM 55, ARM 56 See the website at [www.schoolcraft.edu/ces](http://www.schoolcraft.edu/ces) or call 734-462-4448

**Insurance Scholarship Foundation of America** [www.inssf.org](http://www.inssf.org) has extended their scholarship deadline date to August 15<sup>th</sup>.

Make sure to apply for your Professional Scholarship. These scholarships funds are offered to anyone working in the insurance industry who is seeking to improve their knowledge through a designation program or college degree. It covers expenses related to course studies and books for any insurance related course.

### Membership

Welcome to the following new IAMD member.

Catherine Pacini  
Employer: LTC Financial Partners  
5434 Corbin, Troy, MI 48098 (H)  
248-641-9545  
[Catherine.hc@gmail.com](mailto:Catherine.hc@gmail.com)

### Region IV News

As most of you know the flood has hit home in the Terre Haute, Indiana area. At least two of our members have been drastically affected by this occurrence. A member requested that we take up a collection to help any member of Region IV who has been affected. Insurance Professionals of the Wabash Valley would be glad to organize this and will add any other members to the list. Make checks payable to IPWV forward to:

Amy Fitzgerald, c/o Forrest Sherer, 1219 Ohio Street, Terre Haute, IN 47807

Thank you,  
Debra J Craig, ACSR, CISR  
IN Council Director Elect

**Region IV Networking Weekend** is August 22 – 24, 2008 to be held in South Bend Indiana. Make sure to register!

**Peggy Eubank's** husband Bob passed away. Address for cards, 19 Belle Monte Ave., Lakeside Park, KY 41017-3111.

### Michigan Council News



*Saturday, August 9, 2008  
Sheraton Lansing Hotel  
925 South Creyts Road  
Lansing, Michigan*



**Vision, Growth, and  
Leadership...begin with  
NAIW!**

<i>8:30 a.m.</i>	<i>Networking – Coffee/Refreshments</i>
<i>9:00 a.m.</i>	<i>Call to Order</i>
	<i>Welcome &amp; Introductions</i>
	<i>Business Meeting</i>
<i>11:00 a.m.</i>	<i>Presentation: Down &amp; Dirty with the IRS</i>
<i>Noon</i>	<i>Lunch</i>
<i>Following Business Meeting</i>	<i>Council Director &amp; Past Council Directors Meeting</i>

### **“Down & Dirty with the IRS”**

**Presenters: Nancy Fournier, Kim Newberry, Florence Nagy, Irene Basso**

*Please RSVP no later than Friday, August 2, 2008.*

Cancellations must be received by this date as well, or full payment will be required.

**Contact: Jaime Millikin, Public Relations Chair**  
[JMillik@fbinsmi.com](mailto:JMillik@fbinsmi.com)

Name: \_\_\_\_\_ Association: \_\_\_\_\_

- Check payable to Michigan Council of NAIW is enclosed - \$30 per person\*

Please mail form with payment to:  
 Attn: Jaime Millikin  
 c/o Dennis Miller Agency  
 649 State Road  
 P.O. Box 186  
 Vassar, MI 48768

- I will pay at the door - \$30 per person\*  
 Email form to: [JMillik@binsmi.com](mailto:JMillik@binsmi.com) or fax to: 989-823-3943

Includes continental breakfast, business meeting, presentation, and lunch. No partial refunds are available for attending a portion of the day's events.

Please Note: Due to our commitment to the Sheraton Lansing Hotel, all cancellations must be received via fax or email no later than Friday, August 2, 2008. Any cancellations received after this date will be subject to full payment.

### Community Outreach

See the attached flyer for the Golf Outing to be held on August 6, 2008 at Woodlands of Van Buren, 39670 Ecorse Rd, Wayne, MI 48184

Contact Sue Holbrook at 734-287-2400 or Florence Nagy at 734-513-0300.

### Networking & Association Fund Raising 2008-2009



*Insurance Association of Metropolitan Detroit* has teamed up with SendOutCards in a unique fundraising opportunity. SendOutCards' website technology allows you to send cards, from anywhere in the world, at anytime of the day, without ever leaving your computer, in just minutes. With this incredible tool, not only can you remember people and share appreciation, you can motivate, uplift, encourage, and truly make a difference in the lives of others. These aren't "e-cards", they are tangible expressions of your gratitude, good wishes, and/or friendship. SendOutCards prints it...stuffs it...stamps it...mails it.

**Features:**

- More than 8,000 cards available
- Choose from 9 handwriting fonts
- Create custom cards using digital photos
- Add a gift card from major retailers likes Starbucks, itunes, Home Depot, Old Navy, Macaroni Grill and lots more
- Include a check in any greeting card
- Auto alerts so you never forget a birthday or anniversary again
- SOC can walk you through the process after you log in – just click to listen

**SendOutCards for:**

- Expressions – Good Luck, Congratulations, Sympathy, Welcome
- Holidays & Occasions – Birthday, Anniversaries, Weddings, Holidays
- Keeping In Touch – Announcements, Invitations, Motivational, Friendship
- Calendar Cards – Executive, Patriotic, Seasonal, Sports

To participate in this unique fund raiser for *Insurance Association of Metropolitan Detroit* complete the Pre-Paid Greeting Card Fund Raiser Order Form attached to the bottom of this announcement.

The Fund Raiser Form includes your Name, Address, and email address. This information will only be used to establish your fundraiser account in the SendOutCards system and/or for follow up questions/assistance. Once your fundraiser account is established, you will be notified, via email, of your SOC log in and password.

This is how the cards work - on the Internet, go to [www.sendoutcards.com](http://www.sendoutcards.com).

- Click the Login button
- Type in Username
- Type in Password
- Choose a card in a card category, find a card, click on the card icon below the card, type in a message, name, and address. Then click "Send Card"

SendOutCards prints it, stuffs it, stamps it, and sends the card in the mail for you! Your family, friends, and/or clients will not only appreciate the quality cards but, more importantly, will appreciate your thoughtfulness!

**For \$25.00, you will be able to send 10 standard greeting cards of your choice. This equates to \$2.50 per card!** Where can you purchase a quality card for \$2.50, including postage? For each \$25.00 fundraising account, *Insurance Association of Metropolitan Detroit* receives \$12.00.

Thank you for your support and happy card sending!

-----Detach here-----

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Email \_\_\_\_\_

Cash \_\_\_\_\_ (\$25.00)

Check Number \_\_\_\_\_ (Payable to Melanie Elias – coordinator)

Credit Card Number \_\_\_\_\_

Type of Card \_\_\_\_\_ (Master Card, Visa, etc...) Expiration Date \_\_\_\_\_

Account Name \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

*Detach and submit this form, along with your \$25.00 payment, to your IAMD representative. IAMD representative to submit to coordinator, Melanie Elias, who will establish your SOC account and be available for questions or a system walk-through. Thanks again for supporting IAMD!*

### **RECOMMENDED SUMMER READING -**

There are hundreds of books on management, the good, the bad, and even the ugly!

- David Cottrell's **MONDAY MORNING LEADERSHIP** is outstanding and a must read.

Why?

- It's short. Let's face it: most of us barely have the time to do what's expected of us, much less pick up a book on management. TAKE THE TIME TO READ IT - I am betting that the time it takes to read this book (about one hour) will make a tangible difference in how you do business.
- There's no fluff. It's just the meat, nothing but the meat.
- It teaches. A manager can learn just about "everything they need to know in one sitting.

- Steve Farber's **THE RADICAL LEAP** is as enjoyable as it is important. Geared to business leaders at any organizational level who aspire to change things for the better, The Radical Leap is sure to create legions to Extreme Leaders. This book is a leadership parable with an attitude--every leader needs to hear this message and take it to heart.

### Child Safety

**June 24, 2008 - Give kids a boost. It's the new law!**

**Contact:** Alyson Kechkaylo, OHSP 517-333-5304

**June 24, 2008**

Booster seats are nothing new, and experts have long recommended their use up to age eight, but beginning July 1 a new Michigan law mandates that all children be in a booster seat until they are 8 years old or 4'9" tall. Children must be in a seat until they reach the age requirement or the height requirement, whichever comes first.

"This law is a real win for Michigan's children," said Michigan Department of Community Health Director Janet Olszewski. "The combined use of booster seats and seat belts will save lives and decrease injuries."

Traffic crashes are the leading cause of death of children. In many cases these deaths could have been prevented by properly using a child passenger safety seat.

When used correctly, child safety seats are 71 percent effective in reducing fatalities and 50 percent effective in preventing minor injuries.

"Research has shown that child safety seats do save lives," Office of Highway Safety

Planning Director Michael L. Prince said. "These seats are designed to lift children up and make safety belts fit their smaller bodies better. We want all parents to recognize the importance of child safety seats and use them correctly and consistently."

To raise awareness about the new law, television and radio public service announcements are airing across the state. Statewide partners, including Meijer stores, Celebration Cinemas and Goodrich Quality Cinemas, have agreed to air the spot in their businesses and the ad will run in all Michigan Welcome Centers and Secretary of State offices.

Eye-catching billboards will dot Michigan's highways this summer thanks to donated space from the Outdoor Advertising Association.

An informational flyer is being distributed to licensed day care centers, hospitals, WIC

offices and many other organizations who are involved with families and children.

"It is vital to reach as many people as possible with this message and we thank our many partners for their support and work to help keep kids safe." Prince said.

This is a primary enforcement law so a police officer can stop a vehicle if the officer sees an improperly restrained child and issue a citation which could end up costing parents \$65 to \$165 in fines and fees for each unrestrained child in the vehicle.

The legislation, which was introduced by Sen. Michelle McManus, R-Lake Leelanau, was signed by Gov. Jennifer M. Granholm on March 27.

For more information about child passenger safety seats and the new law, please visit <http://www.michigansafekids.org/>.

**Insurance Association of Metropolitan Detroit, Inc.**  
**2008 – 2009 Officers & Board of Directors**  
**Membership & Networking**

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<a href="mailto:Aupson@mcnish.com">Aupson@mcnish.com</a>	<a href="mailto:mmelias@burns-wilcox.com">mmelias@burns-wilcox.com</a>
<b>Membership Director</b>	<b>Awards: Sharon Rice</b>
Susan Holbrook	<b>Fundraising: Position Open</b>
Goodwin Lademan	<b>Outreach: 4 Positions Open</b>
20300 Superior Place, Ste 250	
Taylor, MI 48180	
W 734-287-2400 c 313-505-2957	

