



STRATEGIC PLAN – 2009/2010

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 eligibility includes, but is not limited to**
 - a. Employees of insurance companies, agencies and those handling insurance/risk management functions (i.e. health benefit coordinators at public utility, risk manager at restaurant, etc.)
 - b. Employees of Third Party Administrators (TPA) and adjusting organizations.
 - c. Employees of trade associations, rating, auditing, salvage engineering, investigative, reporting, statistical and advisory boards, bureaus and companies.
 - d. Members of editorial staffs of publications which cover the insurance and risk management industry.
 - e. Attorneys at Law regularly handling insurance and/or risk management functions.
 - f. Employees of premium finance companies.
 - g. Professors and other educators who teach/author courses in the insurance and risk management industry.
 - h. Accountants regularly employed in the insurance and risk management industry.
 - i. Employees of companies providing repair, restoration and/or replacement of property following an insured loss, medical rehabilitation, auditing and structured settlements.

- ≥ **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**

- **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 CAREhouse to benefit underprivileged children.
- ≥ We are focused on promoting insurance education to support the professional advancement of our members.

OUR STRATEGIC PLAN for the 2009/2010 term will include:

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

EDUCATION

- ≥ Provide two one hour CE classes at monthly meetings during the term.
- ≥ Provide one three hour CE class.
- ≥ Offer these NAIW Programs
 - Mentors and Protegees
 - Scholarship – Ensure that the IAMD Scholarship is offered to one applicant per term.

MEMBERSHIP DEVELOPMENT & RETENTION

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

- ≥ Encourage new and current members to serve on committees - All Directors are responsible
- ≥ Contact former members and invite them personally to attend meetings – President

BENEFICIAL 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.

MENTORING

Mentor – a wise and trusted counsellor or teacher.

- ≥ Expectations of a Mentor – For a small commitment of time, mentoring offers great personal awards. 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 contract
 - 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:

- ≥ Continue redesigning our bulletin format and distribution.
- ≥ Update Website and post the bulletin and other events in a timely manner.
- ≥ Continue our refreshed 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
- ≥ 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 of 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”

MERCY EDUCATION PROJECT (MEP) of 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 fulltime 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.