



# Insurance Professionals of Atlanta

FEBRUARY 2008

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## Calling all Readers!

If you are interested in becoming a member of IPA, please contact Vice-President, Melissa Peak.

Your comments and suggestions for the newsletter are welcomed. Please submit any photos, articles, announcements or other items you would like to see included. Deadline is the 15<sup>th</sup> of each month in order to be included in the next month's newsletter.

Please submit to  
Melissa Peak.

## Message from the President

February 11, 2008

Dear Members & Friends:

The first month of 2008 is gone and the groundhogs have given us their predictions for six more weeks of winter weather. Since you may be spending a few more weeks of winter indoors have you taken time to look at those unfinished items from your 2007 'To Do' list and get an early start on those classes to finish that designation? I did and I know that I can count on IPA / NAIW for encouragement and support I need to be successful. Did you remember to mark your calendar to get your registration in and hotel reservation made for the upcoming Region III Council meeting? Registration to attend the Region III Council meeting April 3-5, 2008 in Macon, GA is due by March 12, 2008. The Cherry Blossom Festival will be in 'full bloom' during the Council meeting so hotel rooms will be in short supply. A registration form with all the information you need to register and reserve your room can be found on the Georgia Council website: [www.georgiacouncilnaiw.org](http://www.georgiacouncilnaiw.org). The NAIW National Convention, June 4—8, 2008, will be in Scottsdale, AZ. Make that reservation early, too. The National Convention is a BLAST and room reservations fill up fast!

As we start the new year, this is a good time to begin looking at our rolodexes, Blackberries, address books, business card folders, the PC or wherever you keep your list of business contacts and start letting everyone you know in insurance and related businesses know about IPA and NAIW. Do you know someone who has not been to an IPA meeting recently or has dropped their membership? Do you have someone new at your office who might qualify as a Young Professional and who would like to meet other professionals? Consider sending them a copy of the newsletter and invite them to our next meeting. It promises to be relaxing -just for the month of February we are going to be pampered and learn some great techniques to reduce stress even at work. I look forward to seeing you there!

Cordially,

Connie L. Herrin, AIC ARM CIC CPIW

President, Insurance Professionals of Atlanta

*IPA meets at Aldo's Italian Restaurant 6690 Roswell Rd NE Atlanta, GA (Sandy Springs) the 2<sup>nd</sup> Tuesday of each month. Meetings begin at 6:00 pm. Cost: \$23.00 per person. Please check the newsletter for upcoming events which may change the monthly schedule.*

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**Mark Your Calendars!**

February 12, 2008  
IPA Meeting at Aldo's  
6:00pm  
BeautiControl MiniSpa

Feb 13, 2008  
IPA Continuing Education Seminars  
-“Coverage Update”  
9:00am to 11:50 am  
-“Tough Decisions”  
1:15pm to 4:05pm

February 14, 2008  
Valentine's Day

March 11, 2008  
IPA Meeting at Aldo's  
6:00pm



**Karen A. Ray**

I was born and educated in Nashville, TN. My career in the insurance industry began after graduation from Fisk University in 1978. I joined a then prominent insurance carrier as corporate trainee and received extensive training in all aspects of the business (underwriting, claims, loss control and marketing). I eventually settled in as a commercial package underwriter.

In 1985, after a lovely vacation spent in Northern California, I decided to relocate to the San Francisco Bay Area. Once there, I joined the Surplus Line Association of California (SLA) as an analyst where I learned a great deal about the excess and surplus insurance market in general and how it was being regulated in the State of California in particular. All the while, I continued to grow and develop myself by taking courses in Computer Science at California State University – Hayward.

While at the SLA, I became intrigued with the idea of going to law school and toward that end I received certification as a paralegal/legal assistant from Skyline College of San Bruno, CA in 1999. After a successful and personally fulfilling tenure, I left the SLA so I could put my newly acquired legal education to use in the legal industry. I needed to find out whether I really wanted to pursue a law career or not.

Because I completed my course work at Skyline so successfully, I got opportunities to work for some of the most prominent law firms in the Bay Area. Although, I gained experience in the legal fields of litigation, real estate law, estate planning and corporate law, I found that my most enduring professional interest was for insurance.

I returned to the insurance industry by joining Lockton Insurance Brokers in San Francisco. At Lockton, I learned the insurance industry from the sales perspective. I obtained my California Fire and Casualty Broker/Agent license, which I still maintain on a non-resident basis. And I joined the San Francisco chapter of the NAIW.

Unexpectedly, I was approached by a managing general agency firm, Coastal Brokers Insurance Agency, with an offer of employment. Since

March 12, 2008  
Deadline for Region III  
Conference registration

April 3-8, 2008  
Region III Conference  
Macon, GA

April 8, 2008  
IPA Membership  
Drive  
Aldo's Restaurant-  
Sandy Springs, 6:00pm

Coastal was located in San Ramon, CA, which was near to where I lived, I jumped at the opportunity to avoid the necessity and expense of commuting to San Francisco. And it was also an opportunity to learn about and be exposed to yet another aspect of the insurance industry.

I enjoyed the MGA experience and the people I met at that firm, however, when my homesickness for my southern roots grew too great for me to bear any longer, I pulled up stakes once again and relocated to Atlanta, GA. While taking time to find the right employment opportunity, I obtained my Georgia Resident Property and Casualty Agent license and began course work toward the Associate Risk Manager (ARM) designation. I also continued my affiliation with the NAIW by becoming a member of the Insurance Professionals of Atlanta (IPA).

Eventually, I joined RSUI Group Inc. of Atlanta and Sherman Oaks, CA where I see the value of all of the experience I've gained through the years.

### **Take a Deep Breath and Say..... "Spaaaaah"**

A MiniSpa presented by BeautiControl

Date: February 12, 2008

Time: 6:00 pm

Location: Aldo's Italian Restaurant

6690 Roswell Road

Atlanta (Sandy Springs), GA

Cost: 23.00

We currently have 15 registered to attend. If you wish to attend, please contact Melissa Peak at 770-485-4307 or email at [mpeak@amsafety.com](mailto:mpeak@amsafety.com). An e-flyer was emailed out in January and last week concerning this event.

As of the end of business Friday, Feb 8, the contact for reservations changed. Please make note of this. If you attempted to make a reservation after Feb 8<sup>th</sup>, please confirm that we have received your reservation.

BeautiControl representative Janet Roy will be presenting the MiniSpa at this month's IPA meeting. Janet has been in the insurance business all her life, beginning in the mail room of a broker in Miami and ending as Sr. Account Manager with Wells Fargo Insurance Services, Atlanta (previously Acordia) in April 2007. She has primarily worked with large commercial accounts and still does special projects with Wells Fargo on her own time.

She currently has a mobile spa business which she actively pursues, specializing in employee wellness and appreciation with spas in the workplace. Her website, [www.spaatwork.net](http://www.spaatwork.net), describes how spas at work can be a part of an overall wellness program in the office.

**Goody Bag Donations are Needed for Region III  
Conference**

We are in need of items to go into the regional conference goody bags. These items can be pins, sticky notes, candy, etc.

All items need to be mailed no later than March 15th to:

Annette McMichael  
911 Walter E. Davis, Sr. Dr.  
Macon, GA 31217-7038

Her email address is [anntmcmc@cox.net](mailto:anntmcmc@cox.net)

We greatly appreciate your assistance in making the 2008 Region III a success!

**PLEASE SEE THE NEXT PAGE CONCERNING INFORMATION  
ON THE FEBRUARY 13<sup>th</sup> CONTINUING EDUCATION CLASS**

# Continuing Education Program Registration Form



Hosted by: *The Insurance Professionals of Atlanta*  
Presented by: *Elise M. Farnham, CPCU, ARM, AIM, CPIW, Illumine Consulting*

**Date:** **February 13, 2008**      **6 Hours CE (Inc. 3 Hours Ethics)**

**Time:** 9:00a.m. to 11:50a.m. – and -- 1:15 p.m. to 4:05 p.m.

**Location:** 1117 Perimeter Center West, Atlanta, GA 30338 *first floor conference room*  
(Enter at West Lobby, then right at hallway before elevators)

**Directions:** **From I-285:** north on Peachtree Dunwoody Rd., at the light for Costco & Home Depot turn right then immediate left into the West Lobby Parking area.  
**From GA 400:** take Abernathy Exit toward Dunwoody, right at Peachtree-Dunwoody Rd., at the light for Costco & Home Depot turn left then immediate left into the West Lobby Parking area.

**Programs:**

1. "Coverage Update" #29464 – **3 hours CE** 9:am to 11:50am \_\_\_ @ \$35.00= \_\_\_\_\_
2. "Tough Decisions" #31695 – **3 hours Ethics** 1:15 – 4:05pm \_\_\_ @ \$35.00= \_\_\_\_\_  
*OR* Both Seminars (7 hours CE) \_\_\_ @ \$60.00 = \_\_\_\_\_

**Price includes:** *Continental breakfast sponsored by: **Enservio***  
*Afternoon snack sponsored by: **Crawford & Company***  
*Lunch sponsored by: **Evans Garment Restoration***  
*Additional Sponsor: **The Glass Doctor***  
*Electronic filing of CE credits*  
*Certificate of Completion for your records.*

**Attendee(s) Information:**

**Company Name:** \_\_\_\_\_

**Street Address, City, Zip:** \_\_\_\_\_

Attendee Name(s)	License #	E-Mail and Phone #	Seminars & Amount

**Total:** \_\_\_\_\_

**To Register:** Fax to (678) 802-3233 or e-mail to: [Gayle@elisefarnham.com](mailto:Gayle@elisefarnham.com)  
Mail check to: **Illumine Consulting, 633 Bo Bo Banks Rd.,**  
**Grantville, GA 30220**

Reserve early, space is limited. Walk-ins welcome as space allows.

**Questions? Call Elise Farnham at 770-367-3148**

Feel free to copy or forward this announcement to invite others. [www.elisefarnham.com](http://www.elisefarnham.com)