



Insurance Professionals of Atlanta

MARCH 2010

WWW.IPANAIW.ORG

March 31, 2010



Melissa G. Peak,
CISR, CPIW, DAE
2009-2010
President

IPA Officers & Committees

Officers

Melissa G. Peak, CISR, CPIW,
DAE
President
Phone: 770-485-4307
Email: mpeak@amsafety.com

Joy Goolsby, AIC, ARM, AIM,
CPIW, DAE
Vice President/Membership
Chair
Phone: 404-300-1369
Email:
joy_goolsby@us.crawco.com

Brenda Loden, AAI, CPIW
Treasurer
Phone: 770-508-3012
Email:
bloden@snellingswalters.com

Linda Mihyar
Secretary
Phone: 770-966-8706
Email:
sandlmihyar@bellsouth.net

Dear Members & Friends:

I realize that it has been some time since I have reached out to everyone through the IPA newsletter messages. For those of you who do not know, I am not only President of the Insurance Professionals of Atlanta, but I am also the Education Liaison for the Georgia Council of NAIW, a college student trying to maintain a 4.0 GPA and a student of insurance continuing education and professional development, a young insurance claims professional trying to give excellent service to policyholders and my employer, a young wife and homeowner, and a dog-parent to an 8 year old Rat Terrier.

It is very clear that with my many responsibilities, I must manage time very carefully. I understand that everyone in the insurance and risk management industry is overwhelmed with many responsibilities pertaining to career, family, education, volunteer work, etc. I can personally attest that I would not be a part of the Insurance Professionals of Atlanta and NAIW if it was not worth while. The networking and professional development opportunities that have been presented to me through my membership with IPA and NAIW have been like none other. The support that I receive from the members is indescribable. If you are not a member of the association or regular attendee, I encourage you to come to our next meeting so you can gain the same opportunities as I have.

Several things have taken place over the past few months and a few very important events are to take place in the coming months. In February, IPA hosted NAIW's Advanced Communications Skills course which generated 8 graduates. IPA along with the Georgia Council recognized Johnson & Johnson for their sponsorship of Georgia's Confidence while Communicating speak-off contestant to the Region III Conference, along with their many other contributions to NAIW. I also had the honor of serving as delegate on behalf of IPA at the Region III Conference, which took place March 25-27 in Destin, FL. My report of the conference will be provided very shortly. I would like to personally thank John Hall of Hall, Booth, Smith & Slover, PC, for his donation of 4 tickets to an Atlanta Braves' game along with other member donations received for a fundraiser basket that was auctioned at the Region III conference.

IPA is in the process of implementing Paypal, which members and attendees will soon be able to utilize credit cards for monthly dinner meeting fees. And, of course, the term is about to come to a close and the Nominating Committee is currently developing a slate of officers and board members to present to the membership at the April 2010 meeting.

Our Georgia Council Director, Linda Brown, CIC, CPIW, DAE, will be our guest speaker at the April 2010. I hope that everyone will be able to attend this meeting and hear Linda's very important message. In addition, I would be very fortunate to have the opportunity to personally meet everyone.

Sincerely,

Melissa G. Peak, CISR, CPIW, DAE
2009-2010 President
Insurance Professionals of Atlanta, Inc.

Board Members

Amara Bennett
Phone: 404-303-7160
Email:
abennett@englemartin.com

Thele Moore
Bylaws Chair
Phone: 404-497-6765
Email:
thele_moore@us.crawco.com

Brenda Peterson
Phone: 770-901-3113
Email:
brendaacworth@yahoo.com

Connie Herrin, AIC, ARM, CIC,
CPIW
Phone: 404-572-4131
Email: cherrin@empiredist.org

Calling all Readers!

If you are interested in becoming a member of IPA, please contact Vice-President, Melissa Peak, or visit our website at www.ipanaiw.org.

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 15th of each month in order to be included in the next month's newsletter.

Please submit to
Joy Goolsby at

IPATLANTA@yahoo.com



Insurance Professionals of Atlanta

Bridging the Gap between a Job and a Career

Presented by

**Linda Brown CIC CPIW DAE
GA Council Director**

Date: April 13, 2010

Time: 6:00pm

Location: Wildfire Grill
94 Perimeter Center West
Atlanta, GA

Cost: \$25.00

Please let us know you are coming. Contact Joy Goolsby at ipatlanta@yahoo.com by the end of the business day on April 9, 2010.

Reservations are guaranteed. If you make a reservation and can not attend, you will still be responsible for the cost.

*IPA meets at
Wildfire
94 Perimeter Center
West
Atlanta, GA
the 2nd Tuesday of
each month.
Meetings begin at
6:00 pm.
Cost: \$25.00 per
person.
Email your
reservation to
IPATLANTA@yahoo.com*

Mark Your Calendars!

*Membership Drive
May 11th.
Nancy Forrest, PMP
will be presenting
"Wine 101"*

April 13, 2010
IPA Meeting
Wildfire
6:00pm
Speaker: Linda Brown

April 23, 2010
IPA CE Class
1117 Perimeter Center
West, Atlanta, GA
8:30 AM

May 11, 2010
IPA Meeting
Wildfire
6:00pm
Membership Drive
Voting of New Officers

June 8, 2010
IPA Meeting
Wildfire
6:00pm
Installation of Officers

Advanced Communication Skills Course

On February 20th, 2010, the Insurance Professionals of Atlanta, Inc. successfully hosted NAIW's 6-hour Advanced Communication Skills course at the office of American Safety Insurance. Jan Murray, PIAM, CPIW, DAE, instructed eight students on topics such as speech outlines, effective speech delivery, body language, group interaction and meeting facilitation. All attendees received a Certificate of Completion.

Six of the eight students are previous graduates of NAIW's Confidence while Communicating course. Johnnie Mae Hall Gaston is scheduled to attend and complete the Confidence while Communicating course hosted by the Insurance Professionals of Northwest Georgia in April 2010.

Special thanks goes to American Safety Insurance for allowing the Insurance Professionals of Atlanta to use their facilities for the class and also to the class instructor, Jan Murray, for volunteering to teach the course. Congratulations goes to the graduates of the Advanced Communications Skills course.



Course graduates (left to right from the back) Lara Nelson, GA Council Membership Chairperson; Kimberly Shattuck, GA Council and NAIW Member-at-Large; Melissa Peak, IPA President; Joy Goolsby, IPA VP; Sara Seiter, IPA Member; Johnnie Mae Hall Gaston, NW GA Member; Linda Mihyar, IPA Secretary; Connie Herrin, IPA Past-President

June 9-12, 2010
NAIW International
Convention
Arlington, VA
Info and Registration at
end of newsletter

*Please check the
newsletter for
upcoming events
which may change
the monthly
schedule.*

Continuing Education Program

Date: April 23, 2010 **8 Hours CE**

Time: **8:30 a.m. – 12:05 p.m. “Ethics & the Insurance
Professional - 4 hours Ethics CE GA & TX applied
1:00 p.m. –4:35 p.m. “Coverage Gaps – Residential
Property” #36794 - 4 Hrs. GA
Property (TX applied)**

Registration form follows this newsletter



NAIW Flash Drives

**Insurance Professionals of Atlanta are selling 1gb
flash drives as a fund raiser for the**

2011 GA Council Meeting

**Price is \$10.00 per drive. Order yours today!
See order form below this newsletter.**

Membership Drive

May 11th will be our annual membership drive.
Nancy Forrest, PMP will be presenting *Wine 101*

AmTrust and Genesee General will be sponsoring the
wine for this event

Please plan on attending and bringing a guest. The
first 24 first time guests will be paid by IPA.



Continuing Education Program Registration Form

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



Date: **April 23, 2010** **8 Hours CE**

Time: **8:30 a.m. – 12:05 p.m. “Ethics & the Insurance Professional - 4 hours Ethics CE GA & TX applied**
1:00 p.m. –4:35 p.m. “Coverage Gaps – Residential Property” #36794 - 4 Hrs. GA Property (TX applied)

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. “Ethics”, 4 hrs. GA and TX Ethics applied. Proving the value of strong ethical values is the first step toward creating an ethical culture in any organization. We will explore the traits of successful leaders and ethical persons to examine similarities and determine desirable traits. We will discuss how barriers impede ethical decisions and how to overcome those barriers.

8:30am to 12:05pm _____ @ \$50.00= _____

2. “Coverage Gaps – Residential Property” 4 hrs, GA and TX applied. Coverage terms that were clear when policy language was created in “old America” can be ambiguous in “new America.” These ambiguities can lead to coverage gaps for the residential property owner and headaches for insurance agents and adjusters.

1:00 pm to 4:35 _____ @ \$50.00 = _____

OR Both Seminars (8 hours CE) _____ @ \$85.00 = _____

NOTE: NAIW members receive \$5 discount for each program

NAME: _____ **License #** _____

e-mail address _____ Phone # _____

TOTAL: \$ _____ via check *or* credit card: Visa MC Discover AMEX

Credit Card # _____ Exp Date _____

Security Code: _____

Billing Address & Zip: _____

**Mail check to: Illumine Consulting, 633 Bo Bo Banks Rd., Grantville, GA
30220**

Price includes: Continental breakfast sponsored by: *Crawford & Co.*
Afternoon snack sponsored by: *Donan Engineering*
Lunch sponsored by: *S.E.A., Ltd. And CorVel*
Additional Sponsors: *The Glass Doctor*
Electronic filing of CE credits & Certificate of Completion

To Register: Fax to (678) 802-3233 or e-mail to: Gayle@elisefarnham.com

Questions? Call Elise Farnham at 770-367-3148

Feel free to copy or forward this announcement to invite others. www.elisefarnham.com

Order Form

FLASH DRIVE

\$10.00 - 1 gb



For all your NAIW files

Name _____

Mailing Address: _____

Email: _____

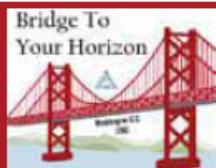
Number Ordered _____ @ \$10.00 \$ _____

Add Postage: 1-5 Flash Drives – Add \$5.00 to order
5+ Flash Drives – Add \$7.50 to order

Check enclosed for \$ _____

Make Checks Payable to: 2011 GA Council Meeting Fund

Send Order to: Jan Murray
5677 Kingsport Drive
Atlanta, GA 30342



69th Annual Convention

Join us for the 2010 NAIW (International) Annual Convention, held at the Crystal Gateway Marriott in Arlington, VA, June 9-12. The education and product information presented during this convention will definitely attract insurance and risk management professionals from all over. It will truly be the place where the insurance industry comes together to learn, network and gain invaluable insight for the course of your company's – and your own – future success!

The convention will host several of your favorite activities including a festive Welcome Reception, Box Lunch in the Tradeshow Hall, Awards Luncheon and the ever popular Closing Night Event. This year, the cost of the Box Lunch is included your registration fee!

Be sure to make plans to take the evening tour of Washington D.C. we are offering this year. There is nothing like seeing the D.C. sites lit up at night! This tour will include a stop for shopping and dinner on your own (cost for meal not included).

Please keep checking the NAIW website for workshop updates. We are planning some great sessions!

Should you have any questions or need additional information, please contact Amy Dane, Director of Meetings via e-mail at conventions@naiw.org or by calling (800) 766-6249 ext 15.

We look forward to seeing you in Washington D.C.!

SCHEDULE OF EVENTS

(All times subject to change)

Wednesday, June 9:

8:00am - Noon	Exhibitor Set Up
1:00pm - 5:00pm	Pre-Conv. Exhibit Time
3:00pm - 5:30pm	Registration & Credentials
6:00pm - 10:30pm	Washington D.C. Evening Tour

Thursday, June 10:

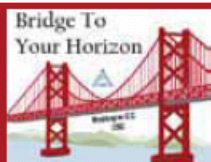
7:00am - 11:00am	Registration & Credentials
8:00am - 5:00pm	Workshops
12:00pm - 5:00pm	Exhibit Hall Open
2:00pm - 4:30pm	Registration & Credentials
5:00pm - 7:00pm	1st General Session
7:30pm - 10:00pm	Welcome Reception

Friday, June 11:

7:00am - 8:00am	Grab-n-Go Breakfast w/ Exhibitors
8:00am - 10:00am	Final Exhibit Time/Exhibitor Tear Down
7:00am - 8:00am	Registration & Credentials
8:00am - 12:00pm	2nd General Session
12:00pm - 2:00pm	Awards Luncheon
2:00pm - 4:30pm	Workshops

Saturday, June 12:

8:30am - 12:00pm	3rd General Session
2:00pm - 4:30pm	Workshops
7:00pm - 10:00pm	Closing Night Event



Workshop Schedule

Thursday Workshops

T1 Professional Ethics – Not Just for Agents - Paul Winn *4 Hour CE provided by NAIW*

A 4-hour continuing education contact course addressing the topic of professional ethics for insurance producers. Participants analyze the situations depicted in the scenarios, identify the ethical concerns and prescribe appropriate agent actions.

8:00am - 12:00 pm

T2 Water Damage - Basic - Kathy Marshall *3 Hour CE provided by Paul Davis Restoration*

Upon completion of this seminar, the attendee will learn the types of water damage sources, the risks associated with these types of situations, and the steps necessary to restore affected materials to a pre-loss condition. **PLEASE NOTE: If you intend to take this class, you must sign up by MAY 14th to be eligible for CE credit**

1:00 pm - 5:00 pm

Friday Workshops

F1 How to Lead an Irresistible Board Experience for Your Volunteer Leaders - Cynthia D'Amour

Today's volunteers view time as a premium. They have high expectations for their involvement on your board. Cynthia D'Amour will teach you how to be the leaders members can't wait to volunteer with. You will learn strategies for leading dynamic teams as well - as how to deal with all the characters at your table. Your meetings will never be the same after this session.

2:00pm - 3:15pm

F2 Agents E&O Losses - Causes & Loss Prevention Methods - Douglas Ruml

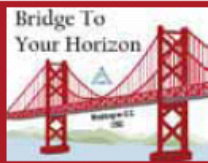
Designed for agents in both smaller personal lines agencies and larger commercial lines agencies, this workshop will teach participants where losses come from. We will then go on to learn how to better prevent claims before they can even occur – saving both clients and agents from the grief and hassle of lawsuits.

2:00pm - 3:15pm

F3 Marketing That Matters - Kim Chapman

This course will examine our market and membership in terms of growth, retention and development. We will take a new perspective with our membership and learn to really know our members, understand what they want and need from NAIW, and then discuss ways to provide for our members in a way that should exceed their expectations. Based on this, we will present the avenues available for delivery of these products and services. Additionally, the strategies which promote recognition of your association, and ultimately improve it's image, will be addressed. Finally, we will provide a brief overview of ways to successfully communicate your brand and your benefits to your target audience.

2:00pm - 3:15 pm



Workshop Schedule

F4 Personal Branding for “Smarties” - Ann Gallagher

No room for dummies in this highly-interactive session that focuses on your favorite subject – YOU! In this highly-interactive workshop, you will discover how a dynamic personal brand can propel you and your professional efforts to the next level. GCG president Ann Gallagher will lead you through an overview of how to create your personal brand. You will also learn:

- * The five vital characteristics of a strong brand
- * How to apply branding concepts of prosperous companies like Volvo™ and Coca-Cola™ to raise your personal stock
- * The ins and outs of achieving your personal and organizational goals by leveraging your brand.

3:30pm - 4:45pm

F5 Young Professionals and NAIW Today - The NAIW Executive Committee

The EC will discuss four areas of concern to Young Professionals, including, but not limited to, working with other members and information about designations and educational opportunities.

3:30pm - 4:45pm

Saturday Workshops

S1 Who Are YOU? - Sean Neumayer

Take this opportunity to learn more about yourself and your strengths as a leader. You will learn more about who you really are, your strengths and weaknesses, your leadership traits. This includes how you communicate and manage other and how to “handle” different types of employees. This will be the most enlightening session you attend!

2:00pm - 3:15pm

S2 Investment Management & Asset Allocation Strategies - James Lindner, CFP, CLU, ChFC

Have you ever wondered what makes up a mutual fund holding or how to design your own investment portfolio? In this program we will review investment definitions and concepts as well as asset allocation strategies. You will learn the basics of Stocks, Bonds and Mutual fund vehicles. Lastly we will analyze tools available for mutual fund research and learn techniques in creating an asset allocation portfolio.

2:00pm - 3:15pm

S3 Creating Loyal Clients - Kathleen Bianculli, CIC, CPIW, DAE

You can create loyal clients utilizing superior customer service! As the cost of placing new business increases, it is imperative that we retain and grow our current client base. Customer loyalty is invaluable and requires superior service. This workshop offers strategies on active listening, owning your clients concerns, identifying service opportunities and encouraging every member of your team to provide quality service.

2:00pm - 3:15pm



Workshop Schedule

S4 Insurance Fraud Basics - *Kim E. Kuster*

In this workshop you will discuss fraud trends, develop basic fraud recognition skills and review red flag indicators. The purpose of the workshop will be to provide you with an introductory overview of Insurance Fraud from an agent's perspective.

3:30pm - 4:45pm

S5 Licensing 101 - *Barbara Donnar*

Due to recent activities in the financial services industry, all aspects of insurance are under scrutiny. This includes insurance licensing. Attendees of this session will learn terminology and best practices for basic individual and agency licensing. The session will cover licensing, appointing, terminations, renewals, address changes and disciplinary actions.

3:30pm - 4:45pm

S6 Local President Training - *Chris Kelly-Storebeck*

This course is designed for local association officers and those that aspire to be in local leadership roles. Current Council Directors should also plan to participate. You will learn how to use membership demographics and budgets to create a Horizon Plan. Membership, marketing and committee involvement and/or assignments for your organization will also be covered.

1:00pm - 5:00pm

My workshop selections for Thursday are:

My workshop selections for Friday are:

My workshop selections for Saturday are:



Registration Form

**Separate form required for each registration. Registration will not be processed without completing all pages.
REGISTRATION OPENS JANUARY 15, 2010*

Please type or print legibly

Male Female NAIW Member Number Region

Please check all that apply:

MAL New CPIW New DAE Young Professional Voting Delegate Voting Alternate Delegate
(Since 4/30/09) (Since 4/30/09) (Under 40)

First Name _____ MI _____

Last name _____

Badge Name (if different than first name) _____

Local Association _____

Designations _____
(First 3 are on Badge)

Employer _____

Mailing Address _____

City _____ State _____ Zip _____

Daytime Phone _____ Office Home Cell

Fax _____

E-mail (e-mail WILL BE included in the attendee list if listed below)

Please initial here if you ***DO NOT*** want your contact information on the attendee list
(Only your name will appear on the list.)

Emergency Contact Information: Name _____

Phone Number _____

3 EASY WAYS TO REGISTER!

ONLINE on the NAIW web site after January 15th at: www.naiw.org

FAX your completed registration and credit card information to: 918-294-3711

MAIL your completed registration and payment to:
NAIW (International)
Dept. 2214
Tulsa, OK 74182



Registration Form

- Items included in Registration Fee:**
- 1 Welcome Reception Ticket
 - 1 Awards Luncheon Ticket
 - 1 Box Lunch Ticket - *NEW!*
 - 1 Closing Night Event Ticket
 - Admission into ALL Business Sessions
 - Admission into any Workshops Indicated

Please Note: Purchasing of ONLY individual meal tickets (i.e. Welcome Reception, Awards Luncheon, Closing Night Event) will not allow you access to the Business Sessions or any of the workshops offered.

Member Registration	Early Bird	Effective 4/24	Effective 5/15	Amount
Full Registration	\$500	\$550	\$600	_____
Thursday (Includes Welcome Reception)	\$275	\$300	\$325	_____
Friday (Includes Awards Luncheon)	\$250	\$275	\$300	_____
Saturday (Includes Closing Night Event)	\$225	\$250	\$275	_____

Non-Member Registration	Early Bird	Effective 4/24	Effective 5/15	Amount
Full Registration	\$550	\$600	\$650	_____
Thursday (Includes Welcome Reception)	\$300	\$325	\$350	_____
Friday (Includes Awards Luncheon)	\$275	\$300	\$325	_____
Saturday (Includes Closing Night Event)	\$250	\$275	\$300	_____

To join now and register at member rates, contact Member Services at membership@naiw.org or 800-766-6249 x26

Convention Pin, Tour, and Extra Guest Tickets	Quantity	Amount
2009-2010 International President's/Convention Pin (will receive at convention)	_____	\$10
2010-2011 International President's/ Convention Pin (will receive at convention)	_____	\$10
Boxed Lunch (Tickets will NOT be sold onsite) INCLUDED IN REGISTRATION	_____	\$10
Welcome Reception	_____	\$75
Awards Luncheon	_____	\$85
Closing Night Event	_____	\$95
Tour	_____	\$45

TOTAL AMOUNT ENCLOSED \$ _____

Member Ribbons (Please indicate the ribbons for your badge)

- | | | |
|---|--|--|
| <input type="checkbox"/> First Timer for an Annual Convention | <input type="checkbox"/> New DAE (since April 30, 2009) | <input type="checkbox"/> 2009-10 Local President |
| <input type="checkbox"/> 25 + Total Annual Conventions attended | <input type="checkbox"/> DAE | <input type="checkbox"/> 2009-10 RVP Assistant |
| <input type="checkbox"/> Member At Large | <input type="checkbox"/> Past National/International President | <input type="checkbox"/> Voting Delegate |
| <input type="checkbox"/> New CPIW/M (since April 30, 2009) | <input type="checkbox"/> 2009-10 Council Director-Elect | <input type="checkbox"/> Voting Alternate Delegate |
| <input type="checkbox"/> CPIW/M | <input type="checkbox"/> 2009-10 Council Director | <input type="checkbox"/> Young Professional (under 40) |

Payment Information: Registration will NOT be processed without the fee attached. All fees are to be paid in U.S. Dollars and payable to NAIW (International). **NO convenience charges are added.** Cardholder agrees that, by providing payment information, payment will be honored. Registrant acknowledges registration is desired and subject to cancellation rules.

Enclosed is my check # _____ OR Please charge my: Visa Mastercard Discover AMEX

Card No: _____ Exp. Date: _____ CVV: _____

Billing Address: _____ Signature: _____
(must match credit card billing address) **Cardholder's Signature Required**