



NAIW Region VIII International Association of Insurance Professionals

Summer Newsletter

Greetings from your Regional Vice President Kathleen Kerstenbeck, ARM, CPIW

The Regional website has been re-vamped and new information is added weekly so check it often! We want to thank Wendy Pike, CPCU, CPIW from Contra Costa Chapter of NAIW for volunteering to be the webmaster for the coming year and as you can see, she has already done a fabulous job of bringing it to life.

It will take about another month for us to get all of the updates done including the awards manuals, history of Region VIII and the Award history- we also have several resources to add that are in the works- but for now there is still a lot of useful information that can be very beneficial to each of your Associations.

Check out the discount given with Fast Track, NAIW Scholarships, NAIW Course offerings as well as the Employer Sample Presentation developed by Sandy Joslin of the Insurance Professionals of Sacramento- the sample Mentor Program developed by South Bay Chapter of NAIW and the “Great Ideas” for recruiting & retaining members developed by the Young Professional Task Force.

You will also find the 2011 goals for the Local Associations, Councils and Regional and something new this year- an Individual Member Rewards program. The reward program has been developed as an incentive for each member to get involved in this Association we love so much! Each quarter we will have a drawing to pull out the name of the lucky member who wins the \$50 gift card- the dates & place of the drawings are on the “Individual Member Rewards Program” sheet and the score sheet in the Resource section has formulas to tally your score for you. If you have any questions about this rewards program, please send me an email and all questions will be answered.

The website also has a “master calendar” that gives you all of the important dates to remember and we have also set up a page for each of the States in our Region as well as an “event” page to highlight recent events. We do hope you all enjoy the new site and if you have any suggestions, please send them over!

We all look forward to the coming year and the excitement of working with each & every member!



***Check out the new Region VIII website at
www.regionviii.com***



Arizona Council ***Betty Watson, DAE, CISR, CPIW***

Arizona is excited about the 2011-2012 term and what we want to accomplish. Let me introduce myself: I am Betty Watson, DAE, CISR, CPIW a member of Valley of the Sun Insurance Professionals and the Arizona Council Director. I have been a member of NAIW since 1991 and started in Region VII before moving to Arizona and transferring to Region VIII. I work in Personal Lines for Passey-Bond Co Inc. a long time Independent Agency in Mesa, AZ.

My theme is similar to many of our organizations "Membership Growth through Education and Networking." We will start the education and networking at our Council Meeting October 14th & 15th at the Hampton Inn in Anthem, AZ. Come join us-ladies there is an outlet mall in Anthem!! We will have other education and networking opportunities through out this term.

California Council- Mitula Patel

As the Council Director for California, I am very pleased and excited to be on board with the Region VIII Team and look forward to a successful year.

The California Council is ready and geared to start climbing towards the journey on "The Stairway to Success". We want to GROW the National Association of Insurance Women DBA: International Association of Insurance Professionals (IAIP) and its members. I think our first mission is to embrace and start

using our new DBA that was passed by an overwhelming majority at the National convention in Las Vegas. This was a start in the right direction for our climb. As California's Council Director, I look forward to meeting each of my fellow Council Directors during my travels to exchange ideas and share information that will benefit us mutually.

The goals that were given to each of the committees are designed to support IAIP's goals. Remember we are all "ONE TEAM, so we have "ONE GOAL and ONE VISION" just as the keynote speaker, Vernice "FLYGIRL" Armour had said at the past National convention.

I promise you our travels will be adventurous and fun. Together as a team we will strive to overcome every challenge and will leave no stone unturned in our efforts to turn around our "Association of Choice", IAIP. One of the goals is to increase membership by at least 10 percent this year. We can obtain this goal by recruiting in every opportunity that is available to us by utilizing our skills, the reason WE belong and the tools provided by IAIP.

Our Leadership Workshop on July 16, 2011 in Fresno will focus on Enhanced Leadership, Communication Skills, Branding, Media Relations, Local Association Awards and more. This workshop is designed to empower our leadership team to achieve our goals as well as empowering fellow members that attend.

The Council 11 Team consists of enthusiastic members who have a great team spirit and are all on board with me to start the journey on the "Stairway to Success" in achieving the goals that have been set.

There is no doubt in my mind that with all of the Councils working together, we will ROCK and make Region VIII, the #1 region within our IAIP family that will be looked at with a big "WOW"

Please take a few minutes and check us out on our website at www.cacouncilnaiw.com





Hawaii Council

Tracy N. Adams, CIC, CPIW, DAE, AINS, MBA

Aloha Fellow Region VIII Members...

I am excited to get started with this new year, full of new ideas, renewed energy, and a FRESH focus. This coming year my theme is focused on getting FRESH, yes I want people to get FRESH.

F - FUN - we want this year to be enjoyable for everyone - members and guests

R - RELATIONSHIPS - we want to build and rekindle relationships, we are a networking and fellowship organization, this is what we do

E - EDUCATE people - a core component of our mission at all levels of the organization

S - SYNERGY is the key to bringing people and programs together - this brings fresh ideas, experiences, and learning to everyone

H - HISTORY - in all this "new stuff", we can not forget the women and men who have come before us, to make this organization great, a year from now we will become part of its history, so let's leave an impressive story to be told to future leaders and members.

So, I invite all of you to Get FRESH, the quest for freshness should include partaking of a little bit of paradise - April 12 - 15, 2012 at the Region VIII Conference in Honolulu, Hawaii.

Aloha and See You Soon



Nevada Council

Lorraine Carrillo

Greetings from the Silver State!

My theme for this year is: Journey to Excellence through Education, Networking and Leadership Development.

My name is Lorraine Carrillo and I became a member of NAIW over 20 yrs ago when I was employed as a Marketing Representative, in that position the most

important part of the job was building relationships. I continue in the same position for Imperial PFS and using these skills of relationship building, my goals will be to increase our membership from diverse areas of our industry with varying talents that can benefit all our members.

To achieve these goals, we will have CE classes and also do some fund raising events that will build on our relationships for our State Council Meeting, which will be held in Las Vegas, NV. These are just a few of the items planned for the next year. The Nevada Council will continue to partner with the local association on various events to achieve our goals.

Nevada's local association, LVIP, has just held their Installation of Officers with a Luau theme on June 25th and their first Leadership meeting was on Saturday July 9th.

Please take time to check out our website at <http://www.lvinspro.com>

Utah Council- Heidi J. Willes

Greetings from the Beehive State!

Hello, my name is Heidi Willes. I joined IPSLC and NAIW in December of 2007. I am a licensed agent, working in Catastrophe insurance and Life insurance. Currently I am working towards my CISR, Life License and CPIW.



Since joining IPSLC, I have served as the Secretary, Treasurer, and I am currently Council Director as well as our chapter Secretary, Treasurer, and I am currently Council Director as well as our chapter Secretary. I have attended three Regional Conferences (all were great and I'm looking forward to "Riding the Swell in 2012"), and was the chair for the Presidents Luncheon at the 2009 Salt Lake City Regional Conference.

This year is an important year for IPSLC, just as it is for NAIW. With the membership recruitment goals being of such vital importance for our organization, I have chosen the theme of "Growing Together".

I am single with no children. I hold an Associates Degree in Education and Business. Educating children is my love and was also my first career for 18 years before entering the insurance industry. I enjoy playing tennis, watching all sports, traveling whenever possible, and taking pictures to mention just a few things I like.

I look forward to meeting and getting to know more great people from this organization and learning from their experiences.

To keep up with our happenings, please visit our chapter's website at: <http://www.ipslc.org>