



Insurance Associates of Fresno

May 2020

A Message from our President

Shelter in place, social distancing, face mask, 6 ft, COVID-19. Did any of us have any notion what those phrases meant in 2019? And yet, here in 2020 they are in our everyday vocabulary, they are our norms. 2020 will go down in history as one of the more interesting years. How I would love to see the history books 100 years from now.

What about our work environment? Some or most of us are working remotely. How is that going? I imagine a lot really enjoy working from home, while others struggle with not having the social connections.

And certainly, IAOF is not exempt from the effects of the coronavirus and we are also experiencing some first. First year we did not have a May Luncheon, first year we went dark for the summer months, or at least until time returns somewhat

to normal. Normal. What is our normal? I do not think it will look the same as our pre-coronavirus normal.

Dark for the summer months- We collectively as a board decided that instead of swimming upstream, against the current, we would wait until after things have shifted back to being open. When we can collectively meet as a group and hold a function. Time will tell when that will be. But we will be back. You can count on that!

Region VII was able to hold their conference while events could still be had. Our very own Robin Souza is Director of Region VII and put on an amazing conference with the help of her infamous assistant, our own, Alison Holmes.

During the event there was no escaping the fact that Marcella Beasley was in the house that

weekend. She came home with three awards, and as runner up for the CWC Speak-off. Way to go Marcella!!!

IAOF also received the Jeffrey Nordhaus Memorial Award for Education!! Woot Woot!

So until we meet again, soon hopefully, stay safe, stay aware and above all, enjoy life.

2020 Region VII Conference - CWC Speak-Off

**By Marcella Reynolds Beasley, MA, CIC, CISR,
CRIS, CCIP, MLIS, CIIP, CLP**

After graduating from the December 9, 2019 Confidence While Communicating class through Insurance Associates of Fresno, I readily signed up for the chance to compete in the CWC Speak-Off for Region VII in beautiful Vancouver, Washington. Amidst the tumultuous COVID-19 surrounding our every move, there were three CWC contestants to enter the competition this year. Of the three, we may have varied in experience and prior competition experience, but what we did not lack: passion for this organization that is IAIP.

Mary Moore-Campagna, past RVP, CD, and CWC contestant with renowned IAIP history, she wowed the crowd with her radio DJ three minute entrance, followed by her one minute impromptu. This year current RVP and IAOF member, Robin Souza asked, "If you could sit down to dinner tonight with anyone, who would you choose and why?" Mary Moore chose Thomas Jefferson.

The first to compete Friday morning was, Keri Herlong from Insurance Professionals of Las Vegas. Her three minute speech consisted of domestic abuse/violence, followed by wanting to sit down to dinner with her mother and grandmother, of whom were inspirations to her.

After many revisions to my speech throughout these last few months, I finally settled on a final draft regarding Risk Management, and how the acronym of R.I.S.K. is presented to my insureds. Who did I want to have dinner with? Ellen Degeneres. I've always wanted meet her and maybe take home a prize or two from her 12 Day of Christmas episodes. She's inspiring, knowledgeable, and an incredible role model and woman that I would be grateful to learn from.

On Thursday night, all CWC contestants meet with the den mother and her assistants to get a lay of how the space is laid out and we pick the order in which we compete. As this was my first time, I was glad I did not have to go first, however once I knew Keri was done with her competition, the blood rushed to my feet. The walk from the den to the ballroom entrance, while only 20 steps, felt like I was walking through molasses. However, as soon as I walked into that room and saw everyone clapping and smiling, I knew I would survive those four minutes on the spot.

One of the reasons I took the CWC course and forced myself to compete at Regional was to conquer my fear of speaking under pressure and thinking of ideas on the spot in that impromptu competition. While I regularly teach ballroom dance and speak in front of others in my everyday life, I still get nervous when I am tested, and I sometimes struggle to breathe and make sure my mouth is matching my thoughts. Through taking this course and competing at Regional, I believe I have taken closer steps to my goal of conquering my fears.

While in the den before our speeches, Keri said something that stuck with me. We joked, "Why do we put ourselves through this?" And while the obvious answer is to push ourselves to become more well-rounded individuals, she said that her goal was to continue to do this until it didn't terrify her, and I agree. I intend to continue competing at California Council and Region VII competitions until I am no longer nervous on the competition floor. Even though I believe we should do something that scares us, I want to make sure I have the confidence, training, and preparation to face those fears head on, and know that I have the strength, power, and support to make it happen.

Region VII Regional Re-Cap

By **Kim Cameron**

The Annual Regional Conference held on March 12-14, 2020 at The Heathman Lodge in Vancouver, Washington was memorial in the fact that Covid-19 was hitting the news and disrupting our normal lives and routines, however, the Region VII Members-At-Large & Friends were diligent in their pursuit of providing a great opportunity for members to learn, connect, engage and grow.

Members started arriving on Wednesday in trains, planes and automobiles to clear blue skies, although a bit chilly (for us California peeps). Little did we know that later in the weekend we would have a full blown snow storm, and suffice it to say that this member did not pack enough warm clothes. A special “IAIP handshake” was created to avoid close contact and respect everyone’s space.

Thursday started with a full day of education and although overall attendance was down due to Covid-19, the classes were well attended. Thursday Night’s Welcome Party was “A Look Back In Time” and it was fun to see everyone in their NAIW/IAIP Gear, past and present. We had several vendors and we appreciated their support during the unsure times. The DJ was a lot of fun and some of us danced until the last song played.....

Friday morning started with a Brown Bag Breakfast in Networking Central and then onto the First Business Session where RVP Robin Souza called the meeting to

order at 9:03am. Reports were given, our 3 First Timers recognized, program adopted and the much anticipated CWC Speak-Off was held. It was announced that due to the lack of applications, the Region VIII Scholarship Fund was going to be dissolved. Details would follow on how associations would have access to these funds.

We adjourned to attend the “Hats Off to Our Leaders” honoring our current local presidents in attendance. Everyone looked fabulous in their hats, ranging from a basic baseball hat to Kentucky Derby style. A competition was held on who could guess who had provided a leadership quote that were located on our tables. Various leadership books were distributed to the winners. Back to the Business session where we honored and remembered past members in the Region that had left us too soon.

Directly following the Business Session, the Conference Briefing was held and information and discussion took place regarding the “HUB” concept. Immediately following the briefing, there was a meeting in Robin’s room for attending presidents. Also planned for the afternoon was the Past RVP (and their assistants) reception and an optional wine tasting for members and guests. Several members ventured out for dinner at various locations.

Employment Opportunities:

Are you an employer looking for qualified employees Are you a job seeker If so, please contact the Employment Chair for information. All conversations are confidential.

Thank you,
Kim Cameron, CPIW, CLP
Employment Chair
Email: iaipkcameron@outlook.com
Phone: (559)392-7268 (leave a message)

Region VII Re-cap Continued:

Saturday morning started with a breakfast buffet and then onto Business Session 3 where keynote speaker Leigh Anne Jasheway, M.P.H., made us laugh at ourselves and provided us with the following tips: Make funny friends; Challenge your ego regularly; The drink of the Conference – Quarantini; and LOL is really Lying On Line.

Robin provided the RVP report and Lauri Oakden-Binder provided the International Report. There were no changes to the Bylaws nor were there any recommendations. Robin opened up the floor for conference bids and again, after in depth conversation it was decided that the Region VII Team (RVP, Assistants and Directors) will host the 2021 Conference so stay tuned for details.

Saturday Evening was all about the Awards. The theme was “Reaching For The Stars” and Mistress of Ceremonies Andrea Gable-Setterstrom took us down memory lane with the latest fashions as she introduced the past RVPS.

The program was then turned over to RVP Robin Souza and her assistants Alison Holmes and Rose Kaerth to announce the award winners (Listed Below).

In closing, there were challenges and obstacles but once again, members of IAIP and Region VII came together and had an awesome conference. See you next year!!!

Congratulations to the following winners:

- **Marcella Beasley** of Insurance Associates of Fresno for Young New Professional of the Year, Client Service Professional of the Year and Risk Manager of the Year
- **Nancy Trejo** of San Diego Association of Insurance Professionals for Insurance Professional of the Year
- **Margarita Casis** of San Diego Association of Insurance Professionals for Rookie of the Year
- **Christine Courtney** of Las Vegas Insurance Professionals for Professional Underwriter of the Year
- **Alison Holmes** of Insurance Associates of Fresno for RVP Recognition Award
- **Rose Kaerth** of Insurance Professionals of Sacramento for RVP Distinguished Service Award
- **Keri Herlong** of Insurance Professionals of Las Vegas for CWC Winner
- **E.C. Smith Jr.** Memorial Award for Safety -Insurance Professionals of Orange County
- Jeffrey Nordhaus Memorial Award for Education - **Insurance Associates of Fresno**
- Roy Pasini Memorial Award for Public Relations – **Honolulu Association of Insurance Professionals**
- Association of the Year Award - **Honolulu Association of Insurance Professionals**
- **Mitula Patel** of Insurance Professionals of Los Angeles for Member of the Year
- **Gail Novelich**, Member at Large for Hall of Fame Award

COLLECT

TAKE US, O GOD, UNDER THY DIVINE PROTECTION.

MAKE US ACT AS THY MESSENGERS FOR PEACE AND
CONTENTMENT, FOR HARMONY
AND UNDERSTANDING.

GRANT THAT WE MAY SEE MORE CLEARLY THE
POINT OF VIEW OF OTHER MEN AND WOMEN IN
ALL LINES OF INSURANCE.

REALIZING THE HIGHLY COMPETITIVE NATURE OF
OUR BUSINESS,
TEACH US TO RESPECT COMPETITION AT ALL TIMES.

KEEP US FREE FROM PETTINESS AND UNWISE
DISCRIMINATION.

LET US WORK WILLINGLY, HONESTLY, AND
THOROUGHLY, GIVING SERVICE GRACIOUSLY AT ALL
TIMES.

TEACH US, O LORD, TO KNOW AND TO REALIZE THAT
BY THY GRACE WE CAN LIVE IN PERFECT PEACE
WITH ONE ANOTHER.

AND GRANT THAT THROUGH THIS ORGANIZATION,
WE MAY BECOME CLOSER IN FRIENDSHIP
AND UNDERSTANDING.

AMEN.

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We're on the Web!

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Mission Statement

The objective of this association shall be to promote insurance education, to support professional advancement of its members, to cultivate fellowship within the association, to strengthen loyalty to the industry, and to promote membership.

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Vice President:	Kim Cameron
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