



# Insurance Associates of Fresno

June 2021

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## 2019-21 President's Farewell

Kimberly Combs, CLP  
DiBudo & DeFendis Insurance Brokers, LLC

### In the Blink of an Eye

Happy Summer! Our central valley does not disappoint in the area of heat these days. I hope everyone is staying cool and hydrated.

Insurance Associates of Fresno terms run July to June; therefore, my time as President ends June 2021. As I sit preparing this message, I am taken back to the beginning of my Presidency term. COVID was nowhere in the dialog and we as a board had high hopes on what we would achieve. Plans for the Not So Auction, Auction fundraiser, awarding scholarships to deserving students, and a wonderful May Luncheon were all on the horizon. How quickly things can change and did change. What we as a community, state, nation, world has experienced with the COVID-19 virus will stay with us indefinitely. I do not think there is one person that has not been deeply impacted in some way. Many have lost loved ones, and for you my heart breaks. Others have lost their jobs or careers, while others have had to adapt to a new way of working, communicating, living. But one thing is true, we are surviving. We are learning how to conduct business from our homes via the internet. Zoom has become a common word

for a lot of us in the business world or with family far away.

IAOF has also survived. We may currently look different, but our dreams and desires as an association remains the same. We are just as committed to education, networking, and community service as we have always been. We care deeply for our industry and our international organization. A few of us just recently attended the international conference of IAIP in Orlando, Florida. For myself, it was a stepping off point that we are ready to roll again. To gather as an association once again. My term might be coming to an end, but I can honestly say that my heart's term is still continually active.

Your incoming President, Marcella Beasley, is going to do an amazing job, and I am so excited to see what new adventures and achievements she and our IAOF association reach under her at the helm. If you have thought about getting involved, reacquainted, or simply curious as to what we are about, now is the time to

strike. Please reach out to any one of our members to see just everything we have to offer.

In closing, I would like to thank everyone that has been involved for the past two years. I will take with me wonderful memories as I step down from being your president and pass the gavel to your new IAOF President. Stay healthy, stay safe.

In fellowship,

Kimberly Combs  
IAOF President  
2019/2021



# 2021-23 President's Welcome

Marcella Reynolds Beasley, MA, CIC, CISR, CRIS, MLIS, TRIP, CCIP, WCIP, CIIP, CLP  
Alliant Insurance Services, Inc.

## IGNITE!!!

It has been a pleasure serving the past five years on the Board of Directors for the Insurance Associates of Fresno (IAOF) as your Secretary. But this year, I decided to *ignite* my passion and take on the leadership role as President.

For the next two years, I.G.N.I.T.E. will drive my 21-23 term.

Inspire. Grow. Nurture. Innovate. Teach. Educate.



## INSPIRE

Inspire others to join our association. Inspire others to take a leap of faith, to apply for that new position, ask for the raise at their current job. Now more than ever, the insurance industry is experiencing a talent crisis. Employee retention and recruitment are critical to an organization's survival and IAOF is no different. There are many ways we can go about inspiring others in our daily lives by just reaching out. Simply send a text to someone you haven't heard from in a while. You never know when that gesture could lead to a ripple effect of greatness.

## GROW

Grow our membership. Ask someone to join our mailing list. Have you been on the mailing list for a long time and just not taken the leap to join our membership? After being home the last year and a half thanks to a global pandemic, NOW will be the best time to activate that membership. The 21-23 term will give you plenty of opportunities to network and engage with your local,

California, Region VII, and International members and friends. I want us to grow, but not just our membership, but as individuals. Get outside your comfort zone.

## NURTURE

Nurture your passions. Come to a membership mixer. Mentor a Young/New Professional. Take a CE class. Earn a designation. Apply for an award or scholarship. IAOF/IAIP has plenty of opportunities to make it happen! When you look at my signature you will see I now have 10 designations and I am working on 4 more. Almost half of my designations were either fully or partially paid for by scholarships paid by IAIP. If you have a passion for education, this next year will be packed with courses as the Executive Board is also very passionate. Does your passion lie with community involvement and charity? We have a committee for that. Take a look our Officer and Director list and reach out to that chair to get involved throughout the year at our functions.

## INNOVATE

Coming out of this global pandemic, please believe we will be proceeding with care and caution as we begin planning our functions. However, we need to innovate how we get involved and stay involved with the insurance community. While I have plans to honor the past, I will look to the future to plan events and make sure things are both professional and fun. If you have an idea for a function or event, let me know. I want to know what you want to see happen in our organization.

## TEACH & EDUCATE

As one of the cornerstones of IAOF/IAIP, I will make sure to communicate education happenings at our local, California, Region VII, and International levels of the organization. My plan is to continue our goal of having quarterly education courses, continue our annual scholarship program, continue our traditions, but add in some new twists.

As a matter of business, our Quarterly education classes will be coupled with General meetings, however if at any time you are interested in joining our monthly Board Meetings, we hold them via Zoom from 12-1pm the third Thursday of the month and all members are welcome to join.

Our newsletters will contain upcoming events, educational classes, membership mixers, important news, and other announcements.

Check out the website:

<https://www.internationalinsuranceprofessionals.org/> to stay connected, apply for scholarships and awards, and see all that's happening with IAIP.

As always, feel free to treat my contact information with an 'open door' policy. I am just a phone call or email away and am available to answer any question or take any feedback you want to see happen in our organization.

I look forward to serving you as the 21-23 President and THANK YOU to the 21-23 Board of Directors for joining me on this IAOF journey! I can't wait to work with you and represent the Insurance Associates of Fresno!

In fellowship,

Marcella Reynolds Beasley

IAOF President

21/23



# 2021-23 Officer Installation



**OFFICERS & DIRECTORS 7/1/2021 – 6/30/2023**

<b>President</b>	<b>Marcella Beasley, MA, CIC, CISR, CRIS, MLIS, TRIP, CCIP, WCIP, CIIP, CLP</b> Alliant Insurance Services, Inc.
<b>Vice-President</b>	<b>Kim Cameron, CPIW, CLP</b> Agri-Center Insurance Agency
<b>Secretary</b>	<b>Lou Ohki</b> State Compensation Insurance Fund
<b>Treasurer</b>	<b>Darlene Ayala, CISR</b> DiBuduo & Defendis Insurance Brokers, LLC
<b>Immediate Past President</b>	<b>Kim Combs, CLP</b> DiBuduo & Defendis Insurance Brokers, LLC
<b>Director</b>	<b>Victor Echeverria</b> Goosehead Insurance Agency
<b>Director</b>	<b>Lorey Ortez, AFIS, CIC, SCLA</b> Grange Insurance Association
<b>Director</b>	<b>Alison Holmes, AINS, AIS, CISR, CPIW, DAE, CLP</b> ICW Group Insurance Companies
<b>Director</b>	<b>Robin Souza, CPCU, AFIS, CIC, CRM, AIS, AIC, AINS, CIIP</b> Bascule Insurance Services, LLC
<b>Parliamentarian</b>	<b>Kim Cameron, CPIW, CLP</b> Agri-Center Insurance Agency

*Max's Bistro 6/24/2021*



*Keys to Success*



# 2021 International Convention

Marcella Reynolds Beasley, MA, CIC, CISR, CRIS, MLIS, TRIP, CCIP, WCIP, CIIP, CLP  
Alliant Insurance Services, Inc.

This year, members from all regions trekked to Orlando, Florida at the (mostly) sunny Hilton, including lazy river and scattered thunderstorms.

For the first time in IAIP history, the international convention was held both in person and virtual! Using the app, Whova, registrants were able to communicate from anywhere in the world. Before convention even started, excitement was building as the app had over 1,000 messages and engagement from participants.

Day one of the convention commenced with a Leadership Boot camp hosted by the Executive Leadership team and the convention task force. This boot camp focused on leadership skills, the parliamentary procedures, and how to lead teams successfully. There were also classes on Coaching and Developing, Diversity and Inclusion, Dealing with Conflict and courses for our CLP.

The day ended with the Welcome Reception with our Sponsors and the now infamous YNP Lip sync battle. As you can see from the pictures, this ended with a little Zumba style dance off by most of those in attendance. Members from IAOF (Marcella, Robin, Allie, Kim) with help from our friend Martha in Hawaii created the team "Geriatric Spices" and gave a world-class performance that earned 3<sup>rd</sup> place. Other regions competed to other hits from the 80s and 90s.



If you thought any of the nights ended there, the hospitality suite was "Speakeasy" themed with fun drinks, snacks, and games to keep the networking going. Vickie Harmon and her husband were great hosts that provided fun themed drinks and a secret password to enter the suite, and it was so much fun after a long day of education and meetings. You could grab a Moscow Mule and chat with members from all over the county!

Day two opened with our Keynote speaker Paul Long. His fundamental philosophy of FUN could be felt from his dancing into all the way down to his colorful socks and timely presentation. But FUN was also an acronym, Foundation, Understanding Other's Perspectives and Next Steps. You can check out more at <https://www.fundamism.com/>. What an inspiration and way to live our lives.

We then moved to the CWC Speak-Off Competition and Ignite IAIP luncheon. Different this year, our President Lauri-Oaken Binder had Marcella Beasley, Cherri Harris, June Taylor, and Jane Densch give their IAIP stories at the Ignite Luncheon. These stories were all told at various levels and involvement of the association to give a perspective on the IAIP journey and how you can get involved.

After an afternoon of more education, the evening commenced with our Regional dinners.

Sunday included yet another day of education and the Awards luncheon. Check out our award winners listed. We were given free time to explore Orlando after the luncheon.

Monday's morning opening with the Membership Meeting and Town Hall discussion regarding the next leg of our journey hosted by the current and incoming executive team. After a morning of our last education sessions, we then had the recognition and office installation luncheon where the IRMI and Institutes scholarships were awarded, and the 21-22 incoming Board of Directors were installed.

The most exciting part of this year's convention was even those who were remote had the chance to engage with those in person and view the meetings and educational courses. Virtual attendees had virtual happy hours and engagement activities. Overall, the 2021 International convention was a huge success which is always a great experience to enjoy.

## International Award Winners

### INSURANCE PROFESSIONAL

Sponsored by Binder Family Trust  
**Winner: Christine Chandler Tillet**, PHR, CDP, CLP, CRIS, TRIP, MLIS, CIIP - Region VII

### YOUNG NEW PROFESSIONAL

Sponsored by Donegal Insurance Group  
**Winner: Audrey Macie**, CIC, MLIS, CPIA, CLP, CIIP, CISR - Region I

### ROOKIE OF THE YEAR

Sponsored by Momentous Insurance Brokerage  
**Winner: Kasandra L. Doody**, ACSRP, CLP - Region I

### RISK MANAGEMENT PROFESSIONAL

Sponsored by CMR Risk & Insurance Services  
**Winner: Keri Herlong**, DAE, CPCU, CIC, CRM, CISR, ACSR, AIM, CIIP, CLP - Region VII

### CLIENT SERVICE PROFESSIONAL

Sponsored by Lockton  
**Winner: Angela Gentry-McNeil**, AFIS, ACSR, CPIW, AINS - Region VI

### CLAIMS PROFESSIONAL OF THE YEAR

Sponsored by Sedgwick  
**Winner: Melissa Rageth**, AIC-M, AIM, AINS, CISR, CLP - Region V

### PROFESSIONAL UNDERWRITER

Sponsored by Central Insurance Companies  
**Winner: Rhoda Ryan**, CISR Elite - Region III

### CONFIDENCE WHILE COMMUNICATING

Sponsored by Johnson & Johnson  
**Winner: Jennifer Kubiak**, PMP, MSOL, AIS, AINS, ACS, CIIP, DAE, CLP - Region I

**#IAIP2021**

# CA Council Director Message - June/July

Published 6/21/2021 via email to members



Greetings Council members,

I can feel the summer breeze in my hair and the sand between my toes, we are all itching to get out and mingle and the assurances for a mask less summer look promising. It is my hope that everyone was able to attend the International Convention if not in person then virtually. I attended virtually and had an amazing time and again have been reinvigorated by our organization and whether you are leading from the front, behind or the middle education is the key.

Have you thought of your next C.O.U.R.S.E? Have you thought of how you will impact the ones to follow? I realize many of our seasoned members have the much sought-after designations and those seeking mentors or just someone to give them encouragement would be greatly appreciative if they were contacted with some words of encouragement or guidance on next steps.

Our speaker Paul Long gave us the opportunity to download his workbook (let me know if you need a copy) and if you heard Roz's introduction on how they met... let's just say the jury is still out on the accuracy of that story. Paul was a tremendous speaker and encouraged us to put more FUN and fulfillment in our daily lives.

CA Council members attended the 80th annual International convention in person and virtually. The Council members attending virtually showed their true dedication by attending meetings at 5:30 AM

- Kari Woods, CLP
- Brooke Lesniak, CLP
- Regina Lemanowicz, CLP
- Christine Chandler Tillett, aPHR, CDP, CLP, CRIS, TRIP, MLIS, CIIP
- Marcella Beasley, MA, CIC, CISR, CRIS, CCIP, MLIS, CIIP, CLP
- Sarah Jane Jara, CLP

- Christina Hernandez, AAI, CIC
- Kim Cameron, CPIW, CLP

Regina served as the Community Action Project subcommittee chair for the Convention Task Force. The Children of Fallen Patriots Foundation accepted donations on behalf of IAIP members. There is still time to donate. Use this link. A final report on the amount raised will be available at the end of June.

2021 INTERNATIONAL INSURANCE PROFESSIONAL OF THE YEAR  
Sponsored by Binder Family Trust  
Winner: Christine Chandler Tillett, aPHR, CDP, CLP, CRIS, TRIP, MLIS, CIIP - Region VII  
Past Officers Council Award - Marcella Beasley, MA, CIC, CISR, CRIS, CCIP, MLIS, CIIP, CLP

Christine was installed as the incoming Region VII RVP. Christine will start her term on 7/1/2021.

Regina has set up a new page on the Council website for associations raising funds to host upcoming Council Meetings. Please support these host associations.

Save the Date for the [2021 CA Council Meeting](#). October 8-9, 2021 hosted by San Diego Association of Insurance Professionals. Registration will be open soon.

Council awards will be due in August and the awards manual can be found on the [Council website](#).

We also want to take this opportunity to see C.O.U.R.S.E. in action and recognize two of our Council Members:

Christine Chandler Tillett is among the 65 Elite Women in Insurance for 2021.

Insurance Business America reveals Elite Women 2021. The judges and the IBA team reviewed all nominations, examining how each individual had made a meaningful contribution to the industry, to whittle down the list to the final 65 Elite Women. There were 105,000 nominations of deserving women.

With the start of COVID-19, people had to readjust their lives. Christine decided she would use working remotely in re-educating herself and strengthening her insurance knowledge and experience. She obtained her CRIS, MLIS, CIIP, TRIP and her Certified Diversity and Inclusion (CDP) designation.

Christine is the Risk and Human Resources Manager with the Charles Dunn Company, Inc. and is a member of the Insurance Professionals of Los Angeles and holds a dual membership in the Insurance Professionals of Orange County. She is a past California Council Council Director and the incoming Region VII RVP.

Christine served as Chair for the IAIP Non Dues Revenue Task Force as well as serving on the IAIP Convention Task Force. Congratulations on this prestigious honor Christine. To view the full article please visit the [Insurance Business website](#).

Congratulate REGINA LEMANOWICZ - Insurance Professional of the Year-IPOC. This award was given to Regina for her untiring efforts in our association as well as obtaining her CLP this past year. Congratulations, Regina - WELL DESERVED!!!

In Fellowship,

Kari Woods, CLP



[Director's messages](#)



# 20-22 CA Council Membership Mystery Raffle

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From July 1, 2020 – June 30, 2022, if a new member is referred to IAIP, **1 entry** is received.

If a prior member renews their membership, receive **2 entries**.

Grand prize winner will be randomly drawn from entries submitted and verified by CA Council Membership team.

Progressive raffle currently collected totals over \$250 in prizes. Updates will be released.

\*\*\*Additional donations/prizes welcome at any time– please contact team members\*\*\*

CA Council Membership Chair – Marcella Beasley, MA, CIC, CISR, CRIS, MLIS CCIP, MLIS, CLP, CIP

**Membership Liaisons:**

Insurance Professionals of Monterey Bay & San Francisco Insurance Professionals  
Liaison: Kelly Reese, AU-M – MAL

Insurance Associates of Fresno, insurance Professionals of Santa Barbara, MAL  
Liaison: Kim Green, AIC, AIS, CPIW – MAL

Insurance Professionals of Orange County, Insurance Professionals of San Gabriel Valley, Insurance Professionals of Los Angeles, Inc., San Diego Association of Insurance Professionals and South Bay Association of Insurance Professionals  
Liaison: Christina Hernandez, CIC, AAI – San Diego Association of Insurance Professionals Young New Professionals  
Liaison: Sarah Jane Jara, CLP – South Bay Association of Insurance Professionals



**20-22 CA Council Membership Raffle**

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July 1, 2020 – June 30, 2022

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2 entries: Prior member renewed  
1 entry: new member

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**\*\*Guaranteed Prize: \$250+\*\***

Reply: Marcella Beasley  
Marcella.beasley@alliant.com  
by Wednesday June 23, 2022

**RAFFLE WINNER ANNOUNCED :**

July 2022

\*\*\*COMPANY LOGO AD SPACE AVAILABLE\*\*\*

# 2021 Region VII Conference

March 12 – 13, 2021

Virtual Conference

## Regional Award Winners

### EC Smith Jr Memorial Award for Community Action

San Diego Association of Insurance Professionals (SDAIP) – Betsy Johnson accepted

### Jeffrey Nordhaus Memorial Award for Education

Insurance Associates of Fresno (IAOF) – Kim Cameron accepted

### Roy Pasini Memorial Award for Public Relations

Honolulu Association of Insurance Professionals (HAIP) – Martha Nobriga

### Association of the Year Award

SDAIP – Betsy Johnson accepted

### Member of the Year

Alison Holmes, award presented by Mitula Patel

### Region VII Hall of Fame Award

Sandra Holmes

### RVP Special Recognition

Sandy Malone

### RVP Distinguished Service Award

Rae Lynn Zachary

### Young New Professional

No submission

### Claims Professional of the Year

Dawn Kyles

### Rookie of the Year

2 submissions - Eligibility requirements changed

### Client Service Professional of the Year

Christina Hernandez

### Risk Management Professional of the Year

Keri Herlong

### Professional Underwriter of the Year

Jeraldine Hartson

### Insurance Professional of the Year

Christine Chandler Tillett

### Confidence While Communicating Speak Off

Jodi Keliinoi

Thank you Robin Souza for your leadership and to all who participated to make our conference a success. Region VII Rocks!!!

### Friday, March 12, 2021

CLP Class Part 1

First Business Session

CWC Competition

First/Gold Timers

Second Business Session with Keynote Speaker Vladimir Balabanov



Delegates Briefing & Meet the Candidates

Virtual Cocktail Party & Games

### Saturday March 13, 2021

CLP Class Part 2

Third Business Session – Elections

Bids for Future Conferences

Ethics Class

Virtual Awards Spring Bling Fling

Region VII encompasses Alaska, Arizona, California, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Washington, Australia and British Columbia.

# 2020 California Council Meeting

2020 CA COUNCIL VIRTUAL MEETING

October 9 – 10, 2020

Hosted by: South Bay Association of Insurance Professionals

## Roaring into the 20's!

The 2020 Council Meeting was certainly one for the books as we Roared into the 20's! The meeting was held virtually on October 9-10 but started well before those dates. Due to the virtual format the CWC Competition was recorded on September 23, 2020, and SBAIP made sure we had fabulous Swag Bags prior to the meeting. The swag bags were full of sponsor promotional items.

The Meeting was well attended by members from California as well as dignitaries and members from other states. We were honored to have our Region VII RVP Robin Souza, International President Lauri Oakden-Binder (NV), International President Elect, Geraldine Plott (NC), Region III RVP Vickie Harmon (TN), Roz Horton (TN), Region II RVP Donna Whited (WV), Past RVP Lisa Hardin, (WI), Melissa Rageth (MN), Sandy Malone (WA), and Mark Coberly (HI).

Friday, Christine Chandler Tillett taught a CLP course-Succession Planning and surprised those registered for the class with a homework assignment. The CLP class was possible thanks to a grant from the Legacy Foundation. Gina Thomas Patterson taught the IAIP course. I Can! A Step Above :Inland Marine-Builders Risk From the Ground Up.

Members dressed up for the Friday Night Great Gatsby Welcome Party. Games were played, prizes won and we all enjoyed connecting with our fellow members.

Once again the members came through with donations for Silent Auction virtual baskets. The theme was All That Jazz and conducted virtually by the Silent Auction Chairs. Kim Cameron, Laura Gutierrez, and Christine Chandler Tillett. The Silent Auction not only reached the set goal but exceeded it. Proceeds benefited the California Trust Fund and Awards Fund.

Saturday started with a virtual breakfast for the 11 First Timers' in attendance and one

first timer won a free registration for the 2021 Council Meeting in San Diego.

Council Director, Kari Woods, opened the business session Saturday morning. Her theme is C.O.U.R.S.E.

## Community Outreach Using Resources Skills and Education

Host Association Co-Chairs, Sarah Jane Jara, CLP and Fredy Rodriguez gave their opening remarks and welcomed us to the new virtual format and International President Lauri Oakden-Binder and Region VII RVP Robin Souza gave their welcome remarks as well.

During Kari's Council Report she shared her vision for California and we were treated to the song from Hamilton, The Room Where It Happens. When you got skin in the game, you stay in the game

But you don't get a win unless you play in the game!

Regina Lemanowicz, presided over the CWC competition. Thank you to both contestants, Marcella Beasley and Betsy Johnson.

Jamil Frazier, our keynote speaker, shared his story during our second business sessions and discussed connecting Authentically. You can connect with him at [www.thinklifeisdifferent.com](http://www.thinklifeisdifferent.com).

Then it was time to get up and get moving. Betsy Johnson had us dancing to the Charleston during our FIT Break. Boy, does she have the energy!

San Diego confirmed their bid to host the 2021 Council Meeting. San Francisco confirmed their bid to host the 2022 Council Meeting. Bids for 2023 are open.

The day ended with the Awards Presentations.

Congratulations to the winners listed below.

**Gayle Reskin Angel Award: Pat Park, CPIW-IPSB**

**Rookie of the Year - Lou Ohki, IAOF**

**Member of the Year - Marcella Beasley, IAOF**

**Mentor of the Year - Mary Moore-Campagna, CA Member at Large**

**Confidence While Communicating:**

**Winner- Betsy Johnson – SDAIP**

**Runner Up- Marcella Beasley - IAOF**

**Renewal Retention Awards:**

**Northern California: Insurance Associates of Fresno**

**Southern California: Insurance Professionals of San Gabriel Valley**

Please visit the website to view the Printed Program, Public Relations and Membership Reports as well as the CA Council Association Annual Reports. [www.caciaip.org](http://www.caciaip.org).

**Thank you to SBAIP for an exceptional job hosting the Council Meeting and thank you to Kari Woods for leading our first virtual conference.**

Make plans to be in San Diego in 2021 where we will join SDAIP in celebration of their 85th birthday! SDAIP Thrives at 85!

In fellowship,

Regina Lemanowicz, CLP

Public Relations Chair

[CA Council Blog](#)





# Save the Date!

- July 15 – IAOF Board Meeting (virtual/Zoom)
- August 19 – IAOF Board Meeting (virtual/Zoom)
- September 16 – IAOF Board Meeting (virtual/Zoom)
- October 8 & 9 – CA Council – San Diego
- October 21 – IAOF Board Meeting (virtual/Zoom)
- March 2022 – Region VII Conference – TBD
- June 2022 – International Conference – Louisville, Kentucky

## CONNECT WITH US

### Insurance Associates of Fresno

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**Facebook**  
<https://www.facebook.com/iaof.fresno>

Interested in sponsorship or a business spotlight? Email us!

**California Council**  
<http://caciaip.org/>

**Region VII**  
<https://iaipregion7.org/>

**International**  
<https://www.internationalinsuranceprofessionals.org/>

I'll keep insurance simple and never hold up your escrow




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Victor Echeverria Jr is an Agency Owner with Goosehead Insurance located in Sanger, CA. Victor joined Goosehead because of his unwavering commitment to take care of his clients. Using cutting edge technology to shop with dozens of "A" rated insurance companies in just a few short minutes, he is able to find the right coverage at a competitive price. He takes the time to review all of the options and customizes a policy based on the unique risks and desires of each client. After finalizing an option, Victor is backed by a service team that has the highest client loyalty rating in the industry. Request a quote from Victor and you will quickly understand why Goosehead is one of the fastest growing distributors of home and auto insurance in the United States.



[VREinsurance.com](http://VREinsurance.com)