

PA Council / Local Association Conference Call
Thursday, November 19, 2009
12:00 noon

The purpose of the conference calls with council and the local associations is to continue throughout the fiscal year the bond – and the NAIW enthusiasm - that we experience at the annual meeting each year. We want to be able to work together more as a family to solve common problems, share ideas and provide encouragement for everyone in order to keep moving forward.

Our first call went well with several members joining in to brainstorm on what topics (other than membership – which is a given) we would like to address in the next few calls.

Suggestions:

1) Public Relations activities

Yes, PR is more than just leading a CWC class or having a speak-off. It should also be a collection of tools that helps associations get the word out to the public about NAIW and its benefits. But how do we go about that?

2) Education – how to have a successful seminar

What seminars are being offered by which associations.....how did they do it.....what topics are they offering.....how do you get the word out.....can you make this a money-making event.....how to share a seminar with another association

3) Technology – let's use it!

Communication.....communication.....communication – are U on the website?

So much work was done to get a website up and running for this council and local associations, but so few PA members/associations are making use of it.

In order for us to keep in touch with each other throughout the year – and across this great state – we need to learn how to use the PA website more efficiently.

naiw-pa.org

4) Fundraising – show me the money!

As our associations become smaller in size, we find that we do not have as much income from dues as we once had – so we need to get creative to bring in those dollars to keep our associations up and running!

Do you have an event that is a money-maker? Do you have an idea that some of us have not done before? Let's share some ideas.....especially the DO's and DON'Tsand save each other some time in the process

A suggestion was made to start each conference session off on a positive note by sharing a success story.....so if you join in on future calls, please feel free to bring your story to the rest of us.

It just so happened that we started off this month's call with a success story from Insurance Women of the Main Line. President Terrye Mullin advised that their association recently signed 3 new members – and they have talked about the benefits of NAIW to 4 senior students at Temple University, with 2 of them to remain local after graduation....so we expect to be hearing about 2 more new members in the future! Great job, IWML.....keep up the good work!

In relation to making the natural progression from local to state positions, we discussed what may be perceived as an intimidator to members to keep them from wanting to move up the NAIW ladder – and that is the interview process itself. In talking with a few candidates this year (as well as potential

candidates), I can attest to the fact that there seem to be many people that truly are fearful of the “interview” process.

Please understand that this is in no way a reflection of the operations of the nominating committees, but rather a fear of the unknown. I do know that the members of the past committees have gone out of their way to make the candidates feel comfortablebut we are taking a harder look at how to make the process less threatening – even more enjoyable

I need everyone to understand that there are some things about the process that are mandated by the bylaws that we cannot change: 1) candidates must be able to attend the annual conference at which they are to be elected; and 2) they must go through the interview process with the nominating committee

Some things we can change: let’s refer to them as an invitation to a “chat” or “meeting” in lieu of interviews ; let’s make the candidate a part of the group at the table in the room in lieu of having them set apart from everyone; how about letting the candidate bring into the room with them a supporter - a “reference” - who may introduce them to the group and provide some information (maybe something not asked about on the application) as to what qualities this person may possess that makes them the best person for the job.... after which they leave the room to allow the candidate and committee have a nice “chat.” And last but not least – if you are a member who has been through the “interview” process (council level only), PLEASE! PLEASE! pass the word to everyone you meet – whether it be during another conference (regional, national, miniboard) or at another association’s meeting – and let them know that the invitation to meet and talk with a group of your NAIW peers (also known as “friends”) is not the scary, brow-beating, grilling torment that so many believe it to be.

This is just the beginning of the process to look at ways to revise the manner in which we are currently conducting the “interviews”. In order to keep this moving forward and not fall into a black hole , I would like a few volunteers – preferably those that have previously been on either side of the table – to be a part of a committee to continue the investigative process so that we can bring recommendations/guidelines (not “rules”) to the table, and incorporate them in to the nominating book that is to be passed to each chair every year.

And in the interest of technology (and when those books get lost), we should put these thoughts on the council website where EVERYONE can become familiar with the process.....and be a little less intimidated!

THANK YOU to everyone who attended the call on Thursday.

As a number of the attendees thought this should be a monthly process, we will schedule a call for December:

NEXT CALL: THURSDAY, DECEMBER 17 @ NOON
DIAL IN NUMBER: 800-908-2848
WHEN PROMPTED, ENTER 150022

Input is always welcome on any subject – not just during conference calls – so please feel free to contact me (or any council member) with your thoughts.