

NAAIA NEWS

National African-American Insurance Association

The Connection To The Multi-Cultural Marketplace

SPRING/SUMMER 2006

NAAIA EASTERN REGIONAL CONFERENCE

Nearly 50 Minority Insurance Professionals Attend Second Regional Conference in DC

WASHINGTON, D.C.—

The National African-American Insurance Association (NAAIA) hosted its 2nd Annual Eastern Regional Conference April 27 to 28 at the Washington D.C. Convention Center. About 50 minority insurance professionals attended the event, which was sponsored in partnership with the Independent Insurance Agents & Brokers of America (IIABA). The conference featured networking events, educational workshops and access to information for insurance professionals.

A number of sponsors helped to make the NAAIA Eastern Regional Conference a success. The conference's primary sponsor was Allianz Insurance Company of America. Other sponsors included Travelers and IIABA.

The conference kick-off reception was on Thursday, April 27. Edward Mouton, owner of Mouton Insurance Brokerage and NAAIA committee chairman, was the master of ceremonies for the event. The reception included a special presentation to industry veterans, Milton Moses and J. Ralph Murray by NAAIA National Chairman Aubrey Branch and Immediate Past Chair Roosevelt Haywood III. Moses and Murray were given Lifetime Achievement Awards for their pioneer efforts, achievements

and leadership as minority, independent agents in the industry. Special guests included IIABA officers Robert Rusbuldt and Barbara Miller-Richards and members of the NAAIA National Board. Entertainment was provided by local artists, Sol Edler and Zwei.

On the second day of the conference, NAAIA conference attendees participated in the IIABA's Diversity Luncheon with keynote speaker Blake Morant, Professor of Law and Director of the Frances Lewis Law Center at Washington & Lee University. He is also Vice Chair of the American Bar Association Committee on Diversity. NAAIA's workshops that day were presented by Allianz on "Building A Business," which provided independent agents with information on products that could expand their business opportunities. Another workshop was presented by Travelers on Acquisitions and Mergers for current and prospective agency owners.

Immediately following the educational workshops, NAAIA Conference participants received first hand knowledge of insurance market updates, including new industry regulations and impact of catastrophic losses, from a special panel of knowledgeable insurance executives. They included: moderator Bob Rusbuldt; panelists

Ramani Ayer, CEO of The Hartford; Michael L. Browne, President/CEO of Harleysville Insurance; Gary R. Gregg, president of Liberty Mutual Agency Markets; Edward M. Liddy, chairman, president and CEO of the Allstate Corporation; and Paula Rosput Reynolds, president and CEO of Safeco.

The Conference's final speaker was former Secretary of State General Colin Powell, whose appearance was coordinated by the IIABA. Powell provided guests with his unique insights into the responsibilities of the office of US Secretary of State; his personal experiences; current global relations and an update on his personal endeavors. The standing ovation of the audience of approximately 2,000 was evidence of Powell's reception.

NAAIA will host its 9th Annual National Conference, September 13-16, 2006, at the Marriott Marquis in Atlanta, Georgia. For more information, visit our website www.naaia.org or call toll free number to national headquarters at 1-866-56NAAIA.

The NAAIA is a non-profit organization, established to promote networking, career and business opportunities for minorities in the insurance industry.



NAAIA

STATEMENT OF PURPOSE

The NAAIA was organized to create a network among minorities who are employed by insurance companies or self-employed in the insurance industry. Pooling this wealth of talent contributes to the growth of the association and its members through sharing of professional experience, knowledge, and information.

The NAAIA will attempt, on a continuous basis, to promote professionalism in a manner that will lead to industry recognition and future career opportunities

NAAIA MISSION STATEMENT

The National African-American Insurance Association (NAAIA) shall coordinate the national efforts of the African-American insurance organizations and professionals.

The organization will also invite individual memberships from those who do not have a local chapter in their areas. If interest does exist to build a local chapter in a respective city, NAAIA will contact the nearest member association for follow up.

The NAAIA shall engage in the following activities: quarterly newsletter, plan and promote national conferences, advocacy involving national issues, influence in many insurance-related areas, and maintain an insurance database.

For more information on NAAIA, visit the website www.naaia.org.

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ALLIANZ LIFE INSURANCE CO. OF NEW YORK JOINED FORCES WITH NAAIA TO HOST WORKSHOP & GALA

A recent business building workshop and gala, hosted by the National African-American Insurance Association (NAAIA), drew more than 120 insurance agents, corporate executives and other supporters from across the country to New York's Hilton Times Square to learn about Allianz Life® of NY products and services, and to share strategies that will help agents educate the African-American community on investing, retirement and living comfortably. Sponsors for the event were Allianz Life Insurance Company of New York, Marsh and Travelers.

The keynote speaker was Ellene Felder-Scharnott from Right Management Consultants. The focus of her talk was "How To Do Strategic Networking Effectively." Everyone who attended received many exceptional pointers on networking.

In 2005, Allianz Life of NY, along with Allianz Life Insurance Company of North America, formally



Pictured here left to right are Charmaine Davis, vice-chair of NAAIA's national board; Chris Geist, regional sales vice president, South region, Allianz Life Insurance Co. of N. America; Omar Rogers, internal sales manager, Allianz Life Insurance Co. of N. America; Kimberly Byer, NAAIA national board member and interim president of NAAIA of New York Tri-State chapter; Walter Lancaster, director-multicultural markets, Allianz Life Insurance Co. of N. America; and Keith L. Johnson, senior vice president, national sales manager for fixed/EIA, Allianz Life Insurance Co. of N. America.

announced its support of NAAIA, a nationwide nonprofit organization that assists African-American insurance professionals with career development and advancement strategies. The collaboration will familiarize NAAIA and its member agents with Allianz Life of NY and Allianz Life Insurance Company of

North America annuity and long term care insurance products, and will provide relevant financial service education to the black community. The New York workshop is the first in a series of events and activities scheduled to take place in key cities throughout 2006.

Allianz Life Insurance Company of New York (Allianz Life® of NY) provides fixed and variable annuities, long-term care insurance products, and healthcare excess of loss services in the New York area.

Allianz Life Insurance Company of North America was founded in 1896 and based in Minneapolis, Allianz Life Insurance Company of North America is a leading provider of fixed and variable annuities, life insurance policies, long term care insurance products, and health excess of loss insurance products in the U.S. Allianz Life Insurance Company of North America is one of the primary companies of Allianz AG. Allianz AG employs over 162,000 people worldwide.

NAAIA NATIONAL CONFERENCE SEPT. 13-16

NAAIA's 2006 Annual Conference in Atlanta, Georgia, will be held on September 13-16, 2006. The theme will be "Enhancing Our Future, Embracing Diversity."

The conference will feature panel discussions, educational workshops, networking sessions and a gala. To date, Marsh, Allianz, NCCI, Safeco, Zurich, Aetna, CNA, Travelers, MetLife and AON will be sponsors of the event. For more information on spon-

sorship, call 1-866-56-NAAIA.

The conference will be held at the Marriott Marquis Hotel, 265 Peachtree Center, Atlanta, GA, 30303. For room reservations, call 1-404-521-0000.

If you want to expand your professional and business opportunities, and put your career on the fast track, join us at the national convention. Don't miss finding your key to success!

To register or for more information, call 866-56-NAAIA or visit the website www.naaia.org.



SAVE THE DATE!

SUCCESS TIPS FOR INSURANCE AGENTS

Experts agree that there are a few basic principles that will help insurance agents achieve success in this highly competitive industry, according to prepared materials on the website www.agent.insureme.com.

Having a great product you believe in is the first step. Beyond that, successful agents share specific practices that will take you from mediocre to overwhelming success in your business.

1. Be Tenacious – Because people are busy, be prepared to call a minimum of five times to reach them – even if another client referred them or they asked for a quote themselves.

Just because you can't immediately reach your prospect doesn't mean they're not interested. It may only mean they are unavailable at that time. Keep trying!

2. Follow-Up Rapidly

The faster you reply to their needs, the more likely they will buy what you're selling. Responding rapidly shows your potential client that you are very important to them.

3. Provide Excellent Service

Make your clients your first priority. If they feel you can't give them what they need or that he or she is a burden, they'll go to someone else.

4. Always Get Referrals

Current satisfied customers are great sources for new business. Also, consider asking customers to tell others about your services. It's much more convincing for potential customers when information on your business comes from their friends and relatives.

5. Keep In Touch

Nothing tells existing clients how much you appreciate them like a thank you card after the sale, or greeting card to commemorate special occasions in their lives. Emails are also a great way to keep in touch.

Showing your customers you're thinking of them also brings you to the top of their minds. And if they need other products or services, they'll remember to call you.

SOURCE:
www.agent.insureme.com

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WE'RE ON THE WEB!
www.naaia.org

John Landry Leads New NAAIA Chapter In Cincinnati, Ohio

More than 20 insurance professionals and their guests recently gathered for a special "Meet and Greet" sponsored by the Southwest Ohio/Northern Kentucky Chapter of NAAIA.

The event was hosted by Camp's Collision Center, 1930 Dana Ave., the only African American collision center in Ohio to have a Hertz Rent-A-Car on site.

The Cincinnati area chapter is planning many more such meetings in various venues on at least a quarterly basis, said John Landry, president of the Southwest Ohio/Northern Kentucky Chapter.

"We invite every African American insurance professional in the Tristate to become an active member of our chapter," said Chapter President Landry, who is also senior vice president at Napco, LLC. "NAAIA is



A recent SW Ohio/N. Kentucky NAAIA Chapter "Meet and Greet" at Camp's Collision Center in Cincinnati, Ohio.

not just for insurance agents, but also for underwriters, claims adjusters, loss control, actuaries and management on the agency side and also on the company side."

NAAIA membership is essential for every African American in the insurance agency, Landry continued.

"In this day, you can't get enough networking, contacts and information," Landry said. "You never know when your company may downsize and you may need to look for employment. You may also want to gain information on furthering your career by meeting other people who do what you do in other companies."

Future plans for the chapter include: reaching out to high school students to expose them to the opportunities in the insurance industry and doing radio talk shows on community insurance issues. For more information on the Cincinnati chapter, call 513-733-8732.