InSITE

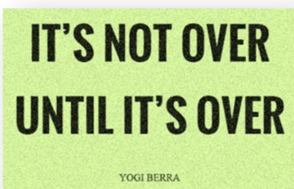
SITE
SOCIETY OF INSURANCE TRAINERS & EDUCATORS

May 2017

President's Message

Deborah Davenport

Although my term as President of SITE is about over, I will continue to be involved in SITE because there are always opportunities for growing professionally and personally. I'll continue to be involved in committees, attend webinars, participate in virtual huddles, and networking with fellow trainers all over the country. Why? Because learning is never over.



Being your President has been a wonderful challenge and very rewarding. I cannot thank the Board of Directors enough for the amazing job they have done these last two years. What a dedicated group of professionals who have worked tirelessly to ensure that SITE continues to service insurance training professionals for many more years to come. Thank you!

We have accomplished so many things behind the scenes updating the infrastructure of SITE to ensure the organization is successful for many more years to come. We have a new SITE logo which is now in trademark process, along with other trademark protection process for the Society. We have a new refreshed website. Many new processes have been implemented for procedures, including anti-trust and conflict of interest policies. Strategy for future growth and new services are ongoing. SITE is implementing a new discount program for members, adding value to membership. Watch for more information coming in the next year.

In This Issue:

It's never over…..there is always more to do. This is where YOU come into the conversation. SITE is looking for YOU to join a committee, volunteer to lead a virtual huddle, volunteer to write articles, host a webinar, or other opportunities to be involved. The power of SITE is that we are all trainers and educators that can share our expertise **specific to INSURANCE**. There is no other organization that can do that.

One last thing about 'It's not over until it's over'. Although 'Early Bird' registration rates are not available for the upcoming Annual Conference in San Antonio, you can STILL REGISTER to attend the conference! I hope to see you there.

Thank you all for allowing me to serve as your President for the last two years. I have grown so much professionally and personally and I thank you for that!

SITE is Heading to Exciting San Antonio!

Heather Robertson – Conference Vice President

Top Notch Sessions

A huge thank you to all who are presenting this year! You made our job of selecting which ones we can squeeze into the schedule extremely difficult, and we love you for it. Whatever topic you are seeking to learn more about, we have you covered with 15 concurrent sessions and 3 learning labs!

Peer to Peer Learning

At the 2017 SITE Annual Conference there is tons of learning jam packed into a short amount of time, but you'll also have opportunities to get to know your peers. We have several networking events where you'll have an opportunity to collaborate, share, and provide solutions and ideas. You may hear what others are doing and be inspired to implement something similar - or you might find a mentor or even become one. Plus, the Tuesday night closing reception is a crowd favorite and sure to be tons of fun… we'll save room on the dance floor just for you!

Vendors

Invest time in the Exhibit Hall! Our solution providers are some of the best people for you to get to know if you want to learn more about what's happening now in the future in training for insurance. Check out our vendor list here: http://www.insurancetrainers.org/exhibitors

Form Lasting Relationships

Each year we love meeting new friends and reconnecting with the old. The SITE Annual Conference is a time where we can grow as professionals and build relationships that will last throughout our careers.

You won't want to miss this exciting conference!

Everything is BIGGER in Texas so be sure and **REGISTER TODAY** to make this one of our BIGGEST conferences yet!

To learn more about this conference and see a sneak peak, check out this **video**.

Download the Conference Mobile App Before Arriving in San Antonio!

There are many interesting and useful features to utilize as we continue to eliminate all printed materials.

In this app you'll find the schedule, session surveys, hotel map, speaker bios, ability to share photos, and so much more!

To access the published version of the Guidebook:

The Passcode is: site2017

The direct link is: http://guidebook.com/g/site2017annual

QR Code:

Instructional Design for LOB Professionals – Five Things to Remember

Richard Hart, Director of Sales Training, Georgia Farm Bureau Insurance

It can be pretty intimidated to teach "mid-career" professionals, especially about topics they have worked with for year. This happened to me recently when I designed and taught a class for agents and CSRs on selling Personal Lines P&C products to the High Net Worth (HNW) market. Why was this so daunting? Well, each participant worked with P&C clients every day, many have HNW customers too. When training students with such a background it's easy to wonder "why do they need this"? Is it important to train LOB specialists on coverage, process and contract?

Yes – because often these folks need the time to pause and focus on learning, sharing and thinking instead of just "doing". That said, these are busy professionals whose investment in time for training needs to return a real benefit. Here are five things to remember about training mid-career professionals

1. Cover the fundamentals of your topic– but do so quickly. What! Do these folks need to be taught the fundamentals again? Yes, no matter how many years in the business they have, everyone needs to review the fundamentals. In every sport, discipline or practice the fundamentals build the foundation upon which all subsequent knowledge and skill is built. In the case of the HNW class I was designing I used the basic coverages of the HO5 policy as a baseline to build upon.

2. Use stories and examples – Nothing is worse than a dry lecture, but telling a story draws attention and interest. The HNW class I was designing was in an ILT format – and the stories were a mixture of personal experiences and "horror" stories of denied coverage (thank you Google). Professionals with personal experience in a particular topic can relate to stories, cases or scenarios much more readily than just learning theory as they can apply their own work experiences to them. Make sure that the stories that you use have a moral or learning that reinforces the learning objective – otherwise it is just a fun but forgettable tale.

3. Plan to provide opportunity for comments and shared experiences. Many of these folks have seen and experienced relevant circumstances that can add a lot to the class. As experienced professionals, they have something to share plus this is also a great technique for building engagement and focus. This is also the scariest part of instructional design for me, because I release some 'control' of class facilitation to the possibility of too much discussion, chasing rabbits, or even worse deathly silence when asking for participants to share.

4. Pick your spots focus in on a limited number of "big deal" topics. Having too many or too broad learning objectives when training busy professionals can dilute the whole effort. Keep the focus tight and the deliverables focused and on target. A three-hour training investment that yields 2-3 "keeper" learnings is better than planting a dozen concepts that never take root into the mind of the learner. This was tough for me because I wanted to fill the class with "rich content" and often tried to put too much on the table.

5. Include a "call to action" or BILL (Big Important Learning or Lesson). I always try to end a class with a call to somehow use the material we studied out there in the real world. This is especially important when teaching busy professionals. If there isn't such a big important learning or lesson, then why are we training these folks in the first place.

How did my class on selling product and service to HNW clients do? Not too bad after the first session, but even after I designed and delivered it I can see where I need to tighten and focus the takeaways and classroom experience.

Teaching experienced professionals is a big investment for your company, and can be more difficult for trainers as well. That said, even these experienced folks need our help as trainers to make them even better at what they do.

Lois A. Markovich Innovation Award

Brad Gutcher

The SITE Board of Directors is pleased to invite nominations for the Lois A. Markovich Innovation Award to recognize the accomplishments of our members. The Innovation Award is presented each year in conjunction with the annual conference.

The winner will be recognized at our 2017 Conference in San Antonio, TX. The award recognizes organizations for new and innovative training programs as well as commitment to continued improvement through innovation.

Examples of projects that have received past awards include:

- Train senior examiners to handle intellectual property claims to respond to a growing number of intellectual property loss exposures.
- Interactive employee onboarding program.
- The project was to create an interactive and engaging virtual learning space for all employees and leaders.

Submissions should be limited to two pages in the format of your choice and should contain the following information:

1. The purpose of the initiative

2. People and resources involved

3. Dates of implementation

4. What was done (i.e. training, consulting, research, development, facilitation, etc.)

5. What was innovative about the approach

6. Results achieved

7. Other pertinent data may also be attached

Only SITE members who lead or were involved in the initiative are eligible to win. You may nominate your own organization.

This is an excellent way to reward those “concealed trainers” and subject matter experts who do an excellent job.

Gaining this elite recognition for your company at the 2017 Conference in San Antonio, TX, will enhance your standing as well.

If you are selected for this year’s award, SITE requires that you share the results of your initiative with SITE membership by writing an article for our communications and by either conducting a concurrent session at the 2018 Annual Conference in Spokane, WA or presenting/participating in a SITE webinar during 2017.

Please send your submissions to Brad Gutcher, Immediate Past President, at sitepastpresident@insurancetrainers.org no later than May 19, 2017.

The SITE Board of Director selection committee is proud to present the 2017 – 2018 SITE Slate of Officers.

President Sandra Colley

Sandra Colley is a Claims Training Manager for Nationwide Insurance. She leads a team of designers and developers of classroom training.

Previous to Nationwide, Sandra was an Education Consultant for Encompass Insurance.

Prior to Encompass, Sandra held the roles of underwriting trainer for a specialty insurance carrier and project manager for a financial educational institution. Sandra realized her passion for training and education while attending her first SITE conference in Indianapolis as an exhibitor. Here, she found herself drawn to the training and education sessions. As opportunities arose, she continued to move into roles that provided more opportunities for course creation and presentations.

By forming professional relationships over the years at SITE conferences, she was able to land a pure training role after a SITE colleague shared an open training position with her.

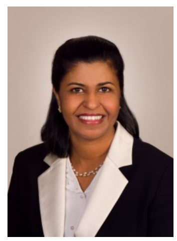
Since her move into a purely training role, she understands what it means to love what you do every day!

Sandra earned her Bachelor of Science from the University of Wisconsin-La Crosse (UW-La Crosse) in International Business and Marketing. She also obtained her Master's of Business Administration from the UW-La Crosse.

She currently lives in Columbus, Ohio with her husband, Ryan, son Grant and their two "fur kids", also known as dogs, Duke and Beretta.

VP Marketing Suma Elwell

Suma Elwell is the Vice President for Organizational Development and Strategic Planning at Wisconsin Reinsurance Corporation, located in Madison, WI. Since starting with WRC in 2002, her career has traversed many title changes and their associated challenges. From Training Specialist to Manager of Corporate Development and Business Systems Administration to Interim Chief Information Officer, Suma has embraced the challenge of being a change agent.



Suma has over 20 years of experience in the training and development field. She earned her master's degree in Organizational Communication from Western Michigan University as well as a master's degree in Public Administration from Madras University in Chennai, India.

Additional leadership roles include serving as a board member of the local Association for Talent Development chapter. In addition, she was the winner of the 2012 ASTD Learning Transfer contest and has presented at various local and national conferences and educational institutions.

VP Member Services Evelyn Jorgensen

Evelyn Jorgensen is the Claims Learning Services Manager at Selective Insurance Company of America located in beautiful Branchville, NJ. She manages an energetic team that manages training projects for Selective's claims organization.

Evelyn started her career in insurance as a claims representative at Fireman's Fund Insurance Co. While attending an adjuster training program, she realized that one day she wanted to be involved in delivering claims training to other adjusters. Fast forward: After being an inside claims adjuster, field claims adjuster and litigation adjuster for various companies, she landed at Selective. She eventually worked on a project to roll out a new claims system, which included the design, development and delivery of training for the entire claims staff. She was hooked!

It wasn't long before she was able to take on a full time role in the training and education department and eventually manage a team of claims trainers. Evelyn is passionate about providing engaging learning opportunities to meet the needs of Selective's evolving workforce.

Evelyn holds a BS in Business Management as well as her AIC, SCLA and ITP from SITE. Her other passions include cooking, gardening, traveling and spending time with her husband and the 'kids'… their three fat cats.

VP Annual Conference

Brad Gutcher

Brad Gutcher is the Insurance Segment manager of I-CAR, responsible for ICAR's relationships with insurers.

Gutcher spent 14 years at Nationwide Insurance in various roles, including director of claims strategic initiatives and director of claims training. He also served 26 years in the U.S. Navy, retiring as captain.

Gutcher was president of the Society of Insurance Trainers and Educators (SITE) in 2014-2015, and continues to serve as a board member of the organization. Gutcher is based in Columbus, Ohio.

VP Eastern Region

Marcia Moore

Marcia is a Business Process Analyst and Trainer for BrickStreet Mutual Insurance. She graduated from Fairmont

State University with a Bachelor's of Science in Business Administration. She has been a dedicated learning and development resource for BrickStreet's Underwriting Operations team for over 10 years. As new products are developed, she works with the project teams to write the business processes, procedures and job aids. She coordinates and delivers the new product training as well as system training. Marcia also developed and implemented annual training templates for each underwriting position in the company which leverages a blended learning approach.

Marcia enjoys being a champion for professional development. She created an "Understanding" program in which executives, managers and subject matter experts hold open-forum-meetings every month where any employee may attend to obtain a deeper understanding of a particular business area. She was instrumental in implementing a companywide LMS program to offer on-demand training and has spent the last four years filling the library with custom, interactive e-courses she creates starring BrickStreet SMEs. She acts as the company's Test Administrator proctoring exams for The Institutes and provides continuing education opportunities to external partners as well by hosting annual training events to the agent community.

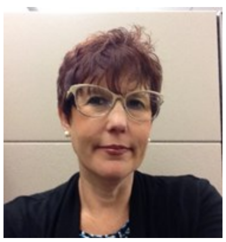
Her passion for professional development led her to SITE in 2015 when she completed the Colorado Springs Train-the-Trainer workshop. She was eager to become more involved and was appointed a State Director for KY, VA and WV where she has served the Northeast Region for the past two years.

In this position, she co-created and conducted the first SITE "Huddle" and contributed articles to InSITE. She holds a Company Producer License and a Company Adjuster License in WV. In 2015, Marcia earned her CPCU and ITP designations. Marcia resides in Charleston, WV with her husband, Rob and teenage daughter, Brianna. In her free time, she enjoys traveling, hiking and painting.

RVP Western Region

Helen Gomez

Helen Gomez is a Senior Training Specialist with Liberty Mutual. Helen's insurance career began as a CSR position with



State Farm, followed by a producer and agent positions with Shifflett Insurance, American National and Chicago Motor Club/AAA where she won several awards, including the President Elite Award for Top Sales. Helen moved into a Senior training position in 2010 and then accepted her current position with Liberty Mutual in 2013.

That year she attended her first SITE conference and has been involved at the committee level ever since.

Helen and her husband reside in Aliso Viejo, CA. She enjoys cooking and travelling with her husband with her favorite trips being a two week motorcycle trip to New Zealand. In her spare time, she is finishing her BA and then on to a Master's Degree with Patten University.

NOTE FROM THE PRESIDENT: Helen was appointed last year to fulfill the Western Regional VP term vacated by Dan'l Adams who served as VP of Member Services for this year. Therefore, Helen is on this year's slate to be elected to a 2 year term.

Secretary/Treasurer

George Vakalopoulos

George Vakalopoulos is a Training Specialist in the Professional Development Department at Alliant Insurance

Services, Inc., In his role, responsible for training staff on Alliant's various Agency Management Systems. He is one of the administrators for their Learning Management System (LMS) and is responsible for developing and creating eLearning modules for their LMS.

George has worked in the insurance industry for 25 years and has been involved in Training & Development for the past 15 years. He is as a licensed Property and Casualty Agent, Life and Health Agent and holds the designation of C.I.C. (Certified Insurance Counselor).

In George's spare time, he enjoys music, sports, fitness training and spending time with family and loved ones.

Continuing Board Members

Deborah Davenport	Immediate Past President
Sherry Moor	RVP Southern Region
Kate Manthey	RVP Central Region
Arthur Carvajal	Member-at-Large - Legal
Elise Quadrozzi	Member-at-Large - Web Master

Our Thanks to Outgoing Board Members

Dan'l Adams	VP Member Services
Mary Bruggeman	Secretary
Heather Robinson	VP Annual Conference

Is Training Keeping up with Industry Innovation?

Sandra Jean Colley, Learning & Performance Manager (Nationwide Insurance)
colles3@nationwide.com

Brandon Huff, Learning & Performance Manager (Nationwide Insurance)
huffb5@nationwide.com

Sharing. Solutions. San Antonio.
2017 SITE Annual Conference

According to the 2016 Training Industry Report, "Some 41% of training hours were delivered by a stand-and-deliver instructor in a classroom setting." (Training Magazine 2016) While that number may not seem significant, keep in mind that number excludes blended and distance learning. If you incorporate these methods, you are closer to 81% of training hours being delivered in one of these three forms, all of which require a live instructor to conduct a portion or all of the training.

Let us sidetrack to review innovations that have already entered the insurance industry:

- Drones/Aerial imaging – utilized to inspect damage and collect data
- Social Media – using real-time information to help prevent fraud
- Internet of Things – allows for more effective monitoring of homes and businesses in a more proactive risk management approach
- Autonomous vehicles –a vehicle that senses its environment and navigates without human input
- Utilizing mobile applications – applications are being used by insurance adjusters to connect with customers in real-time via visual streaming to perform remote damage assessment

Let us come back into focus – in the same Training report mentioned earlier, the top learning technologies used in 2016 were Learning Management Systems (74%) and Virtual Classroom/Webcasting/Video Broadcasting (73%). The lowest utilized learning technologies were Podcasting (13%) and Mobile Applications (23%).

Our concern - are we doing our participants a disservice by continuing to offer traditional face-to-face training when their jobs are surrounded by innovative technology and products? As an example, shouldn't we be offering our training via mobile if that is the technology associates are using to connect with customers in order to build synergy? We push each of you to look at the innovations within the insurance industry and ask yourself if learning & performance is in parallel, pushing ourselves to provide training in an innovative and the most effective way…

As we, in the learning & performance field, look to incorporate innovative technologies into our learning solutions it is imperative that we demonstrate not only the financial benefits, but also the performance benefits. By providing just-in-time training and performance solutions, we can anticipate that participants will be training less and applying their learning on the job more. We can be mindful to create microlearning solutions which address a specific and immediate need to provide the resources necessary for participants to have a more profound impact with their jobs and customer interactions.

It is important to remember that although we should strive to be innovative and creative we should not be chasing the 'flavor of the month' as it relates to training, but recommend and build solutions that services the greatest need while being mindful to expense and performance benefits.

The Personal Lines Slump…or Not!

Kate Manthey—Regional VP Central

The cover story of the Winter 2016 INSIGHTS Journal (produced by The Institutes CPCU Society) was 'The Edge of Tomorrow: The Future of Personal Lines Insurance'. I figured that the article would cover the automation of personal lines underwriting, explaining the expected 11% drop in demand for underwriters from 2014 to 2024 (U.S. Bureau of Labor Statistics).

I was very pleasantly surprised! Instead, it summarized the amazing technology that makes our autos and homes more 'smart'. On the auto side, all the buzz is about autonomous vehicles, and the article defined the 5 levels of autonomy, according to the National Highway Traffic Safety Administration. Many of the safety features we see in new car ads are actually incorporated within these levels, and many of us have some of the features on the cars we drive now. Very interesting!

On the home side, the discussion went from using technology to improve loss control (water leak protection, fortified homes, etc.) to cyber coverage to domestic robots. These 'dobots' are probably nothing like Rosie from The Jetsons, but the Roomba vacuum and Amazon's Alexa come to mind. What's the risk – especially if you can use them remotely from your cell phone?...

It really is a great article. If you haven't seen it, ask one of your CPCU friends to share it with you!

My role revolves completely around building awareness of insurance & risk management among young adults. I'm twice their age, and I'm trying to convince them of all the great opportunities available in our industry. Some won't give insurance a second look – even the word 'insurance' seems to turn them off. But when we start talking about technology and the sharing economy and what that means to us as we assess our own risk…then the eyes start lighting up! Many of

(Continued on page 10)

The Training Professional

Dan'l Adams - Membership Services VP

A few years ago, I was in a quandary. Nothing terrible, I just was thinking on how I saw myself. I had been in the Insurance Industry for over 20 years (mostly in claims) and had only recently taken a brand new position as a trainer with a major insurance carrier. Was I an "Insurance Guy," a "Claims Guy," or a "Training Guy"?

I decided that it didn't matter what I was in the past, or even what I currently was. What mattered was how I wanted to see myself! I decided I wanted to be a Training Professional. I needed to therefore concentrate on developing myself in that area.

A few years down the road, a little worn, a little experienced, and a little wiser…I would like to share with you a few suggestions as you continue your professional career as a Training Professional.

First…decide if that is what you really want to be and do. Your personal commitment to the profession and to yourself is paramount. No one can make your better, build your professionalism, credibility, skills, or technique, without your "all in". Period. You have to have the burning desire to pay the costs to become one of the best.

I believe the costs are your own self development. Self Development in three areas: Training Skills; Subject Matter Expertise; Self.

Training Skills: So many people think that because you were good at what you've been doing, you will make an excellent trainer in that area. Wrong! A good claims adjuster, may not be a good claims trainer. As a trainer you must learn the actual training theory and skills of training others. Observe others, read articles and books on training (my personal favorite "31 best Practices Every Trainer Should Know, Volume II"), take classes and workshops (such as SITE's Train The Trainer program). Find a Mentor. Learn. Challenge

(Continued on page 10)

Marketing Report

Have you checked out the new look and feel of our website? Sneak a peek at all of the information we have added to benefit SITE members and promote events. Some of the highlights include:

- The Home page has been expanded to promote current activities along with mission, vision and benefits of SITE membership
- An updated Education and Events page to promote not only annual conference but upcoming Regional Events such as virtual huddles
- An updated Conference page including Exhibitor promotion and information about upcoming conferences so you can plan ahead

If you have suggestions on ways in which we can improve the website, please email them to elise.quadrozzi@i-car.com . We are constantly looking for ways to drive value to our members!

(Continued from page 9) Slump

them never considered what could happen if they are serving as an Uber driver for someone who later makes a claim against them.

Insurance is a very slowly evolving product. Some of us may remember the days where the policy didn't properly address two unmarried people owning autos or jointly purchasing homes. ISO did create some coverage endorsements, but it took a while. In the meantime, these joint arrangements have become the norm for many.

So while we go to great lengths to automate as much of the personal lines underwriting process as we can, we have a whole new set of interesting, exciting risks to assess. These emerging risks probably wouldn't be considered 'normal' at this point, and won't be accounted for in automation efforts. Hopefully there is an active discussion behind the company's approach to the issue, and I hope that these discussions include your organization's newer talent. Recent graduates may have a lot to say about these emerging issues; they (or their friends) are generally much closer to these concerns.

Personal lines underwriting has traditionally been a great way to learn the concepts of insurance and get some experience in the underwriting process. Maybe in the long run we don't need as many underwriters, but what if the role evolves to be part underwriting and part product development? The role becomes less mundane and more interesting. New employees have the opportunity to state their case and be heard – a very important value to your emerging talent. It seems that there is great potential to be found in the personal lines 'slump'!

(Continued from page 9) Professional

yourself. Help other trainers. Participate at trainer conferences and organizations (SITE). Write an article…heck, write a book! Challenge yourself. Earn the Insurance Training Professional (ITP) designation.

Subject Matter Expertise: Some will say a trainer is a trainer. In some ways that may be true…but who do you want to be trained by? In medical school does a student want to be trained in surgery by a psychiatrist? Does a flying student want to be trained by a highway patrolman?

Your career as a trainer may take you into different venues. You cannot be an expert in all things, all the time. But you can get a good grounding in the areas you will train. Learn the basics…and then learn a little more. You will need to spend some time learning, reading, observing professionals in action, interviewing, studying. But as your knowledge increases, so will your credibility, and your confidence…which brings me to my last suggestion…

YOU! Spend time on you…on your own self development. Develop confidence in yourself. There are many ways to do this. Read motivational books, pray, work out, have a hobby, meditate. Listen to motivational speakers (my favorites are John Maxwell and Les Brown). Go to a leadership or motivational conference or seminar. Listen to books on tape (er…I mean CD). Challenge yourself. Enjoy life!

You are the captain of your destiny. Go out and steer toward your personal destination. I know you can…I have confidence in you.

Western Region Report

Helen Gomez

Spring Greetings!

Can't believe our annual conference is right around the corner!! I am so excited to be attending this year's conference in San Antonio!! This will be my 5th conference and I learn so much each time I attend. I also can't wait to see my Western Region conference attendees at the Regional session Sunday June 18, 2017. Please come with your ideas to help us stay connected after the conference ends. I'm looking forward to your engagement and ideas to help grow our region!

HAVE YOU HEARD? Train the Trainer is coming to the Western Region! New to training? Need more knowledge on adult learning theory and instructional design or just looking for a way to hone your facilitation skills while meeting learning professionals just like you? If you answered yes to any of the above, then SITE's Train the Trainer program is for you! Registration is open now on our website and here is the link http://www.insurancetrainers.org/annual-conference to register. Look for the link on the homepage lower right under Upcoming Events. Make sure to register now so we have a seat reserved for you. The date is September 20 & 21, 2017 at Liberty Mutual – 120 Vantis Dr. Aliso Viejo, Ca. 92656. There is a Homewood Suites located across the street if you need to reserve a hotel.

Don't forget…I'm only a phone call or email away. We always are looking to our members to learn from each other, to stay connected and make sure each one of you is getting their full value out of their SITE membership. I would love to hear from you!

Hope to see you in San Antonio!!

sitervpwestern@insurancetrainers.org
630-360-7571

Eastern Region Report

Evelyn Jorgensen

Spring has sprung, summer is not far behind!

I hope that your summer includes attendance at the annual SITE conference in San Antonio on June 17th – 20th! Sadly, I won't be there (blame a broken foot). I'll miss seeing you at the Eastern Region meeting. The GREAT NEWS is that the Eastern Region RVP-Elect, Marcia Moore will be there to host the meeting, along with Mary Bruggeman. For those who attended last year, you'll remember the many laughs we had during our ice-breaker! Plan to join Marcia and Mary again this year for continued fun as well as the opportunity to provide input for the upcoming year of SITE activities.

Speaking of which, I hope that you had the opportunity to join the recent HUDDLE topic on May 16th: *How Long Does it Take to Create Training?* Hosted by Sandra Colley. Reach out to me at sitervpeastern@insurancetrainers.org if you'd like to host a Huddle on a topic that interests you.

It has been my great pleasure to serve as your Eastern Region Vice President over the past two years. During that time, I've had the pleasure of getting to know many of you even better. I'm constantly amazed at the knowledge and value that you bring to our organization and to each other. You'll still see me involved! I plan to continue my service on the board in another capacity (pending the election of course!). From a personal standpoint, being involved and serving on SITEs Board of Directors has not only given me new friends, but has stretched and developed me in areas that I wouldn't have had at my current job. The senior leadership team in my office now sees new skills and opportunities to use those in a different capacity. That all started when I volunteered to do more with SITE- at conferences, as a state director and eventually to a seat on the Board.

In the meantime, stay engaged! What YOU do for SITE helps to sharpen your professional skills as well as helps other members.

Central Region Report

Kate Manthey

I absolutely love this time of the year – spring has finally hit Wisconsin! Outside my window, the trees are just beginning to show leaves that are the spring yellow-green color that only lasts for a few days. Everything is fresh and new! What's fresh and new with you?

It's a crazy time of year for me, with the end of the semester coming in only three weeks. There will be five quizzes, three finals, and 55 term papers to grade for my three classes before the main event – watching my students receive their diplomas at graduation. It's actually very bittersweet; while the graduates can't wait to start their careers, I may never see some of them again. You get a little attached to some of them, especially after having them in class for a couple of years and/or coaching them with the job hunt. I'm happy for them, but sad for me!

Last night, we had our insurance club event of the season: We took over 40 students to Jewelers Mutual in Neenah, WI to learn the many facets of insurance in the jewelry industry (see what I did there?) before joining alumni and industry representatives at the annual Brewer outing. What fun! Students kindled stronger friendships with their peers and connected with those already in the business. It was great to see so many of our recent program grads come back to network with students – many of whom are graduating and will soon be peers of our alumni! It was a great evening. A long evening, but at the end of the day, we were all happily exhausted!

Speaking of peers – you never know where you'll find them! In March I visited my Grams in Mesa, AZ, and had the opportunity to catch up with Sandy Masters (PrepAdemy) at a local coffee shop (Grams had a good time chatting with us, too!) Earlier in April, I brought four students with me to a continuing education course led by Martha Lester (Madison College), who took a few minutes to help one of my students looking for career opportunities in the Madison area. Last night at Miller Park, as we were getting back on the bus to head home, I saw Linda Luka (West Bend Mutual) waiting for her group at the bus right next to ours! We only had a minute or two to chat, but it was good to see her again. Sometimes it's planned and sometimes it's unplanned, but it's good to take advantage of these opportunities. One of my classes from last year is planning to round up the students and alumni from that class for a summer reunion. Insurance is all about relationships, and sometimes the smallest effort goes a long way!

The beauty of SITE is that you have peers from around the country to help you with your latest project. Sure, we don't see each other very often, but we do have the power of social media! If you're looking for ideas on a certain topic or if you'd like to share something you've seen/read, connect with the **SITE (Society of Insurance Trainers & Educators)** group on LinkedIn and share your comments & questions! Be sure to modify your group settings so that you get notified when there are updates. You never know who might be able to help you with your project. Make the most of your face to face connections, but don't forget to also take advantage of the power of SITE's LinkedIn Group!

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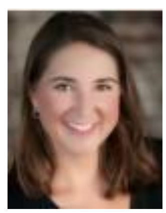

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