

President's Message

Deborah Davenport, SITE President -
ddavenport@germanaiinsurance.com

Thank you for electing me as your 2015-2016 SITE President. I am still surprised to hear Mr. Gutcher call me Madame President...and was even more surprised to have found myself standing up on a stage talking in front of over 200 people that could actually **see** me. I say that, because I mostly spend my work days behind a computer screen developing and delivering webinars in my pajamas (oh, and I work from home in case you wondered how I get away with wearing pajamas to work). When I do have to get dressed for work AND put makeup on... it's when I'm teaching really fun laid back classes in person... and then it's to no more than 15 people at a time.

I actually typed a nice long 'speech' about the Power of SITE with examples of how SITE has helped me grow personally and professionally. It had examples of the Power of SITE from other members' experiences and how important it is to be an engaged member. I did not give that speech at the SITE Annual Meeting in Colorado Springs. You can read it as another article in a future InSITE newsletter.

Something else happened recently that made me change my remarks to the attendees.

SITE began in 1953 with a **very specific objective**.

*"The Society is formed for the primary objective of **stimulating the growth and professional development of its members to the benefit of their respective insurance companies and the insurance business as a whole** through research and the exchange of ideas related to education and training."* Notice this part...**to the benefit...of the insurance business as a whole**.

I want you to think about the impact YOU as an insurance educator, have on the insurance business, as well as the world you live in.

How many of you have heard of the quaint little Texas town with a population of only 2600 people...called Wimberley? Perhaps you saw the national news coverage of the Memorial Day flooding and the dramatic scenes of homes torn from their slabs, homes floating down the river, searches for missing families, and huge ancient Cypress trees resting on a bridge that is 45' above the river. Wimberley, TX...**this** is where I live and have been a part of this tightknit community for 31 years.

As I helped my friends and neighbors muck mud, search for pets, and salvage precious belongings, I found out that very few had flood insurance. Although no one imagined that

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homes in the 1000 year flood plane would actually flood, I wondered why those who lived closer to the river did not have flood insurance. Of course some said they had cancelled their policies this year when the premium doubled, and some said they had never flooded and we had been living with drought for many years. But, I was especially saddened to hear two people say the following: 'My agent said he didn't really sell flood insurance and said I could get it from the government, but I didn't know how'. Another said 'I thought it was covered on my homeowners policy'.



I was saddened because somewhere along the line insurance education had failed and it cost these families everything they had worked hard for, not to mention businesses, jobs, tourism, and the local economy. And in some

cases, the reputation of the insurance industry itself.

Although I realize it is the ultimate responsibility of the property owner, WE as insurance trainers and educators have the responsibility of making sure that we are providing enough training and that we are successfully delivering it whether we

teach for licensing, continuing education, product knowledge, sales skills, public education, or whatever we are tasked with teaching in the insurance industry.



How do we do that? We each get involved in SITE, take advantage of the opportunities to grow professionally, AND we reach out to other insurance educators to become active members of SITE.

SITE connects insurance trainers and educators better than any other training organization. SITE is the only organization that provides opportunities for professional development and the exchange of ideas specific to insurance education. THIS is the Power of SITE.

Because we as a group of insurance educators, do have an IMPACT on the insurance business AND the world we live in, it is imperative that SITE continues to implement strategies to keep SITE viable for many more years.

We must do three things:

1. Grow our membership
2. Provide valuable programs and services
3. Ensure a financially solid future to keep SITE viable for many more years.

I am committed to these specific goals and look forward to working with the Board of Directors to continue the long-term strategy planning and implementation President Gutcher and the Board of Directors has begun.

So, yes, I might have been a bit surprised to be standing in front of everyone, but I can assure you that I am ready to serve and am confident that we will 'Reach New Heights of Success' by working together!

It is my hope that you will join us in reaching our goals by becoming engaged and getting involved!

Be a part of the POWER OF SITE!

Humbly,

Deborah Davenport, CIC, ITP
SITE President



Conference

'Reached New Heights of Success' in Colorado Springs!

Deborah Davenport, VP Conference - ddavenport@germaniainsurance.com

I'm still enjoying the 'high' from attending the 2015 Annual Conference. What a fantastic group of folks gathered together to share knowledge and make new connections! Thank you to everyone who made this conference such a huge success!

There were 225 attendees from 33 states and 4 countries. The central location made it possible for almost an even amount of attendees from each region.

I saw a post on LinkedIn that asked 'What was the biggest thing you got from #SITE2015?' I want to comment, but still am struggling with WHICH of the MANY things I could write about. Could it be the networking? Could it be the new friends I made? Could it be accessing everything about the conference through the new mobile application? Could it be the new information and new products I had access to from our Solution Providers in the Exhibit Hall? Could it be the opportunity to grow personally and professionally from being involved and engaged? Could it be something I learned from one of the exceptional breakout sessions? Could it be how inspired I was from the three keynotes?

Well, I'm going to say all of it...and I'm still unable to select just one 'biggest thing'. I will tell you that I was especially touched by the message of 'Dare to Grow' by our opening keynote Byrd Baggett, had a huge 'aha' moment when keynote Dr. Ray Jimenez spoke about 'Story-Based Learning', and definitely identified with our closing keynote Karyn Ruth White as she used humor to remind us that training can be fun and to use laughter in learning.

I've been enjoying the follow-up emails from attendees and speakers. Be sure to read the article in this issue from our closing keynote speaker Karyn Ruth White, who promised to send the 'Training Tips' she presented at the conference.

Thank you again for making this conference 'Reach New Heights of Success'...and I hope to see all ya'll next year in Minneapolis, MN!



Be sure and take a look at some of the pictures from our 2015 Annual Conference!

View the photo album [here](#).

We loved seeing you all in Colorado and can't wait to see you next year in Minneapolis!

Building your Bridge to Success in Minneapolis - June 2016!

Elise Quadrozzi, VP Conference - equadrozzi@i-car.com

What a terrific 2015 conference we just wrapped up in Colorado Springs! Not content to rest on our laurels however, we are cranking right up in preparation for our 2016 conference in vibrant, downtown Minneapolis. Getting involved with SITE is such a rewarding experience both personally and professionally. You truly do get more than you give! If you are interested in joining our enthusiastic and committed team of conference volunteers, please email equadrozzi@i-car.com.

For those who have not visited Minneapolis recently, it is a thriving, electric city with plenty to do and see. Our conference hotel is the Hyatt Regency Minneapolis <http://minneapolis.hyatt.com/en/hotel/home.html> which is in the heart of downtown. Situated amid the retail and dining of Nicollet Mall the hotel is 8 blocks from the theater and entertainment districts. On-site amenities include a 32,000-square foot health club and spa, 1 restaurant & bar, and an indoor pool. There's also easy access to the Minneapolis Convention Center via the climate-controlled Skyway system. Other nearby attractions are the Mall of America, Star Trek: The Exhibition, Walker Art Center, the Minnesota Sculpture Garden and Valley Fair Family Amusement Park.

The SITE Conference provides abundant opportunities for development, education and growth along with terrific networking with your peers. Start budgeting now! There is a Budget Calculator and Letter to the Boss on the SITE website to assist you. Early Bird Registration opens November 1, 2015 in case you would like to use this year's budget dollars. And of course, please watch the conference page on the SITE website for updated information.

Exhibitors – If you have never exhibited at SITE, this is an excellent opportunity for you to meet with clients and important new prospects, attend informative presentations and see what is new in our industry. If you have exhibited in prior years, you already know what a great business opportunity this is.

Take advantage of our early bird discount before it ends on August 1st! Registration fees for Exhibitors will be \$1,295 for SITE members and \$1,415 for non-members if registered by 5/1/15. Registration fees increase to \$1,595 for SITE members and \$1,715 for non-members beginning 5/2/15.

Exhibitor Pre-Registration Discount Promotion

1. Online Exhibitor Pre-Registration opens Monday AM, June 22, 2015.
2. Online Exhibitor Pre-Registration ends August 1, 2015.
3. \$400 Non-refundable down payment is required at time of pre-registration.
4. Discount of \$200 will be applied when Exhibitor completes the full registration process.



Volunteers Rock!

Pam Reihs, VP Central Region - Pamr@adbanker.com

SITE 2015 in Colorado Springs proved that once again, our members consistently step up to the plate every single time they are called to action! Conference would not be possible were it not for the faithful SITE members who show up without reminding to take meal tickets, to sell raffle tickets, to introduce speakers and to collect and separate every evaluation. This year's volunteers made short work of every assignment and my hat is off to each and every single one of you! It has been a pleasure serving as the Volunteer Chair for 2015 with the committee who made this possible. I would like to personally thank those that gave their time each month to organize and plan:

- Deb Silliman – Liberty Mutual
- Evelyn Jorgensen – Selective Insurance
- Kimberly Levitt – Selective Insurance
- Jamie Martin - Selective Insurance
- Kate Manthey – SECURA Insuran Secura
- Shelly Brown – California Casualty
- Shelly Verneret – MacNeill Group
- Rob Wienandt – Liberty Mutual
- Beth Grossman - ACORD
- Karen Geldhof - California Casualty
- Sharon Koches - IIANC/NCAIA

The Angels of America's Fallen

Their mission: To help children of our fallen military and first responders develop into strong and successful adults by providing them positive mentoring and developmental activities when they are at their most crucial developmental phase of life.



**Standing by Children of
our Fallen Military and
First Responder Heroes**

Once again, the members of SITE have given of their treasure so that as an organization, we can leave a local charity better off than before we came. We sold raffle tickets this year to draw for many prizes, including the coveted annual prize of a free conference registration for next year. Our gracious keynote



speakers each donated books and services for the lucky winners. This year's charity—Angels of America's Fallen was represented by AOAF's Board President—Joe Lewis—who accepted our contribution of \$2,128 at our Tuesday Business Luncheon.

As several SITE members approached Joe after the lunch to inquire, I wanted to extend his invitation to anyone wishing to continue support, or to get involved. Contact Joe directly or by email him via the charities website: <http://aoafallen.org/>

2015 SITE Annual Business Meeting Recap

Sandra Colley, 2015-2016 Secretary - sandra.colley@encompassins.com

The Annual Business Meeting was called to order by SITE President, Brad Gutcher. Treasurer Bruce Fisher established that quorum of the Designees was present.

Secretary's Report

Treasurer Bruce Fisher (filling in for Secretary Adam Yasneski) received a motion to waive the reading of the minutes from 2014 Annual Business Meeting as they are posted in the InSITE newsletter. Barb Gavitt made the motion to waive the reading of the minutes. Sherry Moor seconded the motion. Motion carried.

Treasurer's Report

Treasurer Bruce Fisher presented the Society's financial overview and highlights for the 2014-2015 fiscal year. A motion was made by Sandra Ciccione and seconded by Nancy Stasyshyn to accept the annual financial report.

Audit Committee Report

The Audit Committee of Paul Balbresky and Sandra Masters reviewed and reported that SITE's financial records were in order. Dan'l Adams made a motion to accept the audit committee report. Mary Ellen Dorsey seconded and the motion carried.

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Brad Gutcher recognized the following award recipients.

- Henry C. Drewes Loyalty Award – Christine Marciano
- President's Award – Teresa Headrick and Paul Balbresky
- Corporate Award – Alliant Insurance Services, Inc.
- Lois A. Markovich Innovation Award – The Nationwide Academy, Nationwide Claims Training Organization

2015-2016 Board of Directors

Nominating Committee Chair, Brenda Davis, presented the following slate of nominees:

- President – Deborah Davenport, CIC, ITP, Germania Insurance
- Treasurer – Adam Yasneski, Transamerica
- Secretary – Sandra Colley, MBA, AINS, Encompass Insurance
- Vice President – Annual Conference – Elise Quadrozzi, CPCU, AIC, AU, AM, ARP, I-CAR
- Vice President – Marketing – Heather Hubbard, State Farm Insurance Companies
- Vice President – Member Services – Treg Camper, Encompass Insurance

Regional Vice Presidents

- Eastern Region – Evelyn Jorgensen, SCLA, AIC, ITP, Selective
- Western Regional – Dan'l Adams, JD, RPA, ITP, FCLS, AU, AIC, AINS, GCA, Safeco Insurance

The following Regional Vice President will complete the second year of their two year term:

- Central Region – Pam Reihs, A.D. Banker & Company
- Southern Region – Bruce Stauf, AIC, Crawford & Company

President Brad Gutcher asked for nominations from the floor. No additional nominations were offered. Rick Blundell made a motion to approve the slate of Board nominations and Cindy Davidson seconded the motion. The motion carried.

Recognition of Out-Going Officers

President Brad Gutcher recognized the outgoing officers Brenda Davis, Jeff Horn, Bruce Fisher, Shelly Douberteen and Mary Anne Cooke for their dedication and commitment to our Society.

Passing of the Gavel & Remarks by 2015-16 President

Incoming President, Deborah Davenport, received the gavel from Brad Gutcher.

2016 Conference Preview – Building Your Bridge to Success

Conference VP Elise Quadrozzi previewed the 2016 Conference in Minneapolis, Minnesota. The conference will take place June 18-22, 2016.

Adjournment

President Deborah Davenport accepted a motion to adjourn the Annual Business Meeting from Arthur Carvajal. The motion was seconded by Mary Bruggeman and the meeting was adjourned.



2015 SITE Conference Sponsors

The generosity of the following corporate and vendor sponsors is greatly appreciated by the SITE Board of Directors, committee members, and conference attendees.

DIAMOND



AV Equipment



Keynote Speaker: Karyn Ruth White

PLATINUM



Printing



GOLD



Closing Night Entertainment

SILVER



EDUCATIONAL
SERVICES

Conference Committee Shirts



Name Badge Lanyards

BRONZE



Printing



Independent Insurance Agents
& Brokers of America, Inc.

Bingo Prizes



Pens



ENTERPRISE
training school, inc.

Speed Networking Prizes



Yoga



Fun Run/Walk



Exhibit Hall Entertainment

Fast Forward to Colorado Springs

Sandra Colley, 2015-2016 Secretary - sandra.colley@encompassins.com

Last year I had to miss the beautiful conference in Bonita Springs, Florida as the dates conflicted with my wedding. Honeymooning in Florida at an insurance conference was not my now husband's idea of spending time together. With that said, I attended conference last in 2013 in Portland, Oregon. Preparing to speak at the Colorado Springs conference, I wanted to choose an edgy training topic. As I reflected back on the presentations in Portland, I recalled very few sessions on gamification. Therefore, I chose gamification as my concurrent session topic.

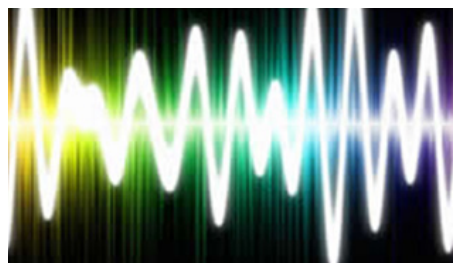
Fast forward to Colorado Springs...

I received an e-mail that the conference agenda was available. When I went in to review the agenda, I was shocked to see multiple individuals each day presenting on this topic or a topic that touched on gamification. This was a big shock to me. What surprised me even more was how insurance companies are diving in to the deep end of technology. Some of the larger insurance companies have created virtual schools where participants complete their onboarding in a flipped classroom setting. Smaller insurance companies are not lagging behind, utilizing free game-based platforms, such as Kahoot! to improve learner retention.

Everywhere you went at conference there was the scent of technology in the air. From the vendor hall displaying mobile coaching applications and avatars presenting in a virtual classroom; to the regulatory topics where discussion focused on the approval of webinars as a format for continued education. No one could hide from the obvious fact that technology had sprinted into the forefront and it was here to stay! With that said, all speakers still emphasized the importance of solid design and content behind the technology. Levar Burton sums it up well by saying "If we marry educational technology with quality, enriching content, that's a circle of win." The backbone of course creation and design are still important, however, it is equally important that we look at technology and how to utilize it in our training. Fast forward two years, have you ignored the technology trends in training? If so, you may find you are no longer reaching knowledge retention and engagement levels as those trainers that have enriched their programs with technology. As other industries have already experienced, it is now the training world's turn to be versed in the saying of "Change or Die". I think I prefer change...don't you?

ITP Speaks Volumes

Heather Hubbard, Marketing VP - heather.hubbard.qOs0@statefarm.com



The Insurance Training Professional (ITP) designation was created with member input and recognizes individual excellence and professionalism in training and education in the insurance industry. The designation requires both training/education and insurance experience/knowledge. It is a balanced blend of insurance, training, education, and years of industry experience.

SITE is pleased to have the ITP Designation recognized in the [A.M. Best's Professional Designations for 2015](#) (page 7 of 7).

Don't just take it from us, hear what other members are saying about the ITP designation:

"...it signifies a commitment to professionalism in insurance training and adds an important note of additional credibility to my professional credentials."

-Cindy Davidson

"The ITP designation helps to establish you as somebody who has made commitments to professionalism in both insurance and training disciplines. It is the only designation that does that."

-Jim Chaney

"The designation helps me stand out in a field of immensely talented professionals. It also displays commitment towards excellence in the field of training and development."

-Sumit Sah

Our next ITP deadline is coming up with plenty of time for you to obtain the materials needed and get your application submitted. Review [the ITP requirements](#) and submit [your application](#) by the August 1st deadline.

We Reached New Heights of Success at Train the Trainer

Christine Nilsen Marciano, ITP, CIC, CLCS, SBCS, Program Administrator for TTT – marciac@nationwide.com

Can you bear it? It happened...again! SITE had another completely cool, totally awesome group of professionals enjoy our Train the Trainer program and take away more than technical knowledge.

We joke in a Conference TTT, that we've already begun OUR conference and we're waiting for the rest of ya'll (that's in deference to Deborah Devenport, for those of you following our Texas diva) to show up!

We talked about needs analysis, creating learning material, delivering learning events, measurement and evaluation. You can't make this stuff up, but we were already calling Colorado Springs a success before any of you had boarded your planes. Yup. That's a TTT-neener-neener.



Let's look at the fabulous folks that are refreshed and rejuvenated, and ready to continue to hand-to-hand combat that is adult education. Left to right back row: Frank Hays (American Family Insurance), Mike Gruenewald (Liberty Mutual), David Merrick (Nationwide)

Middle row: Joan Quagenti (the awesome TTT facilitator from Liberty Mutual), me (Joan let me stand next to her), Neal Oseland (California Casualty), Shelly Brown (California Casualty), Rebecca Nader (Allstate), Sharilyn Barteld (California Casualty), Marcia Moore (Brickstreet Insurance) who shared an after class workshop with us on creating unique powerpoint slides that bring a presentation to life!

Front row: Kelli VanOoteghem (Frankenmuth Insurance), Ruth Oregel (Allstate), Kim Cmajdalka (Germania Insurance), Melinda Patton (California Casualty), Katina Hemphill (Markel Corp), Josh Rayborn (or Joshua-depending on if he's in trouble) and Jennifer Drake (Mountain State Insurance Agency).

Their goal? To receive SITE's ITP designation (Insurance Training Professional). At conference we announced the newest additions to our ITP ranks: Angela Siegfried, Kate Manthey, Jordana Robinson, Gayle Curtin, Shelie Leverett, Melody Williams, Kelly Sotelo, and Amy Ives.

2015 SITE Awards

Each year, the SITE Board of Directors considers nominations for its annual awards based on the specific award criteria. The following individuals and organizations received awards at the 2015 SITE conference in Colorado Springs, Colorado, during the Annual Business Meeting on Tuesday, June 23, 2015

Henry C. Drewes Loyalty Award

This award is the most prestigious of the SITE awards. The award is named for Henry (Hank) Drewes, an honorary life member of SITE and the first SITE Executive Director. It is given to an individual who has demonstrated a strong commitment to SITE, worked to strengthen SITE as an organization, and has represented SITE in a positive manner contributing to the Society's purpose and mission over a significant period of time.

This year's recipient was Christine Marciano from Nationwide Insurance. Christine has been instrumental in the rollout and huge success of the new Train-the-Trainer program.

Christine commented later, "Thank you inviting me into your lives to share your dreams and your service. Thank you for pushing me to grow when I didn't know I could. Thank you for inspiring me to greater service in this amazing organization.... Reading about the Henry C. Drewes Loyalty Award 3 years ago and looking at the amazing members who had been honored, I truly did think, "I am in the company of greatness and brilliance".



Loyalty award presented to Christine Marciano by Paul Balbresky and SITE President, Brad Gutcher

President's Award

Each year, at his or her sole discretion, SITE's President has the opportunity to recognize an individual(s) for their contribution to SITE through outstanding support of the President's leadership and initiatives over the Society year. Brad Gutcher, commented on his selections, "I have had two phenomenal mentors that have helped me, not only this year but from the day I met

them." This year's awards were presented to SITE members, Teresa Headrick (Past President) and Paul Balbresky (Balbresky Consulting and Past President). Their continued contribution to SITE and counsel is invaluable.



SITE President Awards presented by SITE President to Teresa Headrick and Paul Balbresky.

Corporate Award

With its Corporate Award, SITE annually recognizes an organization that has demonstrated extraordinary support and commitment to the Society of Insurance Trainers and Educators over an extended period of time. This year's recipient was Alliant. Alliant has been a strong supporter of SITE for 10 years from dedicated volunteers, board members to printing material for Conference. Alliant has always been there when SITE has asked for help.



Accepting the award are George Vakalopoulos and Brenda Davis with SITE President Brad Gutcher. Brad Gutcher

Lois A. Markovich Innovation Award

The Lois A. Markovich Innovation Award is given to a company that has demonstrated creativity in a training initiative and shown performance results from that initiative. The award is named for Lois Markovich, a two-time SITE Past President and former Executive Director. This SITE award recognizes organizations for new and innovative training programs as well as commitment to continued improvement through innovation.

SITE recognized Nationwide Insurance for two similar submissions from their Academy (Sales Training) and the Claims Training Organization for their innovative projects of developing a “fast start” process for on boarding new agents and implementing a new virtual environment for the on boarding of new claim associates.

For the Claims Training Organization, each discipline maintained it’s unique on boarding process; however, each associate regardless of discipline has a consistent learning experience through technology. The training content is accessed through a virtual, interactive environment. Additionally, both the trainers and new associates are provided a uniform learning track. Single sign-on is implemented through this process so that end users can seamlessly navigate between this environment, the corporate intranet, learning management system, and discipline specific documentation. The project was lead by Jean Sweeney, Learning & Performance Consultant, assisted by Maria Barnes, Learning & Performance Consultant, Audra Sturgill, Learning & Performance Consultant and Joe Meyer, Learning and Performance Specialist.

The Academy’s project included the redesign of materials, adding innovative elements such as whiteboard animation, Life Cycle of a Policy (combination of animation, live video and in-class game board) along with Learning Snacks (short animations/videos to draw learner attention/review). Additionally, gamification was added in the form of an animated “Wheel of Chance” with preloaded customer profiles which replicate the randomness of customer calls. The project team included, Designers: Susan Dishman, Julie Beyerink, Natalie Wood, Elaina Biffle, Paul Miller Multimedia: Sean Wilson, Ted Coffman, Brit Toth Trainers (pilot classes): Stacy Alexander and Brooke Jeffus, Alan Caniglia and Tammy Berger-Cleveland, (in San Antonio). Managers: Laura Mierzejewski, Phani Machiraju, David Felder.

Please join us in congratulating Nationwide Insurance for their award winning innovative training approach to on-boarding new claims associates and agents.

Congratulations to all the 2014 SITE Award recipients! Your contribution to our society is vital and appreciated!



Accepting the reward on behalf of Nationwide at the annual conference was David Merrick, Christine Marciano, Angela Siegfried, Antonio Wright and Giavonni Lucas. The award was presented by SITE Immediate Past President, Brenda Davis

Member Services News

Treg Camper, Member Services VP - treg.camper@encompassins.com

It’s hard to believe two years have passed since joining SITE’s Board of Directors. It’s something I never thought I would do. My one goal as the Western Region Vice President was to grow membership and that WE did. It was your enthusiasm and willingness to get involved that made the difference. Thank you!

Now that my term is over, Dan’l Adams has been elected to the Board as the new SITE Western Region Vice President. Dan’l is amazing. Those of you that have seen him speak or attended one of his classes knows exactly what I’m talking about. I know he’ll further energize this great region as we continue to grow membership and provide meaningful professional development opportunities.

We have a great team with Evelyn Jorgensen representing the Eastern Region, Pam Reihs leading our members in the Central Region and Bruce Stauf holding strong in the South!

My encouragement to all is this...get involved in some way because it is truly rewarding to serve our membership!

Ten Training Tips From Karyn Ruth White

Karyn Ruth White, Keynote Speaker - info@karynruth.com

1. **OWN THE ROOM** - Never let'em see ya sweat. This doesn't mean you have to appear infallible, it means you must always maintain a sense of command over the class. (Even if you don't feel it yet.)
2. **BUILD CREDIBILITY FIRST** - Establish yourself as the expert from the start. Tell me why my time will be well-spent learning from you. Give me a piece of your personal teaching philosophy. Let me know what I can expect from you.
3. **BE AN EXPERT AT FINDING THE ANSWER** - Part of being credible is being authentic. If you don't know the answer, don't try to fake it. Acknowledge that you will need to research the issue, find the answer quickly and then relay it.
4. **USE IT ALL** - See everything in class as a potential learning opportunity. Be on the look-out for how you might apply something that is happening in real-time to your teaching agenda.
5. **NAME THE GAME** - If something in the class is distracting from the learning then acknowledge it. Determine if it is an issue that should be dealt with class-wide or on a one-on-one basis. It may be an uncomfortable conversation, but until you clear it, it will continue to detract from the learning.
6. **BRING YOURSELF TO CLASS** - Being the Trainer/Teacher does not mean leaving your "real" self at the door. Quite the opposite. The more of your humanness you can professionally share with me as a student, the more connected I feel to you on a personal level and thus the more apt I am to stay engaged.
7. **MAKE IT THEIR CLASS** - Create a class-specific culture within the training. Make them feel that this experience is their experience, not a cookie-cutter version of your training. Use people's names often, i.e. "as Barbara mentioned earlier." If someone says something funny, witty, or brilliant, think about how you might reference it again later in your training. (This is called a "Callback" in comedy.) Make them the heroes!
8. **HUMOR IS A TOOL** - The use of applied humor in training is an invaluable asset to learning. Applied humor is humor with a specific strategic purpose used professionally. Use humor to defuse stress and fear, (yours and theirs), use it to encourage engagement, use it to create a cohesive class mentality.
9. **HAVE FUN!** - The more I enjoy your training the more invested I become in the learning. Stay focused on the learning as the main course and keep a heaping side-dish of fun close by.
10. **REMEMBER EIEI-OH!** - **ENGAGE, INVOLVE, EDUCATE, and INSPIRE** to get to OH! That AH HA! moment where they not only understand the material, they internalize it, they own it and now they can apply it. That is the best moment for a trainer- when you know they GOT IT!



Karyn Ruth White is a Funny Keynote Presenter, Trainer and Author. Her presentation style is high energy, clean, clever and very funny. She is a highly-sought after Keynote Speaker and Trainer for conferences throughout the U.S. She is the co-author of *Your Seventh Sense; How to Think Like a Comedian*, a book that helps people use applied humor as an effective life and work skill. She holds a BA in Communications, rescues animals, loves to tap dance, refuses to call herself a grown-up and is based in Colorado. Check out her Programs at www.karynruth.com/Keynotes. For speaking inquiries, go to www.karynruth.com/Contact or email info@karynruth.com or call 303-369-8277.

On a personal note: I LOVED my time with SITE at the June 2015 Colorado Conference. I want to extend a great big thank you to Deborah Davenport and Kate Manthey and the entire SITE conference committee for inviting me to present.

As a result of attendees' collective engagement and enthusiasm, I walked away from the conference brimming with ideas for a "Train the Trainer Program" focused specifically on the professional application of humor, heart and confidence as learning-enhancement skills in training. The program will go more in-depth on the attached training tips, as well as much more. (And of course it will be FUN!)

As training professionals, I would love your input on any specific topic areas you would like to see covered in the program as they relate to bringing more heart, humor, confidence or professional presentation skills to your training. Help me build a TTT program that will best serve you. Please email your topic requests to info@karynruth.com.

SITE...You are an exceptionable association of people. I loved my time with you and I hope to work with you again soon! Thank you!

A Fond Farewell

Mary Ann Cooke , Departing Eastern Region VP - maryann.cooke@stateauto.com

My term as Vice President of the Eastern Region has come to an end. It has been a privilege to serve with the other Board members and to serve the SITE organization as a whole. Anytime you volunteer, you get much more than you give. I feel very rich and enriched right now.

Evelyn Jorgensen has already slid into the spot with ease. Evelyn is a long time SITE member and is ready to take the lead. But, I encourage all SITE members to help her, keeping in mind that you will get much more than you give.

Mary Ann Cooke

Eastern Region - Training Doesn't have to be Trendy

Evelyn Jorgensen, Eastern Region VP - evelyn.jorgensen@selective.com

First of all, a big THANK YOU to Mary Ann Cooke for all of her hard work and efforts as Eastern Region VP supporting our members over the past two years. We missed you at conference, but look forward to engaging with you throughout the year in other Eastern Region activities. A personal special thank you for your guidance and support as I transition into the role of Eastern Region VP going forward.

A Hog-Killin' Time! (That's cowboy speak **for a real good time**)...which is what we had at the recent 2015 SITE Conference in Colorado Springs this year. It was filled with awesome content, great presenters and as always – amazing people (the location was pretty good as well!). It was a true pleasure to get to know so many Eastern Region folks dedicated to their craft of providing the best possible training experience to their customers- regardless of what or who that might be. I was especially thrilled to meet so many First Timers in our region who attended the conference and who signed up to host future events.

Let's keep the momentum going! The contributions of our SITE members are what make the SITE experience so fulfilling. Whether you attended conference or not, we hope you'll join us in future activities. Please consider hosting or conducting a SITE social, a webinar or a workshop. We're also looking for anyone who'd like to be published by writing an article for InSITE. Call, write, or smoke signal any ideas you have to me at evelyn.jorgensen@selective.com. 973-948-1649.

SITE MEMBERS MAKE THE SITE DIFFERENCE!

I look forward to working with and serving the Eastern Region as your next Regional VP in the 2015/2016 years.

Central Region

Pam Reihs, Central Region VP - pamr@adbanker.com

I am excited to begin serving the SITE Central Region as the Vice President for our 11 states! I have been challenged by every position in which I have served so far, and I pledge my best as your Board representative for the remainder of the 2015-2016 term.

I met many of you at Conference in Colorado Springs in June. The consensus of our group was a unanimous commitment to growing our membership for the next year. We all agreed that we know trainers in our industry that are currently NOT members of SITE. Our organization only makes us better at what we already have a passion for, and by expanding our reach to more and more trainers, we will ALL benefit at Conference in 2016.

I challenge each Central Region member to spread the word about SITE to at LEAST one trainer in the next 45 days. Email me at pamr@adbanker.com as soon as you contact a new potential SITE member and we will enter your name in a drawing for a prize to be drawn at the conclusion of our first quarterly conference call in August. What will that prize be??? Besides the respect and admiration of your fellow Central Region members...it will be a surprise. Just know that the other 3 regions will be competing with us. I am confident we can bring more names to the member roles than the other regions!

I am mailing SITE postcards and business cards to each member of the central region along with emailing you a file to print more if you need them. Take them wherever you go in your training journeys. Take them to other conferences and ask those you meet what they do in the field of insurance. If they don't train people or develop content themselves, chances are they know someone who does. Each of us is an active member of SITE today because someone once shared this opportunity with us. Spread the word and keep me in the loop! I am going to do the same and will keep you all posted on the progress of our team as well as the efforts of the other Regions. Go CENTRAL!

Excited to Serve,

Pam Reihs

Southern Region

Bruce Stauf, Southern Region VP - bruce_stauf@us.crawco.com

2015 Conference in Colorado Springs was terrific and I'm sure I'm not the only one who came away really pumped up for the new year ahead leading up to the 2016 conference in Minneapolis. I met a lot of very talented people who I had not previously known and yes, this 'old dog' learned some new stuff! The rest of this article is not so much about the conference, as it about what makes it go – You and the opportunities presented to you!

You hear it often, but we need to remind ourselves that SITE is a volunteer run organization and it is one of the best run volunteer organizations in existence. We're just shy of a 1,000 members and I'm confident we'll exceed that mark by next conference. We continue to grow because of the strong volunteer spirit of our members. I mentioned opportunities and I see volunteering to help with SITE programs, whether on a committee or as a board member, as an opportunity for individual growth, while helping our professional organization grow. For a member who is in the earlier stages of their career, you will find that filling a vital role within SITE is an opportunity to experience working with a vibrant team of fellow professionals. Heading up a committee, or serving on the Board of Directors provides good management experience that you can apply to your job. Involvement with SITE may also enhance promotional opportunities within your company. Then there is also the opportunity to build self-esteem. And, volunteering and helping others just plain feels good!

The decision to get involved is an important one. We have many different committees and roles that need to be filled each year. I'll be reaching out to our Southern Regional members and I'm confident that we'll see a great response. This will surely be another terrific year for SITE, with Southern Regional leaders like Deb Davenport (Texas) as our new SITE President and Elise Quadrossi (Georgia) as our 2016 SITE Conference VP. (I'm lobbying for ham biscuits and grits for breakfast in Minneapolis.) Let's have another fantastic SITE year and please take the leadership opportunity to get involved.

Western Region - West is Best!

Dan'l Adams, Western Region VP - miles.adams@libertymutual.com

We have just returned from another GREAT SITE Conference! Our batteries have been re-charged! Mainly because of the people that attended! Oh sure, the keynotes, workshops and learning labs were great...but it is the people that make our association what it is. In fact, I think we should rename the conference to the SITE Family Reunion. This year we had Uncle Brad and Aunt Deborah host the reunion. Cousins Byrd, Ray and Karyn Ruth showed up...and most importantly over 45 SITE family members from the Western Region attended.

My good friend John Maxwell will tell you that the "Foundation of all leadership is relationships." Isn't that true! I have certainly found that in my own personal relationships (aka friendships) that I have built over the years at SITE.

At my first conference in 2012 at Washington DC, I met a lot of people. I was brand new to my training job (less than a month!) and was associating with trainers who were experts in their field, visionaries, and industry leaders. They were the professionals I wanted to be like and to become. I was intimidated! But really for no reason at all. Members, board members, and even Past Presidents took the time to get to know me. They became my friends. They invited me to get out of my comfort zone and volunteer. Would I be



on a committee for next years conference? OK. A few months later they asked if I would write an article for InSITE (me? Who am I to write an article for this professional organization? But I did!). The next year I actually volunteered to speak at the conference (that's right I really did VOLUNTEER!)...and was surprised (oh heck – flattered!) when they asked me to come back the next year! It felt good. In fact, every year I come to the conference it feels good. I feel like Norm entering Cheers. My confidence grows every year. Why? Because of friendships. Friendships that help me grow in my profession...but more importantly, grow as a person.

I look forward to becoming your friend over the next few years.

Reflections on Board Service

Brenda Davis, 2014-2015 Immediate Past President - bdavis@alliant.com

If you look at elementary report cards buried in my parent's garage you'll see repeating commentary similar to "Brenda knows the answer but doesn't raise her hand". Words I would use to describe myself for the first several decades of my life would be shy and insecure. I'm the quiet one sitting in the corner people-watching. Over the years I've had friends pushing and pulling me to the outer edge of my comfort zone.

What does that have to do with SITE? In 2005 I answered the phone and was given the opportunity to step into the role as Western Region VP fulfilling the second year for the RVP who had a job change. Had no idea what I was getting into – just knew that I was excited about SITE after attending my first conference. When it comes to SITE I haven't sat in the corner for a while!

WIIFM – this isn't where I normally go but I'll respond. What did I get out of serving on the Board?

- An opportunity to exercise leadership muscles I didn't know I had
- The interaction I have at work with individuals and teams is more dynamic and engaging
- I'm much more assertive
- Countless opportunities for personal and professional development
- Sense of accomplishment working on projects with the Board for the good of the society – the Board must look at opportunities to evolve just like you do at work surrounding issues of technology and changing needs of our members
- Amazing friendships – many who have attended conference can appreciate how excited SITE members are when they see each other. Spend time on the Board and that feeling is somehow amplified.
- Incredible memories I will hold dear for a lifetime

It would be so easy to stay sitting in the corner watching the day go by. Is it work being on the Board? Yes, but the joy and satisfaction outweigh any work you do. As I step aside for others to take a leadership role in the Society I'm already looking for other ways to stay engaged – I don't want this awesome feeling to leave.

What Are You Waiting For?

Christine Nilsen Marciano, ITP, CIC, CLCS, SBCS, Program Administrator for TTT – marciac@nationwide.com

"What are you waiting for... an engraved invitation?" Those words peppered every late departure that my family tried to make as I grew up. My brothers and I would dawdle. That's a kid's job after all; we three excelled at our craft. Our Mom would prop open our front door with her body and attempt to wave us out like she was a traffic cop on the scene of a recent accident. The motion seemed to say, move along, nothing to see here, move along. The voice however was hollering, "What are you waiting for... an engraved invitation?"

This never really got the intended result. As kids, we didn't know what an engraved invitation was. As an adult, I barely do. I just imagined Fred Flintstone with his chisel, tapping out the letters "You're Invited" on a rock. Well no wonder it took us so long! We were waiting for the engraving to be completed!

The thought brings me to career goals of my own. I've got dreams, sure. Who doesn't? I'd like to write a book. I'd like to travel and deliver motivational speeches to groups. All I need is my engraved invitation. Well, guess what, friends. It's not coming. And neither is yours. So let's not wait for the engraved invitation for our own professional discovery. I had a colleague express frustration recently about her current job. She said all she needed was for someone to notice her abilities and give her a chance. Basically, she was waiting to be discovered. This stance is fine, if you've got unlimited time to wait (which I don't) and you have unlimited patience (no again). Thunderbolt: let's stake our own claim. Let's take one small step TODAY toward a professional goal we have, even if it's a secret one. Truly, we probably shouldn't be keeping them secret anyway. We should throw open the doors and tell the big wide world where we want to go and how we'd like to contribute to the success of the planet. Yes, I said planet. I truly believe that every small thing we do has the potential to spin the planet off its orbit.

What's your goal? What's your plan? And if you said "I don't really know" to either of these questions, then I have one last question for you...

"What are you waiting for... an engraved invitation?"

Welcome New Members!

CENTRAL

Shannon Churchill

Independent Insurance Agents of
Illinois

Jordan Day

Federated Mutual Insurance Co.

Randy Kemnitz

Kaplan Financial Education

Emily Koenigsfeld

Missouri Association of Insurance
Agents

Randy Rosenkrans

Kaplan Financial Education

Becca Wise

Kaplan

Laura Young

Encompass Insurance Company

EASTERN

Kim Cavallero-Hoover

The Institutes

Tim Dodge

Independent Ins. Agents & Brokers
of New York, Inc.

Ruth Lipsky

Transamerica

Melissa Meiners

Ind Ins Agents of Iowa

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Colin Thomas

Team Focus Insurance Group

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LuAnne Wooters

Independent Insurance Agents of
North Carolina

WESTERN

Andrea Ahlsen

LSeen Solutions LLC

Angie Davis

PayneWest Insurance

Rachelle Raphael

Esurance

SITE BOARD



President

Deborah Davenport, CIC, ITP
Marketing Development Specialist
Germania Insurance Company
512-284-3901
ddavenport@GermaniaInsurance.com



Immediate Past President

Brad Gutcher
Director, Claims Strategic Initiatives
Nationwide Insurance
614-249-8582
gutcheb@nationwide.com



Vice President, Member Services

Treg Camper
Senior Sales Manager
Encompass Insurance
425-775-9160
tcamper@allstate.com



Vice President, Marketing

Heather Hubbard
Learning and Development Analyst
State Farm Insurance Companies
205-916-6806
heather.hubbard.q0s0@statefarm.com



Vice President, Annual Conference

Elise Quadrozzi, CPCU, AIM, AU, ARP, AIC
Director, Insurance Segment
I-CAR
224-828-1866
equadrozzi@i-car.com



Secretary

Sandra Colley, MBA, AINS
Education Consultant
Encompass Insurance
614-929-5746
sandra.colley@encompassins.com



Executive Director

Joy DesMarais-Lanz
Executive Director
SITE
651-632-9287
jlanz@SynergosAMC.com



Treasurer

Adam Yasneski
Director of Training Services
Transamerica
410-209-5202
adam.yasneski@transamerica.com



Eastern Regional Vice President

Evelyn Jorgensen, SCLA, AIC, ITP
Learning Services Manager - Claims
Selective Insurance Company of America
973-948-1649
evelyn.jorgensen@selective.com



Central Regional Vice President

Pam Reihs
CE Curriculum and Product Development Manager
A.D. Banker & Company
816-582-4019
pamr@adbanker.com



Western Regional Vice President

Dan'l Adams, ITP
Training Manager for National Programs
Liberty Mutual
206-473-6125
tmiles.adams@libertymutual.com



Southern Regional Vice President

Bruce Stauf, AIC
Director of Training
Crawford Educational Services
404-300-1516
bruce_stauf@us.crawco.com



Member-at-Large

Arthur Carvajal, Esq.
Executive Editor and General Counsel
WebCE, Inc.
972-616-1149
arthur.carvajal@webce.com

SITE Office Contact Information:

1821 University Ave W, Ste S256
St. Paul, MN 55104

(651) 999-5354 - phone
(651) 917-1835 - fax

office@insurancetrainers.org
<http://insurancetrainers.org>