

President's Message

Change of Command

Brad Gutcher, SITE President - gutcheb@nationwide.com

Honor, Courage, Commitment!

These words have guided your Board of Directors in achieving some pretty significant results for SITE this year. As a board we have worked hard on the three main areas of focus and my call to action that I outlined in Bonita Springs. As a reminder,

Areas of Focus

- Continue to grow membership.
- Maintain and improve fiscal responsibility to the society.
- Increase member activity and involvement within the society.

Call to Action

- Become a SITE recruiter and be an extension of our Marketing team;
- Determine how you can contribute by working with your Regional VP;
- Get involved by...attending a webinar, hosting a train the trainer session or a SITE workshop and social, apply for your ITP designation, apply to become a board member.

The big wins are outlined in Jeff Horn's, VP Member Services article, in which he will share the numbers. They are pretty impressive, in my opinion. I am extremely proud of him, his team of RVP's and those who supported us in driving membership and increasing member activity and involvement.

From a fiscal responsibility perspective, we adjusted our Certificate of Deposit strategy that allows us more flexibility and stability. Bruce Fisher as Treasurer has worked tirelessly to ensure that we have a lean budget and that we stick to it. The annual conference is our largest fund raising effort and I believe under the leadership of Deborah Davenport we will exceed our attendance goals in both attendees and exhibitors!

The Marketing team lead by Heather Hubbard has dramatically increased our following on LinkedIn, which lead directly to positive effects in attendance to Webinars, Train the Training Sessions and membership!

Secretary Adam Yasneski has kept our board meetings minutes accurate and has maintained our action item list, most of which was accomplished this year!

Brenda Davis as Immediate Past President and Art Carvajal, Member at Large, kept us all on an even keel providing the board with continuity. Finally, a special thanks to Brenda for her support while I dealt with issues that took me away from my SITE duties this past fall.

In this issue:

President's Message	pg. 1
Slate of 2015-2016 Board of Directors Nominees.....	pg. 2
My Bags Are Packed. I'm Ready To Go	pg. 7
Conference Agenda	pg. 8
Don't Blame The Door.....	pg. 10
Success At Its Best.....	pg. 10
Western Region	pg. 12
Southern Region - Fertile Minds.....	pg. 12
Eastern Region - Training Doesn't have to be Trendy.....	pg. 12
Editor's Correction	pg. 13
Welcome New Members.....	pg. 14
SITE Board.....	pg. 15

We still have two months left before we hold our "Change of Command" in Colorado Springs to elect new leaders who will pick up the torch and ensure that SITE continues to strive forward by "Reaching New Heights of Success". I am excited about the slate for the 2015 - 2016 Board of Directors. You will see some familiar and new faces, but I can assure you that these leaders will serve you well.

I look forward to seeing you in Colorado Springs.

No Higher Honor!

Brad



Slate of 2015-2016 Board of Directors Nominees



President

Deborah Davenport, CIC, ITP

Bio

Deborah Davenport is currently the Marketing Development Specialist for Germania Insurance Companies. She began her insurance career as an agent in an independent agency in 1999 before going to work for Germania as the Marketing Representative for the Central Texas region. It wasn't long before her training skills were recognized and she was called upon to train agents state-wide in their agencies. After completing the SITE Train the Trainer course she was promoted to Marketing Development Specialist and now develops and presents webinars, eLearning modules, and continuing education classes for the agency force and employees. She is also the facilitator/instructor for Germania Life Academy, a unique sales skills and mentorship program for new life insurance agents. Deborah's experience as a licensed property & casualty agent and life insurance agent has been invaluable in the development of new training modules for CSRs and Producers. She is a Certified Insurance Counselor and has earned the designation of Insurance Training Professional through SITE and is currently pursuing her CPCU and Certified Risk Manager designations.

Statement of Views:

Attending SITE's Train the Trainer had such a huge impact on me. It was the turning point in my career that took me from 'just training' to becoming a 'Trainer'. My interest in SITE did not just stop with Train the Trainer....I attended SITE Webinars, read everything I could from SITE, and began attending the annual conferences. And again, each of these provided me with even more skills. I decided I needed to give back to this wonderful organization that has helped me grow personally and professionally. I have served on the Board of Directors the last two years as VP of Marketing and VP of Conference. I am now humbled and honored to be nominated as SITE President and look forward to another year of service to SITE and our membership.

'The Society of Insurance Trainers and Educators (SITE) exists to provide professional development to society members through programs, networking opportunities, and services.' This has been the purpose of SITE for over 60 years; and there is no other training organization that provides this, specific to the insurance industry. What a powerful statement. I look forward to working with the Board and committees to ensure that our members are provided continued and new opportunities for personal and professional growth through our programs and services. We must continue to implement new strategies to encourage membership growth, provide value, and a solid financial future for SITE. I welcome this challenge and am ready for the task. I would like to encourage YOU to get involved. You just cannot imagine how much it could change your life. Let's work together to bring even more awareness to our valuable organization and the benefits for trainers in the insurance industry.

Deborah resides in Wimberley, TX in the Hill Country outside of Austin. She has three grown children and eight grandchildren.



Treasurer

Adam Yasneski

Bio

Adam Yasneski is the Director of Training Services for Transamerica Life & Protection's Financial Solutions Group. Adam oversees the development, design, and implementation of curriculum specific to Transamerica's products and programs including the Transamerica Learning Center which is a customized online eLearning platform.

With over 14 years of direct insurance agency experience specializing in financial institution support, Adam possesses an extensive background and passion for training sales and soft skills development. Adam has created and delivered executive management training programs ranging from leadership development to coaching and building high functioning teams. He has also personally conducted countless sessions on credit insurance, guaranteed asset protection, vehicle service contracts, and debt protection as well as many technology products that serve Transamerica's bank and credit union markets.

Adam currently sits on the Board of Directors for two prestigious organizations: Maryland's Chapter of the Association for Talent Development where he is currently the President Elect and the Society for Insurance Trainers and Educators where he currently serves as the Secretary.

Adam is a graduate of The Ohio State University where he earned his degree in Secondary Education. He began his career as a public school teacher at a Baltimore, Maryland area high-school. Adam resides in Catonsville, Maryland, where he lives with his wife, Amy, and daughter, Ailey. Hobbies include all things Ohio State and coaching his daughter's softball and soccer teams.

Statement of Views

I am excited about the opportunity to become the Treasurer for SITE. I have three goals that I would like to focus on while performing the duties of Treasurer. The first goal involves learning more about the financial drivers of SITE and how we can use those to better serve and deliver outstanding value to our members. The second goal is to provide guidance and support to the Board of Directors as they use the financial insights provided to them to drive decision making. My final goal is help SITE position itself for the future with sound financial and growth strategies.



Secretary
Sandra Colley

Bio

Sandra Colley is an Education Consultant for Encompass Insurance. In her role, Sandra works to enhance knowledge across all internal associates at Encompass. Recently, her major projects have included assisting in the certification of the entire sales staff in Encompass' groundbreaking Retention Insight tool, creating a training program for their customer service center, and building a brand new onboarding program for their sales team. 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 Masters of Business Administration from the UW-La Crosse. She currently lives in Columbus, Ohio with her husband, Ryan, and their two "fur kids", also known as dogs, Duke and Beretta.

Statement of Views

I was introduced to SITE by two co-workers, when we attended a conference together. I had never been to a conference attended by so many individuals who shared an immense passion for education and learning. I immediately was swept up into the world of training, and I have never looked back. After continuing to attend SITE conferences, I worked to become more involved in the organization. I started as a member of the Networking team, and then the following year, I volunteered to be Chair of the Networking team. This year, I am honored to be a presenter for the first time. SITE as an organization has helped me to grow personally and professionally, and I value the opportunity to give back to the organization in the role of Secretary.

This will be my first time on the SITE Board of Directors, and I believe the role of Secretary is a great stepping stone to learn more about SITE's inner workings, as well as how the Board works to continually improve the organization and benefits for its members. With all the opportunities that SITE has provided to me through networking, professional development, and lifelong friendships, I pledge to work diligently with all of the Board members to continue to move SITE into the future as one of the best organizations for trainers and educators.



Conference VP
Elise Quadrozzi

Bio

Elise Quadrozzi, CPCU, AIM, AU, ARP, AIC, serves as Director Insurance Segment – Inter-Industry Conference on Auto Collision Repair (I-CAR). In this role, she represents I-CAR professionally within the segment and across the industry to advance I-CAR's vision, mission and strategies. She strategically manages the I-CAR Insurance segment to effect positive senior-level and working-level stakeholder relationships, extends reach, grows revenue, define new products and services, define initiatives that address segment needs/issues, and manage customer support initiatives in a manner that enhances customer satisfaction.

Quadrozzi served for seven years on the I-CAR Board of Directors in a volunteer capacity before joining them in a staff position. Six of those years were spent on the Executive Committee, two years as Vice Chair and two years as Chair, becoming the first woman to chair the organization in its thirty-plus-year

history.

Quadrozzi's career in the insurance industry spans more than twenty-five years. She has held several senior executive and management positions and has extensive experience in claims and operations management. She started her career with John Hancock Property and Casualty as an adjuster trainee and following that joined Superior Insurance Company where she spent thirteen years in various supervisory and management positions.

Prior to joining I-CAR she was a Claims Director with Houston International Insurance Group where she managed a large portfolio of diverse insurance products including mining, energy, construction defect, liquor liability and trucking. She also held a Director level position in the Education and Training area with Crawford and Company, working in the e-learning area and served for five years as Senior Vice President of Claims and Operations for AssuranceAmerica Insurance Company based in Atlanta.

Quadrozzi holds bachelors and master's degrees in business administration from Shorter College in Georgia. She has earned a variety of certifications, including Chartered Property Casualty Underwriter (CPCU), Associate in Research and Planning (ARP), Associate in Management (AIM), Associate in Underwriting (AU), and Associate in Claims (AIC). She also recently completed the Train the Trainer program at the October 2014 Indianapolis event.

Statement of Views

I have always felt it to be so important to give back to the insurance community which has served me so well over the last 25 years. I was very fortunate to have had two very strong mentors over the years that believed in the value of training and education and encouraged me to continue to grow and learn. I am excited by the prospect of continuing the tradition I have established of continuous growth and development by joining the SITE board as Conference Vice President.

After I obtained my CPCU designation, I became active in the Society and was one of the first participants in their mentoring program where they would pair a matriculated CPCU student with a CPCU executive. Following that, I was recruited to join the I-CAR board and remained there for seven years, advancing to the position of Chair. I-CAR operates not only in the insurance space but also in automotive, repairer and parts industries. I was the only female board member on a 22 person board and the only female Chair in their 30 year history. I successfully ran this board and was invited to remain for another year in what has typically been a one term role. I was able to establish terrific relationships that allowed me to advance and pass some very important initiatives with the board to the benefit of I-CAR. During my two years as Chair, I worked hand in hand with I-CAR's Compliance Director to establish meeting locations, time blocked agendas, and other BOD meeting details. During this same period of time, I also served as co-chair for the Atlanta CPCU Society Chapter's I-Day, where I was responsible for much more hands on activities for the conference, including facility selection and contracting, recruiting, selecting and scheduling multiple (sometimes simultaneous) speakers, advertising/promotion and registration. The combination of these two has given me both hands-on and strategic viewpoints of conference coordination that I believe will hold me in good stead in the role of Conference Vice President. I would be honored to use these skills to contribute to the continuation of a terrific SITE Conference in 2016. My overall vision of the conference is a place that serves as a portal of training knowledge to the insurance training industry, provides networking and mentoring opportunities and firmly positions SITE as a thought leader in this space.



Marketing VP
Heather Hubbard

Bio

Heather Hubbard joined State Farm in 2006. Before joining State Farm, Heather served in staffing, training, and organizational development roles. She was eager and excited to bring her external background and experience to better the Learning and Development department for State Farm, and has done so since arriving. Heather has a passion for continuous learning and shows that through her own education. Heather received her Bachelor's degree in management with a concentration in human resources from the University of Alabama at Birmingham in 2003. Heather later went on to pursue her Masters of Science in Human Resource Management degree from Troy University in 2005.

Heather is currently a member of the Society for Human Resource Management, volunteer for Hands on Birmingham, volunteer for the Greater Birmingham Humane Society, volunteer for Children's Charities Inc., and was previously selected as volunteer of the year for Birmingham, Alabama. She

previously was awarded the President's Volunteer Service Award by President Bush. She also teaches ballet, tap, jazz, and hip hop after leaving her office each night.

Statement of Views

I have been actively involved with SITE for several years. My first conference was in Portland (2013) and I had an amazing time networking and building relationships! With lots of marketing initiatives moving forward this past year I am excited to serve as your VP Marketing in the next upcoming year. This next year I hope to continue making opportunities more easily available to you through communications and social media, so that you too may get involved with SITE and find this organization just as rewarding as I have. Marketing comes naturally to me, so I am truly grateful to be a part of a great organization that allows me to contribute in this role.



Member Services VP
Treg Camper

Bio

Treg Camper, Key Account Manager, Encompass Insurance Company, recently transitioned from his training role back into a sales role. Previously, he worked with a talented team of education professionals specializing in the onboarding and training of agencies and company sales employees countrywide. Over the last 4 years Treg led a cultural transformation resulting in a transition from onsite agency education to an effective outcome based virtual offering. During the last two years he concurrently implemented a new agency onboarding process stressing quality and a data driven

process over quantity. Treg focuses on sales and sales coaching effectiveness, product education, and technology training. Blended learning approaches are utilized to deliver content while measurement is the fuel driving continuous improvement. Treg began his insurance career 29 years ago as an operations supervisor trainee and subsequently worked all facets of the operation department. He also dipped his toe in the underwriting waters but only briefly. Next, he led regional sales teams and became national sales manager selling auto insurance. Treg recognized the importance of developing talented sales people and creating unified messaging which led him to a leadership role on national sales education team. He and his wife, Kim, live in Edmonds, WA, and have a grown daughter, Megan.

Statement of Views

I will never forget the atmosphere at the first SITE conference I attended. I was still in my national sales manager position and used to being around outgoing people. The passion and excitement I experienced at SITE was far beyond my expectations. The work SITE does is invaluable and cost effective. The concepts learned though SITE are directly applicable to our daily jobs. SITE provides many opportunities and resources for people to accentuate their professional development through simple events such as idea sharing, webinars and workshops. Annual conference keynote speakers provoke thought and exhibitors provide opportunities to discuss ideas with solution providers. Others yet may be looking for mentorship opportunities. Finally, SITE exhibits the true tenants of a learning organization. People are willing to help each other by sharing ideas and solutions. I have personally benefited from all these things. In an era of limited budgets, you don't have to do it alone! I share SITE's enthusiasm for continuous development and I love that you can do that through taking a class or by volunteering to lead that class. My personal goal is to continue to spread this enthusiasm through our existing membership and reach out to non-member organizations to make them aware of these opportunities. I'm honored to be considered for a board position of such a quality organization.



Eastern Region VP

Evelyn Jorgensen

Bio

Evelyn Jorgensen is a Learning Services Manager at Selective Insurance Company of America located in beautiful Branchville, NJ. She manages an energetic team that designs, develops, facilitates and delivers training throughout 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 in California, she realized that one day she wanted to be involved in delivering claims training to other adjusters. Fast forward 15 years: 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.

Statement of Views

My first SITE conference was in 2003 in Chicago. It was truly an amazing experience. I was excited by the opportunities to learn so much creating engaging training with a group of others who actually did INSURANCE Training (who knew??). I was also blown away by the friendliness of the SITE members and their willingness to share their knowledge. It wasn't long before I wanted to get more involved. SITE provides such a unique opportunity to help both new and 'seasoned' trainers in a very specific field. As Eastern Regional VP, my goals are to increase SITE's knowledge base by expanding our membership; to provide educational opportunities to our members in formats that best meet their needs; and to leverage the experience of our SITE training professionals by encouraging our members to share their valuable knowledge and skills.



Western Region VP

Dan'l Adams

Bio

Dan'l Adams has 25 years of experience in the insurance industry including sales, marketing, and 19 years of experience in claims working his way from an Inside Adjuster to General Adjuster to Claims Team Manager and finally to Training Manager for National Programs for Safeco Insurance. His experience includes working as an Independent CAT Adjuster after Hurricane Fran in North Carolina, as well as a carrier Claims Auditor in the aftermath of the Northridge Earthquake in California. He was Vice-President of US Claims Inc.

Dan'l is a graduate of Diablo Valley College (AA), Brigham Young University (BS), and holds a Juris Doctorate (JD) from Golden Gate University. He holds the RPA, AIC, AU, AINS, and FCLS professional designations. He previously was a Professor of Business Law at Humphrey's College in California.

Dan'l has been a Regional Director for The Society of Insurance Trainers and Educators (SITE) holding the ITP designation, a Board Member of The Society of Registered Professional Adjusters (RPA), and a member of The American Society for Training & Development, the International Association of Insurance Professionals, and The BYU Management Society.

He is a certified trainer for the Boy Scouts of America as well as Rover Scouts International. Dan'l is a past Youth Pastor and Associate Ward Pastor for his church.

Dan'l has been a guest speaker at several Insurance Association meetings including being a featured presenter at the Claims Conference of Northern California and Big I Conferences in the Pacific Northwest.

Dan'l is a big supporter of SITE. He has presented at SITE Conferences in Portland and Bonita Springs, has been a guest presenter for a SITE sponsored webinar and has written articles for InSITE.

Dan'l and his wife Carolyn live in Marysville, Washington, along with their dog Tinkerbella Yoda. They have 3 children and 3 grandchildren. A believer in lifelong learning, Dan'l is pursuing his Master's degree in Adult Education and Training. He is an avid Scouter and enjoys travel and reading. He and his wife are currently ward missionaries for their church.

Statement of Views

I joined SITE before I was an official trainer with Liberty Mutual. I was serving as an Agency Specialist with some training responsibilities as part of the Onboarding process for new agencies. I recognized quickly however how a network of experienced trainers could have an important impact on my desire to become an "official" corporate trainer...something I very much wanted to do!

I was fortunate to be promoted and begin my corporate training career in May of 2012...in time to attend my first SITE Conference in Washington DC in June. SITE welcomed me with open arms! Opportunities abound! Even as a first year member, I was allowed to stretch and write articles for SITE, conducted SITE webinars, and within a couple of years serve as a Regional Director in the Western Region. I have had the pleasure of facilitating trainings for my peers at the Portland Conference and the Bonita Springs Conference. Most important, was the opportunity to grow as a trainer by taking SITE's Train the Trainer program and earning the Insurance Training Professional (ITP) designation. I have come a long way in just a few short years! SITE has been part of that growth!

Now is the time to grow even more by serving. I look forward to serving SITE as a whole...and our Western region specifically, over the next couple of years. I look forward to working with you!

Central Region VP

Unfortunately, Shelly Douberteen stepped down from her position as the Central Region Vice President. I want to thank Shelly for her enthusiasm and passion that she brought to this position and her insightful contributions to the board as a whole. You will be missed.

I am excited to announce that I have appointed Pam Reihs to join the Board of Directors to fulfill the last year of this term.

- Brad Gutcher, SITE President



Pam Reihs

Bio

Pam is CE Curriculum & Product Development Manager for A.D. Banker & Company. Pam received a Bachelor of Science degree from Kansas State University in 1988 from the College of Business in Management. After several years working in retail and restaurant management, she moved to Kansas City and began what became her career at A.D. Banker & Company. Since 1996, Pam has hired, trained, and evaluated classroom trainers for insurance and securities licensing as well as continuing education.

In 2005, Pam became the manager of the all insurance continuing education (CE) curriculum and new product development. She currently manages all CE SMEs, and serves as Editor in Chief for all printed and live-delivery content, maintaining content accuracy and current relevance. Live instruction has always been a primary focus of education at A.D. Banker, and as training evolved, Pam was tasked with creating or adapting education fit for live CE webinars. She works closely with the Compliance

department and with state insurance regulators on course approvals and procedures for live class, live webinars, and interactive online courses.

Pam has been a member of SILA for 6 years, serving on several SILA Education Provider Subgroups. An active member of the Society of Insurance Trainers and Educators (SITE) for 4 years, Pam co-chaired the Volunteer Committee for the 2014 National Conference in Bonita Springs, Florida, and is currently the Chair of the same committee for 2015. Pam also serves on the Communications committee for ICMG (Inter-Company Marketing Group), where she has been a member for the last year.

At home, Pam will celebrate her 24th wedding anniversary to her husband and best friend, Dion, in November. Together they have 2 children, Eric, age 20, a Sophomore at Baptist Bible College in Springfield, MO, and Maddie, age 17, a Junior in high school. Pam is active in her church and teaches a class of very active and mentally challenging 4 and 5 year olds every Sunday, as well as spending a week of vacation every August teaching at a summer camp for 3rd-6th graders. Pam and her husband are avid cyclists and together logged 5,000 miles last year on their bikes.

Statement of Views

I am excited to step into Shelly's shoes and fulfill her term as the Central Region VP. I love meeting new people and introducing other insurance trainers to the opportunities for training that SITE offers has been an exciting new aspect to my job. I travel with our marketing team throughout the year and attend many industry conferences where I have had opportunity to meet insurance trainers from all insurance niches who would benefit from what SITE offers. I look forward to growing the Central Region and to planning several networking and recruiting events this coming year to make that happen. I thank God for the many friends and mentors I have met through SITE and I am confident that by following the example of those who made this organization what it is today, that I will be on a path to success in this position.

Continuing Board Members

Brad Gutchler – Immediate Past President

Bruce Stauf – Southern Region VP

Arthur Carvajal – Member at Large

Leaving the Board of Directors

Jeff Horn (Member Services VP)

Bruce Fisher (Secretary)

Mary Ann Cooke (Eastern Region VP)

Shelly Douberteen (Central Region VP)

Brenda Davis (Immediate Past President)

Reaching New Heights of Success



Conference

My Bags Are Packed. I'm Ready To Go...la la la... Leaving On A Jet Plane...

Deborah Davenport, VP Conference - ddavenport@germaniainsurance.com

Did you sing it in your head? My bags aren't really packed, yet. However, I have started a pile of items I want to make sure I take to Colorado Springs next month! These are my top 10 items I am making sure I take to the SITE Conference. I would recommend that you add these to your list, too.

Brand new legal pad for all the notes I will be taking throughout a session-packed conference. Wow...3 Keynote Sessions, 1 Learning Lab (still deciding which of the 4 I'll select), 5 Concurrent Sessions, Regional Meeting, Exhibit Hall, and Round Table Discussions. Hmm...maybe I should consider packing a second legal pad!

BIG stack of my business cards. I didn't bring enough the first year I attended the conference. Definitely never made that mistake again. There are lots of opportunities to network during sessions, networking activities, and breaks!

Smartphone. Not that I am ever without it...but must remember my charger so that I don't miss viewing updates and alerts on the new conference mobile app. I'm going to use my smartphone to make my own customized schedule, too. On top of that, I'll be taking lots of pictures for Instagram and other social media. Oh yes, I'm also taking my Ipad since the mobile app also works on it!

List of Questions. Yes, I really do have some specific questions written down that I need to ask my peers. I've just started delving into the world of developing eLearning modules and sure will be glad to pick the brains of the experts.

Light sweater. We all know that session rooms are sometimes a little chilly. It's always good to be prepared.

Light jacket. Although Colorado temperatures are pleasant during the day, it will probably be a little cool at night. I'm going to the pre-conferencing networking event at Garden of the Gods and want to be prepared.

Comfortable shoes and Walking Shoes. Absolutely a must for during the conference! NOT taking my fancy high heels. Nobody will be looking at my feet anyway. Might as well be comfortable while I'm standing around jabbering to all the new friends I plan to meet. I'm also attending the Risk Management Tour at the Cave of the Winds. That will require some non-skid shoes while exploring the cave, for sure! Plus, I'm taking some time to shop in nearby Old Colorado City.

Company Shirt. Monday is 'wear your company shirt day'. It's fun showing your company pride.

Cowboy Boots & Hat. I AM from Texas...And I DO have them. The closing night event on Tuesday is cowboy-themed. I plan on being dressed in my denim and cowgirl chic attire for a fun night of dancing to a live band and taking pictures with the cool props the networking committee is providing. I might even join in on the Instagram photo contest.

Money. I plan on donating to the charity we are supporting, Angels of the Fallen. This is such a worthy cause. I'll be donating to wear the beautiful angel pin and obtain some raffle tickets to win a free conference registration for next year's conference or one of the books donated by the keynote speakers. I'll also need some moolah to participate in the Dutch Dine-Around Monday night. I can't wait to see which local restaurants the networking committee selected. Not only am I looking forward to eating some fresh local trout, elk chili, or bison, but also spending time chatting with other participants.

I'm looking forward to seeing everyone in Colorado Springs! If you missed the Early Bird Registration deadline, you CAN STILL register at a great rate until June 1st! One more thing.....if you have not made your hotel reservations yet, please do so right away!



Conference Agenda

Friday, June 19, 2015				
8:00a – 5:00p	Train the Trainer (Learning Center)			
8:00a – 5:00p	Board Meeting (Executive Board Room)			
Saturday, June 20, 2015				
12:30p	Golf			
8:00a – 1:00p	Train the Trainer (Learning Center)			
8:00a – 1:00p	Board Meeting (Executive Board Room)			
2:00p – 3:00p	Volunteer Meeting (Fremont)			
3:00p – 6:00p	Registration (North Pre Function)			
5:00p	Garden of the Gods Tour & Dinner (pre-registration required) (Meet in Lobby)			
Sunday, June 21, 2015				
6:30a – 7:30a	Fun Run/Walk (Meet in Lobby)			
8:00a – 9:15a	Breakfast (Heritage A & B)	1st Time Attendee Breakfast (Carson)		
9:30a-11:30a	Opening and Keynote – Dare to Grow: How to Build Relationships that Last (Summit Ballroom) Byrd Baggett			
11:30a – 11:45a	Break			
11:45a – 1:00p	Lunch & Regional Meetings			
	Western & International (Heritage B)	Central Region (Heritage A)	Eastern Region (Fremont)	Southern Region (Carson)
1:00p – 1:30p	Speed Networking (South Pre-Function)			
1:30p – 2:45p	Concurrent Sessions			
	Navigation the Approach - Technology	Planting Footholds - Design & Delivery	The Ascent - Training Management	Setting the Anchor - Technical Insurance Training
	Lessons from Harvard: Using Brain Science & Gamification to Boost the Impact of Training Dr. B. Price Kerfoot (Heritage A)	Developing Training with SME's Jim Chaney (Carson)	Building Relevance in Insurance Education Giavonni Lucas (Fremont)	Partnering with the IIBHS (Insurance Institute of Business & Home Safety) Phani Machiraju & Brenda O'Connor (Heritage B)
2:45p – 3:00p	Break			
3:00p – 4:15p	Concurrent Sessions			
	Navigation the Approach - Technology	Planting Footholds - Design & Delivery	The Ascent - Training Management	Setting the Anchor - Technical Insurance Training
	Engaging New Learning through Introductory Games Ben Kobulnicky (Fremont)	Gamification in Online Learning Todd Remer (Heritage B)	Mentoring- 3 Tools to Help You Have One and Be One Christine Marciano (Heritage A)	Maximize the Investment of Your Training Portfolio Nolan Hout and Arun Prakash (Carson)
4:15p – 4:30p	Break	Vendor Meeting (Heritage CDEF)		
4:30p – 5:30p	Exhibitor Commercials (Summit Ballroom)			
5:30p – 8:00p	Exhibit Hall Opening/Reception (Heritage CDEF)			
8:00p	Dinner on your own			
Monday, June 22, 2015				
6:15a – 7:00a	Yoga (Fremont)			
7:30a – 8:30a	Continental Breakfast in Exhibit Hall (Heritage CDEF)			
8:30a – 10:30a	Keynote Creating Engaging Compliance and Technical Learning Programs (Summit Ballroom) Dr. Ray Jimenez			

10:30a – 10:45a	Break			
10:45a – 12:00p	Concurrent Sessions			
	Navigation the Approach - Technology	Planting Footholds - Design & Delivery	The Ascent - Training Management	Setting the Anchor - Technical Insurance Training
	The Power of Mobile Reinforcement for Training Success Peder Jacobsen (Carson)	SCORE for Webinars: Super Closers, Openers, Revisitors & Energizers Becky Pike Pluth (Heritage A)	Discover the Training Guru Within You Suma Elwell (Fremont)	Story-Based eLearning and Training Dr. Ray Jimenez (Heritage B)
12:00p – 1:00p	Lunch in Exhibit Hall (Heritage CDEF)			
1:00p- 4:00p	Learning Labs			
	Navigation the Approach - Technology	Planting Footholds - Design & Delivery	The Ascent - Training Management	Setting the Anchor - Technical Insurance Training
	What is Working in the Training World? Mark Fine (Heritage A)	Presentation Skills for the Unprofessional Speaker Bill Wilson (Carson)	Building a Leadership Development Program Without Breaking the Bank Heather Cushing (Fremont)	The ROI Methodology: Planning Your First Evaluation Dr. Jack Phillips (Heritage B)
4:00p – 4:15p	Break			
4:15p – 5:15p	Exhibit Hall Closing – Vendor Giveaway (Heritage CDEF)			
6:00p	Dutch Dine-Around			

Tuesday, June 23, 2015

8:00a – 9:00a	Continental Breakfast - "Hike On Over" Round Table Discussions (Heritage B)			
9:00a – 9:15a	Break			
9:15a – 10:30a	Concurrent Sessions			
	Navigation the Approach - Technology	Planting Footholds - Design & Delivery	The Ascent - Training Management	Setting the Anchor - Technical Insurance Training
	Technology in Insurance Education - A Panel Discussion Sandy Masters, Sherry Moor, Kate Manthey (Heritage A)	Brilliance by Design Steve Martin (Freemont)	Ripples... Everything You Do Matters: How to Better Sell Yourself, Your Unit, Your Company Christine Marciano (Heritage B)	Achieving Knowledge Transfer and Behavior Change through Blended Learning Dr. Michael Aumann (Carson)
10:30a – 10:45a	Break			
	Creating a Winning eLearning Strategy Adam Yasneski (Heritage A)	Gamification: The Cliffs Notes Version Sandra Colley (Freemont)	Considerations When Blending a Technical Curriculum Josh McFarlin (Carson)	Beyond the Boring Regulatory Limits to Set New Interactive Industry Standards Barb Gavitt, Pam Reihis, Cindy Davidson (Heritage B)
12:00p – 1:30p	Annual Business Meeting Luncheon (Summit Ballroom)			
1:30p – 2:00p	Break			
2:00p – 3:45p	Closing Keynote Outta SITE, but Not Outta Mind: Techniques for Training with a Lighter Touch Karyn Ruth White (Summit Ballroom)			
6:00p – 10:00p	Closing Reception & Banquet (Heritage CDEF)			

Wednesday, June 24, 2015

8:00a	Risk Management Tours (pre-registration required) (Meet in Lobby)			
-------	---	--	--	--

Don't Blame The Door

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

Our son just got his driver license. Well, I guess he'll be learning for a while, especially given the incident from last week. The kid was on his way to a student council meeting on Sunday evening. He went to the garage; got into our green Ford Escape, turned the ignition on, and backed up into the still-closed garage door. No damage done, but freaked him out.

When Thomas got out of the car, he actually blamed the garage door for not opening properly. Okay, let's start with the fact that he started a motor vehicle in a closed garage. Point. Only then can we move on to the fact that he didn't actually open the door. Two points. But there the kid was, blaming the piece of wood that protects my garden tools and spare refrigerator from the elements.

It got me wondering about the other doors in my life, actually. We've all got tons of them. Doors in our brains that make us closed off to certain thoughts, ideas, or emotions. Doors in our social lives that we fling open to welcome friends, doors in our hearts that we sometimes keep locked all together, and doors in our professional lives that can lead us to next phase of our careers. Let's talk about those professional doors.

We've all heard the phrase, "Don't let the door hit you on the way out." We prefer to hear, "my door is always open." I wonder if my professional door is always open. And if it is open, do other people even know they can just walk on in and sit right down? It's sort of a personal brand conversation, really. If others don't know that our professional door is open, maybe it's because we've never told them what we can do for them. Perhaps we've never offered help to them on a project, or offered other support that could have value to them. We may need to widen our doors.

Come to the SITE conference in June. Join us for Train the Trainer in Branchville, NJ, in October. Open the door to your own learning.

John Barrymore said, "Happiness often sneaks in through a door you didn't know you left open." But in deference to our son, Thomas, if you haven't opened the door yet, please don't drive your car through it.

You can TTT-otally call me. marciac@nationwide.com

Success At Its Best

Jeff Horn, Member Services VP - jeffrey.horn@libertymutual.com

As my term as Vice President of Member Services comes to a close, I would like to take this opportunity to personally thank the Regional Vice Presidents I had the privilege of working with. Treg Camper (Western), Bruce Stauf (Southern), Shelly Douberteen (Central) and Mary Ann Cooke (Eastern), your stewardship of SITE has been characterized by innovative ideas, strategic thinking and, most valuable, your tireless efforts to promote and increase the visibility of SITE. The resulting goodwill has become a huge asset to us, and the relationships you have fostered will ensure SITE will prosper and continue to offer opportunities to every member. By all measures, SITE has improved immensely on your watch. Your warm friendship and support have been very important to me. Thank you so much.

I would also like to recognize three members at large whose energy and devotion to SITE are impossible to match:

- Christine Marciano the way you masterfully direct our Train the Trainer (TTT) program will never cease to amaze me. SITE's TTT program is arguably the best TTT program in the country. We are very fortunate to have you in charge. Thank you.
- Sandy Masters your webinars are awesome! Seriously, every month we are treated with a new, fresh, spot on subject webinar. I admire your facilitation skills. Please, keep 'em coming.
- Mark Fine, my SITE mentor. Thank you for pulling me aside, at my first conference in Indianapolis, and asking me to get involved. I enjoyed working with you on the Board of Directors and will never forget our conversation in which you said SITE will only continue to grow if its members get involved and get others involved and reach out to new members in the process. I admire your hard work and commitment to SITE.

Last year, during our onboarding and strategic planning meeting just prior to the commencement of our term, I issued six challenges to Treg, Mary Ann, Bruce and Shelly:

1. Let's grow our membership to 1000 by 2015 conference
 - a. We have 865 members
 - b. We need to keep our current and
 - c. Add 135 new members
2. Concentrate on your region membership through
 - a. Quarterly conference calls
 - b. Organizing workshops and socials

3. At all costs, we need to support our TTT and Insurance Training Professional (ITP) programs
 - a. Our target is one TTT per quarter
 - b. Our goal is to bring on record numbers of ITPs
4. Totally support our very successful Webinar program
 - a. Recognize that our webinars are the best opportunity reach potential new members
 - b. Provide our coordinator with topics and talent
5. We have to get connected and use SITE's social media outlets
 - a. LinkedIn
 - b. Facebook
 - c. Instagram
 - d. Twitter
6. Always promote SITE's Corporate Membership Program
 - a. A cost effective payment plan
 - b. Available to companies with eight or more SITE members

I could not be more pleased with the team's results. In less than a year we are breaking all the records and have positioned SITE for success for many years to come. At the end of March when I wrote this article we had 954 members. That is an increase of 89 since the beginning of our term and we have 3 months remaining in the challenge. At this year's conference I expect to report that our membership has reached the 1000 milestone.

Next, in addition to their regional conference calls, the RVPs have organized 6 SITE workshops and socials from New Jersey to California during their term. Isn't that fantastic?

When considering of all of our member benefit programs and activities, I am really proud of the Train-the-Trainer and Insurance Training Professional programs. With its real world focus, our partnership with The Institutes, and our professional faculty SITE truly sets the bar for all TTT programs. Forty-five individuals will have completed this program before our annual business meeting in Colorado Springs. Additionally, since last year's conference SITE has awarded the ITP designation to 37 members. These are numbers that we just have not seen in the past few years. How awesome is that?

And, speaking of records, take a look at the Webinar Program's results. A total of 478 individuals have participated in 7 webinars between August 2014 and March 2015. That is an average of 68 participants per session. Those are amazing numbers, and I am not done...

SITE is LinkedIn with over 2,000 group members. Our social media platforms have been an excellent communication channel for our marketing team to announce and deliver real time information about member benefits and activities.

Finally, one of our last milestones is the addition of 3 companies to our corporate member program. Congratulations to Payne West, Nationwide and Sentry Insurance.

What a successful term this has been for member services. We have so many amazing programs and activities. I cannot begin to tell you how much fun it has been working with Bruce, Treg, Mary Ann and Shelly. They really made my job as Vice President of Member Services easy. My heartfelt thanks to everyone.

See you at conference.

Jeff.



Western Region

Treg Camper, Western Region VP - tcamper@allstate.com

It's hard to believe almost two years have passed since joining SITE's Board of Directors. I will be finishing my term as West Region VP at the next board meeting when a new slate of Board members is elected. I never thought I would get this deeply involved with SITE but the pull was too hard to resist.

I've thoroughly enjoyed my time on the Board. I've also had the opportunity to interact with many members from the West and beyond.

As members of SITE I know it is hard to think of you getting more involved. Heck, you have your regular job and it is demanding enough. But the reality for involvement is personally and professionally rewarding. I encourage each one of you to consider serving on the board or serving on a committee or delivering a webinar, etc. Interacting with the membership alone is reason enough; but the impact you can have on the Society is even more rewarding.

There are so many ways to get involved. Don't take my word for it; talk to any of the many SITE volunteers.

Enjoy the upcoming summer!

Southern Region - Fertile Minds

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

Spring is in full bloom here in the South. I was out on the porch the other day admiring the brilliant, pink color in the azalea bushes in front of the house. I remembered having added some good old 10-10-10 fertilizer to them a couple of months ago, and no doubt the beautiful blooms are somewhat of a reward for the effort. The professional mind is much the same in that it needs regular 'feeding' in the form of training to grow and produce better results. This holds true even for training professionals.

Our upcoming SITE conference is a terrific opportunity to gain a lot of usable training information to take home to share with all those fertile minds, whether in class or through online programs. The annual conference will provide a variety of topics, with something of interest for every trainer regardless of insurance area or tenure. I've been attending conferences for a long time and I've come away enlightened from every one. I'm looking forward to this year's conference in Colorado Springs, not just for the opportunity visit a great area, but also in anticipation of at least 10 new things I'll learn, and 10 new people I'll meet to share knowledge with, and 10 ideas I can share with others.

I look forward to seeing Y'all at the SITE Conference 2015. There's still time to register. You won't be sorry, but you will come away refreshed. This is a professional growth opportunity!

Eastern Region - Training Doesn't have to be Trendy

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

Do you remember Beanie Babies, Furbies and all the other trendy items that kids didn't think they could live without? They were fun at the time and fun is important in life and in training. In the end, nobody really cares about these trends any more. The same is true with trendy training.

Training is a long-term learning process in itself. As part of the training community, we are always learning too. We learn what works for us rather than adopting some flash in the pan trend.

Being genuine, caring, and enthusiastic works for me. Being eager to help and watch people succeed inspires me.

Genuine people embrace their vulnerability. It takes a person with high self-esteem to let others see their imperfections. Nobody is perfect. When your audience sees an imperfection, they will relate and be tuned in to your message.

Being genuine means you are driven by your inner self rather than your surroundings. This authenticity comes from knowing who you are and being comfortable with yourself. Your audience can spot a fake from miles away.

Caring people are listeners. We must actively listen to effectively communicate. When you truly care about others' opinions, concerns and problem, you listen to them. Even if you are not in a position to solve their problems, the fact that you care enough to listen and offer solutions or empathy will connect others to you. When they are connected, they will learn. When you care about others, you are truly happier.

Enthusiasm is contagious. It is almost expected of a good trainer. Enthusiasm can't survive in a negative environment. People don't learn in a negative environment. Even if your insurance topic is boring, your enthusiasm will create a positive environment and people will learn. Just make sure your enthusiasm is genuine. Maybe you aren't enthused about the topic either. You can always be enthused about your audience. Don't be fake.

Training is helping others to learn and do their jobs better to become more successful. We impart knowledge. Those who give to others always receive more than they give.

Figure out what works for you and stay true to yourself. It's OK to try new trends to spark energy and interest. But, I have learned that being genuine, caring and enthusiastic are the core characteristics that work. Watching others succeed, knowing I played some small role in their success is my reward.

Editor's Correction

The March/April 2015 InSITE erroneously credited the "The Institutes' Collegiate Studies for CPCU Program" Article to Christine Nilsen Marciano. The author was Connor M. Harrison, Director – Custom Products (Harrison@theinstitutes.org).



Welcome New Members!

CENTRAL

Patricia Baker
Allstate

Liam Bresnahan
Allstate

Kim Chinn
Shelter Insurance Companies

Kathleen Cox
Applied Systems

Joshua Huling
Nationwide Insurance

Karen Marino
ej4

Ruth Morris
Allstate

Gregory Schimmel
Allstate Insurance Company

Kelli VanOoteghem
Frankenmuth Insurance

INTERNATIONAL

Stephen Pappas
Panviva

EASTERN

Chet Bounds
Cape School

Susan Coronella
BCBSMA

Jake Donelan
Western and Southern Life

Amy Franko
Impact Instruction Group

Marcia Moore
BrickStreet Insurance

Michelle Prince
Liberty Mutual Insurance

Naomi Reid
Allied World

Jacqueline Valley
Liberty Mutual Insurance

Debbie Williams
Allstate

SOUTHERN

Kristen Baker
Allstate

Miranda Clark
Allstate

Alex Hogan
Allstate

Feemster Ryan
Allstate

WESTERN

Jo Lynn Clemens
JJC Insurance Services

Heath Daley
Allstate

Mike Del Castillo
Allstate

Dennis DesLauriers
Allstate

Anita Jacob
Allstate Insurance Company

Greg Johnson
Insurance Educational Association

Gina Magee
Insurance Educational Association

Tom Moss
Allstate

Greg Muir
TesTeachers

Christina Perryman
Allstate

Autumn Schraner
Liberty Mutual

William Schwerin
Nationwide

Barbara Thompson
Allstate

William Wade
Allstate

Shelly Webb
Allstate

SITE BOARD



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



Treasurer
 Bruce Fisher
 Sales Executive - Western Region
 The Institutes
 610-389-6123
fisher@theinstitutes.org



Immediate Past President
 Brenda Davis, AAI, AIS, ITP
 Sr. Training Specialist
 Alliant Insurance Services, Inc.
 619-849-3757
bdavis@alliantinsurance.com



Eastern Regional Vice President
 Mary Ann Cooke, AU
 Business Insurance Training Administrator
 State Auto Insurance
 502-292-2359
maryann.cooke@stateauto.com



Vice President, Member Services
 Jeffrey Horn, AIC, ITP
 Training Manager
 Liberty Mutual Insurance
 317-805-2736
jeffrey.horn@libertymutual.com



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



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



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



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



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



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



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



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

SITE Office Contact Information:

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

(651) 999-5354 - phone office@insurancetrainers.org
 (651) 917-1835 - fax <http://insurancetrainers.org>