



## CA Council of IAIP Membership Report October 8-9, 2021

The CA Council Cabinet has been working hard to chart our C.O.U.R.S.E. **C**ommunity **O**utreach **U**sing **R**esources **S**kills and **E**ducation.

To align with Kari's vision, the Membership team has supplemented this course by promoting IAIP's Special Interest Communities, local outreach programs, discovering our resources, and promoting IAIP through social media.

Go all in.

We need to instill in new and current members the excitement we feel when being connected to other members in our local, council, regional, and national levels.

While we may have been remote this past year, there are many ways to join a community. The international website has provided new Special Interest Communities that focus on New Members, YNPs, Retired Members, Life & Health, Technology, and P&C.

Many of our local associations have done outreach projects and sponsored local charities throughout the year. By promoting events, these are golden opportunities to promote IAIP membership.

Education is our biggest asset and something we can provide in a remote world at the click of a button. The International education calendar is full of monthly courses that all members and non-members alike can take part of. Make sure to add your members and friends to your distribution lists to disperse this valuable information. I have made sure to add myself to all local distribution lists so that I receive all newsletters and education course offerings.

Now for a snapshot of the Current California Council Membership:

California Members-At-Large: 40  
Insurance Associates of Fresno: 20  
Insurance Professionals of Los Angeles: 10  
Insurance Professionals of Monterey Bay: 7  
Insurance Professionals of Orange County: 17 (which includes 6 dual members)  
Insurance Professionals of San Gabriel Valley: 7  
Insurance Professionals of Santa Barbara: 9  
San Diego Association of Insurance Professionals: 24  
San Francisco Insurance Professionals: 23 (which includes 1 dual member)  
South Bay Association of Insurance Professionals: 20 (which includes 2 dual members)  
**Total California Council Membership: 168**

My membership report noted that last year the CA Council Membership was 192. This is a decrease of 48 total members, which represents a 12.5% decrease. While this decrease is not as significant as in years prior, the fact remains that this is a decrease. However, in reviewing the membership roster in detail, there are many "N" asterisks next to member names. Our challenge then becomes retaining this membership.

Being out of sight is out of mind.

There is so much to offer through becoming a member of IAIP and CA Council. To be an engaged member you can join a Tase Force, write an article for *Today's Insurance Professionals.*, take an IAIP course offering, join a SIC call, or simply invite a co-worker or friend to one of these events. Many times members join after being invited to a function.

Our membership will only grow if we continue to offer value and opportunity to our members. Being engaged means staying engaged.

I have already made sure to sign up for notifications for all California local association and MAL virtual meetings (and plan to visit each association in person when we can). If you are having ANY sort of event, please remember to keep me cc'd into your event or meeting; I can promise that a cabinet member or liaison will be present at your meeting.

Respectfully submitted,



**Marcella Reynolds Beasley, MA, CIC, CISR, CRIS, MLIS, TRIP, AFIS, CCIP, WCIP, CIIP, CLP**

Membership Liaisons:

Insurance Professionals of Monterey Bay & San Francisco Insurance Professionals: **Kelly Reese, AU-M**  
Insurance Associates of Fresno, Insurance Professionals of Santa Barbara, MALs: **Kim Green, AIC, AIS, CPIW**

Insurance Professionals of Orange County, Insurance Professionals of San Gabriel Valley, Insurance Professionals of Los Angeles, San Diego Insurance Professionals, and South Bay Association of Insurance Professionals: **Christina Hernandez, CIC, AAI**  
Young New Professionals: **Sarah Jane Jara, CLP**