



CA Council of IAIP Membership Report October 7-8, 2022

The CA Council Cabinet has been focusing on the Road to Resilience as we get back out in the world.

With an emphasis on Dawn's Theme, the Membership team has been focusing on retention of membership by engagement with our current members, but also reaching out to non-renewed members via e-mail and our "We Miss You" postcards to try to get some members back. Hopefully, we'll be able to gain some new members too, as we get back to in person business.

Go all in.

We need to continue 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.

Even though we are getting back to more in person meetings, please remember there are still many ways to join an IAIP community for virtual connections. You can join one of these Special Interest Communities that focus on YNPs, Retired Members, Life & Health, Technology, and P&C via the [international website](#).

Also, please make sure to check out the new IAIP Member Orientation video on the [international website](#). This is for new and current members to watch and get entered in the contest for a prize twice a year.

As always, Education is one of our biggest assets, which IAIP was able to pivot during our remote way of life and even got the Advanced-CLP Course up and running. Please make sure to check out all the learning opportunities on the [international website](#).

Here is a snapshot of the Current California Council Membership:

California Members-At-Large: 35

Insurance Associates of Fresno: 16 (which includes 1 dual member)

Insurance Professionals of Los Angeles: 8

Insurance Professionals of Monterey Bay: 6

Insurance Professionals of Orange County: 14 (which includes 6 dual members)

Insurance Professionals of Santa Barbara: 8

San Diego Association of Insurance Professionals: 25

San Francisco Insurance Professionals: 20 (which includes 1 dual member)

South Bay Association of Insurance Professionals: 17 (which includes 1 dual member)

Total California Council Membership: 140

The membership report last year for CA Council, membership was 168. This is a decrease of 27 total members, which represents roughly a 16% decrease. Unfortunately, this 3.5% higher than last year's decrease. However, in reviewing the membership roster in detail, there are many "N" asterisks next to member names, which are new members and "P" asterisks for past members that renewed after lapsing on their membership.

Over the pandemic, it was very nice to engage with members not only in California, but all over the country virtually! This CA Cabinet is in hopes that we can maintain and grow our membership while we get back to life before we went virtual. Engagement is key! Keep inviting industry connections to all IAIP functions to help our cause.

Respectfully submitted,

Sarah Jane Jara

Sarah Jane Jara, CLP

Membership Liaisons:

Insurance Professionals of Monterey Bay & San Francisco Insurance Professionals: **Jenny Schaeffler, AIC, ARM, CLP**

Insurance Associates of Fresno, Insurance Professionals of Santa Barbara, MALs: **Susana D Baja, CPIW**
Insurance Professionals of Orange County, Insurance Professionals of San Gabriel Valley, Insurance Professionals of Los Angeles, San Diego Insurance Professionals, South Bay Association of Insurance Professionals and Young New Professionals: **Jennifer Deinert-Peterson, MBA, CMSP**