



## CA Council of IAIP Public Relations Report October 7-8, 2022

The CA Council Public Relations team has been focusing on the **Road to Resilience** as we get back out in the world. The main objective for Public Relations is to communicate to members and potential members as much as possible on different social media platforms to get the word out about what is happening with our associations.

The Council website is regularly updated with Regina and Allen providing new Safety and Legislation articles and there are updated press releases on the CA Department of Insurance page. The CA Council History Manual has been updated with new material and photos. The 2021-2022 Association Reports will be published as soon as available to the Council website Resources page.

**Let's Get Visible!** We are visible on social media and post regularly on Facebook and Instagram.

I'm looking into attending the Region III Conference in Puerto Rico. It is fun to network and share ideas with members in other regions and it is a great way to make new IAIP contacts.

Our members have been busy with Community Outreach. Serving lunch at women's shelters, visiting senior living homes, walking for Alzheimer's awareness, delivering food baskets, supporting local firefighters, holding a coat drive for One Warm Coat, battered women's programs, and having clothing drives to support job seekers so they may look their best for interviews.

There was one community outreach event that spoke to me the most was the in person and virtual walk for Global Hope 365. The walk was to raise funds in the movement to develop legislation and raise awareness in the fight against Child Marriage and prevention of Human Trafficking. Four CA associations and CA MALs participated as well as multiple individual members including our now prior International IAIP president.

Have you checked out the Association Newsletter page on the website? You will find full instructions on how to set up a newsletter. And you can read and enjoy published association newsletters.

Public Relations Liaison/Communications Liaison Kim Cameron, CPIW, CLP is working on a monthly message to members with useful DID YOU KNOW topics. Do you know how to post your resume on the Career Center, where to find applications and toolkits and so much more. Kim will also be reaching out to members with ideas on how to celebrate IAIP Week in May.

Please send us your upcoming meeting announcements and event details for publishing and sharing. When you send your meeting invitations out include the Members at Large and consider including other states and regions.

Our promise at the beginning of the term was to communicate and get the word out about our

events. We hope you feel we are meeting those promises. You will find our contact information on the Council website. Please reach out to us and share your ideas on how you are on the **Road to Resilience** as we get back in the world.

I wish to express my heartfelt thanks to the best PR Team I could ask for.

Kim for focusing on getting our name out on social media and communicating information to members.

Jody for focusing on our educational goals.

Regina and Allen for their focus on Safety and Legislation issues that are important to us all.

Our contact information is on the website so please reach out to us with your thoughts, ideas, questions, or concerns.

Respectfully submitted,

A handwritten signature in cursive script that reads "Brooke Lesniak".

Brooke Lesniak, CLP, CRIS, CIIP - Public Relations Chair

**Public Relations Liaisons**

**Public Relations/Communications:** Kim Cameron, CPIW, CLP

**Education:** Jody Nishida

**Legislation:** Allen Shiu, AFIS

**Safety:** Regina Lemanowicz, CLP