



California Council of IAIP

CA Council of IAIP Public Relations Report October 10, 2020

The CA Council Public Relations team has been charting our C.O.U.R.S.E. **C**ommunity **O**utreach **U**sing **R**esources **S**kills and **E**ducation. The main objectives for Public Relations were to provide ideas to members for Community Outreach, Using the Council website for Safety and Legislation Resources, using our Skills to Communicate and provide Educational opportunities.

The Council website is regularly updated with monthly messages from our Council Director, Elaine and Susana are 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 articles and photos. The 2019-2020 Association Reports have been added to the Resources page.

On the Education page you will find information on applying for scholarships and grants. Several associations have scholarship programs in place to assist their members in their educational pursuits. If you would like assistance in starting a scholarship program we will be happy to help. You will find award applications under the Resources section. If you are unsure of your completed IAIP courses you can pull the information from your profile and have the certification transcript emailed to you.

Let's Get Visible! We are visible on social media and post regularly on Facebook, LinkedIn, Instagram and Twitter. A huge benefit of the virtual format is we have been able to attend meetings and support our members in CA and Region VII. I represented California by attending the Region III CWC Speak-off, the Georgia Council Meeting and Marcella and I attended the North Carolina Council Meeting and a regular meeting of the Greater Seattle Insurance Professionals.

I will be attending the Ohio Council Meeting and looking into attending a few virtual Regional Conferences. It is fun to network and share ideas with members in other regions and it is a great way to make new IAIP contacts. We can all Zoom to meetings across the country but let's all meet in person in June at the International Convention in Orlando. We can zoom there on a plane or any mode of transportation you like.

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, virtual walks for Hope, battered women's programs and having clothing drives to support job seekers so they may look their best for interviews.

There have also been a lot of fun meetings. Virtual Bingo, Trivia, In Home Scavenger Hunts and Quiplash. Game Nights are a great way to keep in touch with members when in person

meetings are not an option. Other ways to keep in touch are by newsletters, a President's and MAL Liaison message to members, sending birthday and anniversary greetings.

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

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.

Public Relations Liaison Annette Ing- Firmeza will be reaching out to members with ideas on how to celebrate IAIP Week in May. We hope you enjoyed the daily photo posts on Facebook of past Council meeting fun. We are also starting our TIKE program again. Thank you to Gerry Mellon and IWASAC for donating their stock of Tike stickers. Please reach out to me if you would like a supply of the stickers.

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

Our promise at the beginning of the term was to always reflect a positive image for California and to be available to members. 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 Charting your C.O.U.R.S.E.

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

Annette for focusing on getting our name out on social media. We hope you enjoyed all the past Council photos.

Gina for focusing on our educational goals.

Susana and Elaine for their focus on Safety and Legislation issues that are important to us all.

Kim for focusing on communication.

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

Respectfully submitted,

Regina Lemanowicz, CLP - Public Relations Chair

Public Relations Liaisons: Public Relations: Annette Ing-Firmeza - **Communications:** Kim Cameron, CPIW, CLP- **Education:** Gina Thomas Patterson, CISR-Elite, CPIW, DAE, CLP - **Legislation:** Susana Baja, AINS, CPIW - **Safety:** Elaine Sorensen, AIS, CIIP