



### Issue 3

Hello, Everyone:

Are you planning to attend Annual Conference this year in Phoenix, Arizona, October 4-7? I hope so!

We are planning a Chapter event for Tuesday evening, October 6 - stay tuned! In addition, Heartland hopes to have a very short event on Sunday, October 4, to give us all a chance to meet and be able to spot familiar faces during Conference. Lastly, at the Monday morning breakfast certain tables will be reserved for chapter members to sit together - please join us.

I don't think I have to tell you there is a lot going on in the Heartland Chapter!

- E-Day 2009 went by in a flash!
- Our Scholarship Committee awarded the Jim Latteman Memorial Scholarship to Tyler Hohenstein, the son of AICP member, Janice Hohenstein.
- Our Membership Committee launched the innovative "Lunch Will Keep Us Together" program.
- The Chapter voted in favor of replacing the Heartland Chapter Guidelines with the proposed Heartland Chapter Operating Rules.
- We issued a call for nominations for the Heartland President's Award - you answered.
- We are preparing for our August Chapter Meeting with Iowa Commissioner Susan Voss.
- We hope to offer the first Heartland Webinar in September.
- The Heartland Nominations Committee issued a call for nominations and our Membership responded beautifully - your Heartland Board of Directors is excited about this year's Heartland slate.

### E-Day

Heartland Chapter's goal in offering an E-Day is to provide value to our members at the local level. Not everyone is able to attend annual conference, especially in today's economy. We even choose a different location for E-Day every year because we understand it can be expensive to travel within the Chapter.

Please know that Heartland leadership closely monitors our financial position and balances that with our effort to bring value to our members. Heartland significantly subsidized the 2009 E-Day for the purpose of not having to raise registration fees, especially in light of the current economy. It truly is our intent to bring the value of AICP to our members at the local level.

This is the first year I was on the E-Day Committee and it was a fantastic experience. I enjoyed the opportunity to work with other committee members and our guest speakers. A word to the wise - a great deal of the value of E-Day is realized by participating as an E-Day volunteer. I encourage everyone to get involved.

The post E-Day survey provides key information for next year. We always receive positive feedback on the networking and the opportunity to meet regulators. Thank you to those individuals that responded to our survey.

I want to issue a special thank you for every person on the E-Day Committee. I wish to give special mention to Dave Milligan, of American Equity Investment Life Insurance Company, for chairing the committee. - I would have been lost without him. AND, I wish to give a special thank you to Doug Freeman, of Sonnenschein Nath & Rosenthal LLP - he was very instrumental with our Keynote Speaker, Gary Hernandez, also of Sonnenschein.

### **Jim Latteman Memorial Scholarship**

This year Heartland's Scholarship Committee awarded the \$500 Jim Latteman Memorial Scholarship to Tyler Hohenstein, the son of AICP member, Janice Hohenstein.

I wish to personally thank Connie Doud, of Farmers Mutual Hail Insurance Company of Iowa, Scholarship Chair, for her work in this endeavor. Education is the backbone of the AICP and I am proud of Heartland's effort to further insurance education and encourage, support, and reward college students who have an interest in insurance as a career.

It isn't too soon to start thinking of next year. In the last few years the eligibility conditions have been expanded - so check to see if you or someone you know would qualify.

Use this link for more info: [http://www.aicp.net/chapters/jimlatteman\\_scholarship.cfm](http://www.aicp.net/chapters/jimlatteman_scholarship.cfm)

Application: [http://www.aicp.net/chapters/heartland/jimlatteman\\_app.doc](http://www.aicp.net/chapters/heartland/jimlatteman_app.doc)

### **Lunch Will Keep Us Together**

This is a new program developed by the Heartland Chapter. It has gained attention at the national level and I expect it will be implemented elsewhere - way to go Heartland!

Our test location was Kansas City - I wish to extend a major thank you to Sean Cox, of First Consulting & Administration, Inc., for overseeing the implementation and fine-tuning the process. Under Terri Parker's [of American Equity Investment Life Insurance Company and Membership Chair] supervision we have begun the process of rolling the program out to other locations - the Twin Cities, Des Moines, Nebraska, and St. Louis.

The benefit of this program is the chance to get to know other Heartland members in your immediate area by joining them in groups of four over lunch. Each member is responsible for his/her meal.

### **Approved Heartland Chapter Operating Rules**

Heartland members voted to approve the Heartland Operating Rules 11-04-2008 Edition to replace the Chapter Guidelines 05-2003 Edition.

The national board accepted the Heartland Operating Rules, 11-04-2008 Edition, at the national board meeting held in Toronto, Ontario, Canada, on July 18, 2009.

There was a lot of work involved behind the scenes. Congratulations to those involved for seeing this through to conclusion!

We will post the Heartland Operating Rules 11-04-2008 Edition on the website as soon as possible.

### **August 17 West Des Moines Chapter Meeting**

Two of our former Heartland Presidents, Connie Doud and Anita Lee, of IMT Insurance Company, are hosting the August 17 Chapter meeting. This meeting will be held at the Hilton Garden Inn at 205 South 64<sup>th</sup> Street in West Des Moines, Iowa. The deadline to register is Friday, August 7.

<http://www.aicp.net/chapters/heartland.cfm#events>

We are excited to have Iowa Commissioner, Susan Voss, as our Keynote Speaker. There will also be breakout sessions with P&C and L&H department staff. In addition, Jeanie Botkin and Jennifer Osborn of Polsinelli Shughart of Kansas City, Missouri will speak on the effects of insureds' bankruptcies on the insurance industry.

My favorite part of the meeting will be recognizing Heartland volunteers! Heartland would not be the dynamic chapter it is if not for the Heartland individuals that pitch in at the Chapter and national levels. Our August meeting is the official "Thank You" for these individuals.

The highlight will be announcing the President's Award winner. Thank you to those members that nominated the wonderful individuals that exemplify Heartland.

### **Webinar Team**

Under Shawna Greenway's [of Farm Bureau Financial Services] guidance, Heartland continues to work toward holding the first Heartland Chapter webinar this coming September. This is just another way we are trying to bring local value to those affected by travel budget cuts. If you are interested in joining this team, please contact Shawna at [sgreenway@fbfs.com](mailto:sgreenway@fbfs.com) or 515-226-6219.

### **2009 Elections**

Tis the season! Chapter and National Elections are upon us. We have contested races. V O T E !!

At the Chapter level we are electing the Vice President, Treasurer, and Secretary.

After Annual Conference, the current Heartland Vice President, Sean Cox, will assume the office of Heartland President. I will assume the office of Heartland Past President.

At the national level, in addition to electing a national Vice President, Treasurer, and Secretary, Heartland is electing a new Regional Director, which is a two year term.

I want to vote for every single person on the ballot - that is how incredible the Heartland candidates are. Even though only one person can win for each office, every person on the ballot is a Heartland leader - I am certain we will see each of these individuals in a future leadership position, at the Chapter and/or national levels.

### **Closing Comments**

Shawna Greenway's Regional Director Report is intended to communicate news from national that is of interest to Heartland Chapter - it will be posted on the Heartland Website under Special Announcements after our August 17 Chapter Meeting.

You may also wish to check out the improved National Photo Gallery on the website.

<http://www.aicp.net/chapters/photoGallery.cfm?chapterid=10> We hope to have something similar for Heartland Chapter in the near future!

AND membership dues will remain the same for the next renewal.

I previously mentioned that Heartland Leadership closely monitors our financial position - the leader of the pack in that regard is our Treasurer, Vickie Goodman, of Assurity Life Insurance Company. I am thrilled when Heartland leaders are recognized by those outside our Chapter. I was just notified that Steve Lehew, National President, will use Vickie's proposed guidelines as a template in developing chapter treasurer training. Way to go, Vickie!

Lastly, the economic climate remains a concern. Don't forget that should you lose your job, AICP is here for you. Start with us, your Chapter. Getting involved is a great way to network. Remember, your AICP membership goes with YOU. It does not belong to the employer. Keep your information updated in the Online Directory, <http://secure.aicp.net/source/Members/cMemberSearch.cfm>. In addition, should you not be employed at the time of membership renewal, you are entitled to a complimentary membership.

Don't hesitate to contact your Heartland Officers and Committee Chairs if something is on your mind.

Heartland Officers are listed at <http://www.aicp.net/chapters/heartland.cfm#officers>.

Heartland Committee Chairs are listed at <http://www.aicp.net/chapters/heartland.cfm#chairs>.

Be well,

Sandra Makela  
President, Heartland Chapter AICP