

# The Independent

NEWSLETTER

PEAK PERSPECTIVES | TRUSTED ADVISORS



The NAIIA mission is to promote the highest standards of claims excellence and professionalism of its members through education, training and leadership engagement.

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## From the Desk of the President

Hello from Alaska, a very long way from all of you!

You are tremendously interesting people and it's a pleasure to gather together to exchange ideas and solutions.

You are my **Trusted Advisers**.

You are my resource of choice for tough business decisions and claim challenges.

I can confidently sell that.

I recognize a huge present reality that many of us have hard work to do to adapt and remain responsive to prevent an adaptation crisis. According to Steven Rayner in his book, *Recreating the Workplace*, an adaptation crisis is when the playing field for our respective businesses has profoundly changed while the inner workings of our organizations have changed little. Outdated technology, classic management styles, or little innovation and creativity can contribute.

I was recently in a spin cycle class where the instructor said '**What if it never gets easier, you just get better?**'. The rest of the exercise class wasn't about the spin of the bike wheel for me, but rather the multitude of questions spinning in my head. What do I intend to get better at? What feels hard? What feels like it will never get easier? Where am I stuck? How do I get out of the spin or rinse cycle and just get better?

Our struggle is real and there is some tough stuff out there. It's not going to get easier, but we can choose to get better.

- We get better by releasing our grip on the control of classic management and embracing healthy change, millennials, creativity and innovation.
- We get better by focusing on adaptation and responsiveness.
- We get better when we acknowledge our competitive advantage is gained through more responsive, flexible, creative, informed, committed and customer oriented employees than our competitors.
- We get better by helping each of our people understand how they make a difference every day.
- We get more successful by building strong relationships.
- We get better in creating real value for others.

Four rocks I was passionate about executing during my terms as President were to bring clarity to Mission Vision, and Strategy, as well as broaden our marketing reach. As a result of the Mission and Vision Committee, we accomplished the unveiling of the updated Mission and Vision statements in June 2017. We've run ads and published and been featured in three articles in *Claims Magazine* and *Property/Casualty 360* with a distribution to 58,000+ readership. Our fourth article has been accepted to run in March and unashamedly invites business executives to **hire independent adjusters**.

Now, it's time to deliver the fourth rock. A Strategic Planning committee was selected to help define a three year strategic plan. Thank you to those who've provided valuable feedback to the survey. To date, we've had a low response to the strategic plan survey so I want to offer a new and simple strategy – simply click on a new link and tell us **what the NAIIA would look like in three years for you to feel it was a success.**

Here's a few ideas to get you started – Tell us what you want from your National Advisory Council. Tell us what publicity, advertising and marketing you are passionate about. Tell us where you want to share your time, talents and energy. Tell us how you need our help growing expertise in our field, in growing leaders for your business, for sustaining enduring businesses and organizations, etc. Click the links and **tell us what you really think.**

Strategy is a critical component of healthy organizational and leadership alignment for success. **Please pause and offer your two cents. It's important.**

I look forward to attending the SE, SW and Eastern Region meetings in the coming months. These gatherings don't take me away from my business. They bring business to me. Opportunities to meet together, share perspective, ideas, and solutions do make us better.

I hope you'll choose to sail, climb and ride into a bright future, and join me in getting better.

### **CONGRATULATIONS! 24th Annual Family Business Day Award**

NAIIA member firm Midland Claims Service of Billings, MT and President Michael Marsh was honored in a presentation sponsored by State Farm Insurance recently as a Small Family Run Business.

### **COMMUNITY ENGAGEMENT**

The NAIIA has been involved in awarding a scholarship to a graduating senior at three universities over the past few years. **A BIG thank you to Chuck Reilly of Edward R. Reilly & Co., Inc..** for his long term involvement in this program. Chuck has been the presenter of the award at St. John's School of Risk Management in the past, and will once again be presenting the award which this year is sponsored by NAIIA AND Edward R. Reilly & Co., Inc. A powerful PowerPoint presentation is given to the class prior to the award being presented which gives the students background on the adjusting field. These are our future leaders in this industry and we are proud to be a part of their growth!



### **Western Region Meeting in Scottsdale**

Taking a look over the Rim of the World at Frank Lloyd Wright's house.

NAIIA Western Region RVP Mike Marsh hosted a fantastic meeting in Scottsdale, Arizona in January. Fascinating CE topics and NAC dialogue throughout the meeting, as well as a visit to the Frank Lloyd Wright's winter home and desert laboratory - broadening our perspectives through learning about creativity, innovation and the world's greatest architect.

An interaction I enjoyed while in Arizona was about the solutions we can be to each other when we have more business than we can possibly serve on our own. We have the opportunity to utilize our strong network of resources to collaborate to meet our client's needs, rather than having to turn down a valued client's assignments. If we don't serve them, someone else will. We can do it better.

#### **Thank you to our incredible speakers:**

- Kevin Lanphier of Equian on Medical Bill Audit and Review
- John Blake of 2B Claim Services on Total Loss Trends and Solutions.
- Garrett Smith of Kespry on Autonomous Drone Solution

#### **Thank you to our valuable NAC council for participating:**

- David Bunness, Umialik Insurance Company
- Harvey Lighstone, Carter Claims
- Steve Shkilevich, Seneca Insurance Company

Our Strategic Planning Committee is seeking your input to develop a three-year plan. Please click on the link herein and answer a one question survey to help us define goals, objectives and meaningful budget allocations to serve you, the stakeholders.



**Consistent Excellence • Distinguished Professionals • Community Engagement**

## **Nominations Open for 2018/2019 Secretary/Treasurer**

If you are interested in getting more involved in the Association, now is the time to consider submitting your name for consideration for the position of NAIIA Secretary/Treasurer for 2018/2019. Please click [HERE](#) for an application and return it to the 2018/2019 Nominating Committee Chair, Peter Crosa prior to April 30, 2018. Also include a current resume for the nominee. The Nominating Committee consists of a representative from each of the five regions and a Chair, who is the current sitting Past President of the Ways & Means Committee. The current representatives on the committee are: Chair, Peter J. Crosa, Peter J. Crosa & Co.; Chuck Witt, Roanoke Valley Claims Service; Shawn Stewart, W.L. Stewart & Assoc., Inc.; Bryan Ambriz, R.A.M. Insurance Claim Services, Inc.; Joel Moore, Gulf Coast Claims Service and Bill McKenzie, Walsh Adjusting.

### **Education: NAIIA Discounts with Kaplan University**

NAIIA now has a discount agreement in place with Kaplan University for on line continuing education credits. Members will receive a 25% discount on their on line classes. Kaplan Financial Education offers a variety of continuing education options to help professionals in the industry maintain their state licensure. Kaplan features more than 80 courses\*, live CE classes in select states

## **Celebrating 50 Plus Years of Membership**

We have so much to celebrate as an association, especially the loyalty, long term relationships, and sustainable businesses we recognize within our members. So, here is a salute to our 50-Year Plus Members with a thank you from all of us in the NAIIA!

- James C. Greene Co., Raleigh NC 1937
- The Curley Adjustment Bureau, Philadelphia PA 1937
- L.J.Shaw & Co., Lombard IL 1947
- Edward R. Reilly & Co., New York NY 1948
- Tenco Service, Inc, Nashville - (Joined as Middle Tennessee Adj. became Tennessee Adj Co and then Tenco Services Inc) - 1952
- J.T. Parker, Dallas TX 1956
- Larry Press Inc., Brooklyn NY 1957
- Litton Claims Service, Omaha NE 1957
- Davidson & Co., Mobile AL 1958
- A.E. Mahoney & Co., Buffalo NY 1960
- Cardinal Claims Service, Westbury NY 1961
- Love, Barnes & McKew Insurance Adjusters, Columbia MD 1964 Mcntyre, Gilligan And Mundt, Inc., Louisville KY (Joined as Horton Adjustment Co) 1964
- Integrion Group Inc., Albuquerque NM (formerly Keenan & Associates) 1965
- Southland Claims Service, Garden Groove CA 1966

### **In Memoriam**

We consider the NAIIA to be one big family - all related in our adjusting careers. As such, when one member suffers the loss of someone close to them, we all feel their loss. Please let the office know of any deaths in your offices so we can share them with the rest of the "family".

The following retiree has departed from this world and our family. Please remember his contributions to our industry



Bill Gainer, Past NAIIA President 1976, of J.T. Parker & Associates, passed away January 11, 2018.



### Let's Share That Information!

Do you or does someone in your firm write a blog, or have you submitted an article for publication? If so, please consider sharing it with us and we will in turn post it on Facebook, Twitter or LinkedIn, with a Byline for your author and firm. Let's get more NAIIA exposure out there in the Social Media realm! Send any articles to Cathy Hester at [chester@hesterinc.net](mailto:chester@hesterinc.net)

### NAIIA Featured Benefits

The NAIIA has a number of companies offering discounts to our members. Please click [HERE](#) for a listing of those companies and their products.

### Publicity and Marketing

The NAIIA Marketing Committee has been very busy getting the brand name of NAIIA out into the marketplace.

We've had attendance at: PLRB International and the International Association of Claims Professionals and have also been invited by our London friends to participate in an International Catastrophe Planning Round Table on February 21 in Los Angeles.

In addition, Google Ads and a Social Media Marketing initiative are underway. **Way to go Marketing Committee!**



### NAIIA Supports Kids' Chance

The NAIIA has chosen the National Kids' Chance program as their cause to support for 2018. We are encouraging members to donate to Kids' Chance, a 501(c)(3) organization that was created for the purpose of creating, assisting and supporting Kids' Chance organizations throughout the United States and other similar programs that provide educational opportunities and scholarships for the children of workers seriously

### Speaking of Social Media

We understand that social media can be a fun and rewarding way to share your life and opinions with family, friends, and fellow NAIIA members. However, use of social media also presents certain risks and carries with it certain responsibilities.

"Social media" includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with the NAIIA. Using Social Media is in effect publishing.

Publishing is a key component of any libel and slander prosecution. As such, the members of NAIIA could be viewed as co-creators of any published statement. And since it is the duty of the Publications Committee to insure that all NAIIA publications are appropriate, we were tasked with creating a guideline for NAIIA members to follow in publishing their social media. Here are the Guidelines for member cooperation:

1. Avoid using statements, photographs, video or audio that reasonably could be viewed as maliciously false, obscene, threatening or intimidating, that defame NAIIA members, clients, or others in the insurance trade or that might constitute harassment or bullying.
2. Make sure you are always truthful and accurate when posting information or news. If you make a mistake, correct it quickly. Be open about any previous posts you have altered.
3. Use privacy settings when appropriate. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. The Internet is immediate; nothing that is posted ever truly "expires."
4. Never post any information or rumors that you know to be false about the NAIIA or its members.
5. Express only your personal opinions. Never represent yourself as a spokesperson for the NAIIA or make knowingly false representations about your credentials or your work.
6. Lastly, you are more likely to resolve any

injured or killed on the job. It is by investing in our children's future, we can provide them with the tools and opportunity to be successful in the workplace, so that they can make a difference in their own and other people's lives. Stay tuned for more information on how to contribute thru NAIIA, or contribute when registering for the 2018 conference using the registration form.

complaints by speaking directly with your fellow NAIIA member or by utilizing our Grievance Committee process than by posting complaints to a social media outlet.

If you have questions or need further guidance, please contact our Publications Committee Chair, Peter Crosa.

## MARK YOUR CALENDARS

### Southeast Region Meeting

February 21-23  
Atlanta Marriott - Peachtree Corners  
Registration click [HERE](#)

### Eastern Region Meeting

April 25-27, 2018  
Equinox Resort - Manchester, VT  
Registration details click [HERE](#)

### Southwest Region Meeting

February 28-March 2  
Embassy Suites near the Galleria, Dallas, TX  
Registration details click [HERE](#)

### NAIIA 81st Annual Conference

June 11-15, 2018  
Hyatt Lake Tahoe, Indine Village, NV  
For all details, click [HERE](#)



### NAIIA 81st Annual Conference Update

Just a heads up regarding hotel rooms for the 2018 conference. The hotel is in a sell out situation while we are there. We probably will not be able to get more rooms than we have contracted so get those hotel forms in NOW even if you can't do your registration right away. Click [HERE](#) for a hotel form or Click [HERE](#) for a complete registration brochure.

**For all our Industry Partners, we have a good start on selling out our exhibit hall. A big thank you to those of you who have already submitted your booth contracts and your sponsorships:**

[A.M. Best](#)  
[Assured Relocation](#)  
[CAT 5](#)  
[ClaimGo, LLC](#)

[FileTrak](#)  
[GC3](#)  
[Help On Demand](#)  
[NASP](#)

[Society of Registered Professional Adjusters](#)  
[Weller Salvage](#)  
[WHECO](#)

## WELCOME OUR NEW MEMBER

Please take the time to extend a welcome to this new NAIIA Member:

U.S. Adjusting Services • Irving, TX  
Jessica Hamilton • [jhamilton@usadj.net](mailto:jhamilton@usadj.net)

### NAIIA Members: E & O Insurance?

You need it! We have it! As a member of the NAIIA, you have access to insurance by Professional Claims people, for Professional Claims people.

Claim Professionals Liability Insurance Company, RRG - CPLIC

- Better Coverage
- Better Price

Sure, you can keep paying commission to your Agent/Broker because they have all your insurance. But, why not take a couple of extra minutes to complete a 2-page App, and be part of the BEST Errors & Omissions coverage you can get – with direct access to other claims people?

Get your E&O and General Liability for better Risk Management between both coverages!

Email: [memberservices@cplc.net](mailto:memberservices@cplc.net)

## Members Take Note - Phone # Update

NAIIA has recently upgraded its phone system to allow us to transfer calls easily between offices. This assists us in handling any after hours calls for claims assignments. Because of the upgrade we are going to only be publishing one number for NAIIA from now forward — **877.344.0624**. Please make note of this number and update your phone directories. The area code 209 number has been discontinued.



NAIIA | 877-344-0624 | [admin@naiia.com](mailto:admin@naiia.com) | [www.naiia.com](http://www.naiia.com)

STAY CONNECTED

