



THE INDEPENDENT

2nd Quarter 2016



FROM THE DESK OF THE PRESIDENT

A happy spring to all! What an eventful one for many with several storms throughout the country. Although many of our member firms are benefiting from the storms, some are not as fortunate due to location, or the fact that competitors are marketing with a very aggressive approach, contacting carriers, "making deals", and so forth. We all know that NAIIA member firms are the best choice for the insurance industry. While we have ramped up the branding and marketing of the NAIIA and all member firms, we can do better.

This year several areas of the budget were cut to allocate more money towards marketing the NAIIA and all member firms. In speaking with President-Elect Peter Crosa I learned that he has found more areas to cut in an effort to create a larger going forward marketing budget. Cathy Hester will lead the Marketing Committee under Mr. Crosa. I challenge each and every member firm to aggressively promote not only your firm when marketing for business - but the NAIIA as a whole. We can sell strength in numbers, high service standards, proper vetting, local knowledge, and the geographic reach of our member firms.

I respectfully suggest that your company marketing material and business cards have on the back the NAIIA web site, www.naiia.com, as well as the Call Center phone number, 877-884-0749, and the e-mail address of assign@naiia.com.

As our individual websites and other social media are attracting more attention, I also encourage that the NAIIA website and Call Center information be placed somewhere on your website.

I have heard from NAC board members and clients over the last year that for the NAIIA and the member firms to continue to grow, we must be visionaries. We need to show that we can improve

the timeliness of our claim handling and embrace new technology to improve claims handling and reduce loss adjustment expense. If we show we are making every effort to do these things, carriers will take notice, and the volume of claim assignments has a better chance of increasing.

Matt Ouellette
NAIIA President
2015-2016

NAIIA CALL CENTER

The Call Center went "live" February 1, 2016. We have sent out postcards to all recipients of the Blue Book. If you are sending out marketing material and would like to place one of the Call Center postcards in with your mailing, or if you are meeting with clients and want to present them with postcards, Brenda will be happy to send you a supply - just click [HERE](#) to send her an email to request some.

We cannot expect an immediate growth of Call Center volume to what the Call Center is capable of; it is going to take consistent effort by the Marketing Committee and every member firm.

If you have any suggestions please e-mail me at matto@ouelletteandassociates.com or call me on my cell phone 317-432-2196, if I do not answer, leave a message. I will call you back.

WEBSITE UPDATE

As I hope all of you have seen, Mike Csom has done excellent work in redesigning a user friendly website. We have also partnered with A-Game, a social media marketing company. A-Game is working closely with Secretary Susan Daniels to optimize the website, create news articles, and generally get the NAIIA name out there. Further information on how you can participate in enhancements such as blogs will follow.

NAIIA 2016-2017 SECRETARY/TREASURER

If you are interested in getting more involved in the Association now is the time to consider putting your name in contention for this position. Please click [HERE](#) for an application and return it to the Nominating Committee Chair, Jim Hunt, prior to May 15, 2016. Also include a current resume for the nominee. The Nominating Committee consists of Chair, Jim Hunt, Chuck Witt, Bill Sharpe, Mark Nixon, Marty Brown and Chris Koning. The committee is comprised of a representative from a member firm from each of the five NAIIA Regions.

MEMBER DUES

The Ways & Means Committee is working on a Dues restructuring project with a goal of proposing a new structure for the 2017-2018 fiscal year. The Committee is exploring issues including the appropriate minimum dues amount, whether to tie dues to annual revenue, and if ancillary items such as the Call Center should be included in the Dues.

Rest assured there will be plenty of time and opportunity for comment on the eventual Committee proposal.

As part of this project we will need to collect annual revenue data from every member firm.

Please expect to receive a survey requesting revenue data. The information will be obtained in a fashion that allows for complete confidentiality and the Committee will only receive the financial data, with no member firm names tied to it. An independent accountant will be used as a gatekeeper of the data.

Your 2016/2017 dues invoices will be mailed the beginning of May. Please remember that dues are to be paid by June 30, 2016 or they become delinquent. A request for a dues payment plan can be made by contacting the NAIIA office and asking assistance. All such plans must first be approved by the Secretary/Treasurer.

LEGISLATIVE UPDATE

SOUTH DAKOTA - Thanks to the NAIIA South Dakota Legislative Committee member, David Doss of Doss & Associates, Inc. in Watertown, SD, we received an update on legislative activity in that state. Please click [HERE](#) for a review of bills before that legislature.

2016 House Bills-

Property Adjusters: Sales Tax Rate Up .5

HB1182-Raises South Dakota's Sales and Use Tax Rate from 4 percent to 4.5 percent

effective June 1, 2016. This bill results in South Dakota's first sales tax increase since 1987 when the rate was increased to 5 percent for a short period of time. The New Tax Rate applies to the following: * The sale, lease, or rental of tangible personal property, products transferred electronically, and services * *(Eff June 1)*

Auto Appraisal, HE & Liability Adjusters:

HB1182-Raises South Dakota's Sales and Use Tax Rate from 4 percent to 4.5 The New Tax Rate applies to the following: * The sale, lease, or rental of tangible personal property, products transferred electronically, and services * * Excise tax on the purchase of farm machinery * *(Eff July 1)*

HB1083 - Makes off-road vehicles (such as ATVs) subject to motor vehicle excise tax (4 percent) rather than state sales and use tax (4.5 percent). This also requires that these vehicles are sold by licensed dealers. The excise tax funds go to the State's general fund. *(Eff July 1)*

HB 1095- Changes the length of time an individual has to transfer a motor vehicle title into his or her name from 30 days to 45 days after a private sale. Sellers permits will also be valid for 45 days after a vehicle transaction. *(Eff July 1)*

HB1098- Revises the motor vehicle excise tax exemption value on vehicles more than 11-years-old from \$2,200 to \$2,500. *(Eff July 1)*

HB1179- Changes the motor vehicle excise tax exemption value for boats 11 years or older from \$2,200 to \$2,500. *(Eff July 1)*

ARIZONA - Thanks to Attorney David Childers in Scottsdale, AZ we learned of this pending bill. Please click [HERE](#) to review the proposals affecting Public Adjusters in Arizona.

NASP OFFERS NAIIA MEMBERS FREE MEMBERSHIP FOR 2016

In an ongoing effort to develop the partnership between NASP (National Association of Subrogation Professionals) and the NAIIA, NASP is once again offering new members a complimentary NASP membership for 2016. This offer is for any NAIIA member who is NOT currently a member of NASP, and who did not take advantage of this offer last year in 2015.

NASP now has a member forum for discussion threads and there are more than 50 free educational webinars on the calendar!

What does this mean for NAIIA members? NAIIA members will:

- Have their (\$395) 2016 NASP membership fee waived;
- Receive a subscription to the *eSubrogator* (online version of the printed magazine that is produced 3x each year);
- Be granted access to the NASP LISTSERV, an email forum that allows >2,300 members to share information and/or seek resources (such as an IA in a particular area);

- Have access to NASP's online member directory;
- Receive access to the NASP Recovery Specialist Guidebook, an online resource of insurance laws in all 50 states;
- Be invited to attend educational events at NASP's 30+ regional chapters;
- Participate in 50+ free educational webinars in 2016;
- Receive discounted member rates (and CE credits) to attend NASP's two national conferences;
- Be invited to write an article for the *Subrogator* magazine / receive priority to be published, and;
- Network with thousands of insurance professionals and have access to a \$35 billion market in subrogation.

To take advantage of this offer, please click [HERE](#), fill out the form and send it to Brenda Reisinger at brenda@naiia.com. She will forward it to Leslie Wiernik, Executive Director of NASP. This is a great opportunity to learn more about the subrogation opportunities out there for your firm!

WELCOME THESE NEW NAIIA MEMBERS

Washington Adjusting Group LLC

Renton, WA

Timothy Peda

(866) 963-2407

tim@washingtonadjusting.com

Collins and Company, Inc.

Chattanooga, TN

James Johnston

(423) 265-0541

jjohnst@collinsandco.com

Southern Claim Solutions LLC

Houston, TX

Steven Owen

(281) 840-1336

sso@southernclaimssolutions.com

2016 CONFERENCE UPDATE



Well, we have a lot of registrations and hotel forms turned in now. So - have you sent in yours? If you haven't please note that we no longer have any suites, ocean front or ocean view room available in our block at this time. You can indicate your choice on your hotel form, but you will be waitlisted if you request one of those room types.

Here is the run down of the educational sessions being offered: Titanic Stress - A Losing Battle with Forces Unseen presented by Dr. Ray Shelton from the National Center for Crisis Management; NAC Symposium presented by the attending National Advisory Council members from the five regions; What Your Father Didn't Tell You About 1099s, W9s and the IRS, presented by Les Hankes, Balanced Edge and Bookkeeper for the NAIIA; Emergency Rapid Response to Trucking Accidents, presented by James Whelan of Beacon Forensics; The Critical Path to Success presented by Bob Baim of TEGC LLC and Catastrophe - Managing the Psychological Trauma, presented by Dr. Ray Shelton, National Center for Crisis Management. Add to this outstanding line up of education three great evenings of networking and entertainment and an exhibit hall with vendors ready to help you with your business needs and you have the complete recipe for a great three days away from the office.

If you attended in 2015 you will receive a 10% discount on your registration fees (not golf and tours), and if you attend again in 2016 in 2017 you will get a 20% discount on registration. This will continue on each year until you get to a 50% discount, at which time the counter will reset. We are trying to help you make this meeting each year. And keep reading this newsletter to find out where we are going in 2017! You WILL want to start earning those discounts! To get your discount when checking out in the on line registration process, choose "Bill Me" from the payment options and you will be sent a revised invoice showing the 10% discount.

You can plan your flights either into Jacksonville, FL (about an hour's drive to Jekyll), or into Brunswick, GA (about a half hour drive). Brunswick is a very small airport so if you like uncomplicated airports you'll love this one. Jacksonville will require a car rental, but Brunswick has taxi service for \$50 one way to the hotel. Jacksonville will probably give you a better airfare though.

When you get to the island you will have to pay a toll of \$6. It is a little confusing the way they have their machine set up, but you only need to pay when you cross over the bridge. So if you stay on the island it is \$6 for the entire stay, not \$6 a day.

The Westin is brand spanking new. Our room rate is \$219 for a run of house room.

Plan to come and get "Stranded" with us from June 15-19, 2016. Mark your calendars NOW. YOUR chair on the beach is waiting for you! Click [HERE](#) for more pictures of Jekyll Island taken during our Executive Committee Meeting.



NAIIA AND THE CLM

NAIIA was a sponsor at the CLM Conference in Orlando, FL held April 5 to 8. Peter Crosa, Cathy Hester, Joel Moore, Mark Nixon and Peter Schifrin were present at the conference on behalf of NAIIA and their respective companies. As a kick off for the Call Center, the five shared in the cost of an ad in the Claim Management magazine, CLM conference issue. Also, a double-sided card advertising the Call Center was put in the bags of the 1850 conference attendees. As well, a narrative promoting NAIIA appeared in the conference brochure, with listed conference sponsors; NAIIA was a Silver Sponsor. Although NAIIA did contribute some money to this effort the bulk of the funds for this event were shared among the five NAIIA members in attendance. They did have Bluebooks to pass out at their table and did speak with lots of people in attendance, promoting NAIIA, the Call Center and the Digital Bluebook, as well as the benefits of membership in NAIIA. It is our hope that their attendance at the CLM Conference benefited all members of NAIIA and introduced the Call Center and Digital Bluebook to some of the 1850 conference attendees.

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 people have departed from this world and our family. Please remember their contributions to our industry and cherish their memory.

Martha C. Brown, December 14, 2015) co-founder with her husband, the late Pat S. Brown, of Brown Claims Service in Baton Rouge, Louisiana, and mother of Past SW Region V.P. Steve Brown.

UPCOMING MEETING DATES

Everyone mark your calendars for the following dates for regional and affiliated association

meetings. You are welcome to attend ANY regional meetings - not just the one in your area.

NAIIA 79th Annual Conference

June 15-19, 2016

Westin Jekyll Island, GA

Eastern Region Meeting

September 21-23, 2016

Hyatt Regency Chesapeake

Cambridge, MD

MidStates Region Meeting

October 5-6, 2016

Indianapolis, IN

Western States Region Meeting

October 12-15, 2016

Coeur d'Alene, ID

FC&S SUBSCRIPTIONS AVAILABLE

NAIIA is partnering with FC&S Online to provide our members with discounted access to the information they provide. The NAIIA will host the main office fee of \$745 which will allow for our members to piggy back on our subscription for \$85 per user license they wish to enroll.

This is a yearly membership with the fees added to your NAIIA Dues invoice each year. The access for members will run from July 1 to June 30 of each year. You can choose to renew or not on a yearly basis.

If you are interested in taking advantage of this offer, please contact our office at admin@naiia.com. We will send you a form to fill in and invoice you for the \$85. You will then get instructions on how to set up your account on-line. Members have told us this is

an invaluable tool for them and the price is great. Just remember, it is only one log in per \$85 subscription.

WHAT'S HAPPENING

NAIIA Member, Michael Hale, has let us know that the Vicky Smith Memorial Victory Garden in Myrtle, Mississippi. Vicky was the wife of Michael and passed away in January, 2014.

Vicky was found of gardening and the garden is a tribute to her passion for working with the Master Gardeners in the area. The purpose of it is educational, to the extent that the garden is open to visitors to experience the "nitty-gritty" of raising flowers, plants and vegetables. The Victory Garden will become the "project home" to the Junior Master Gardeners, and will be charitable in nature, because the yield of the garden will be directed to the most needy in the county.

What a wonderful way to remember Vicky! We miss you!

The Southwest Region meeting was held in Hot Springs, AR, March 31-April 1, and it was



immediately declared a huge success. NAIIA Secretary/Treasurer, Susan Daniels, made the trip to Hot Springs all the way from Anchorage, AK and once there found a very interesting museum - Gangsters in Hot Springs???



NAIIA COMMUNITY

OK - we are ready for all members to go and begin to explore the NAIIA Community. Some of

you have gone in and updated your profiles which is great, but for this to be truly successful we need to get all our members to participate. It's hard to hear someone say, "I just don't get anything out of my membership" and realize I've never met them, or seen them involved in any part of the association. It is a true fact that you will only get out of an investment in direct proportion to the involvement you put into it. Business is tough enough - why not learn from your fellow members how to make it a little easier.

So, promise yourself that you will log in at www.naiia.com. Click on Membership and then My Transactions. Log in with your email address and password - if you have never logged in before the default passcode is Password1. If you have any trouble at all in logging in send Brenda an email and she will help you reset your password. . Once you have logged in click on Social Community on the left side of the screen. You will see which groups you are in - most of you will be in the Main Office Group and then your Regional Group. Update your profile - add your photo so we will recognize you at the next meeting.

If you come across a resource that you think is beneficial to the community send it to Brenda and she'll upload it to the community. If you want to read the minutes of your region meeting or the national meeting, they will be posted in the Community. If you need help when a winter storm takes up all your resources, you can connect with your fellow members and ask for help through the Community. But you have to log in to get started. \

The benefit of the Community forum was recently reinforced by a call for discussion on pending ballot votes. You all saw how easy it is to communicate with the forum. GET INVOLVED!

NAIIA SCHOLARSHIPS FOR STUDENTS

The Ways & Means Committee has reinstated the Thomas Crowley, Jr. Scholarship Fund. We are making available four \$1,000 scholarships per year to students who are enrolled in an institute of higher learning with a career goal of being involved in the insurance/adjusting industry. The recipient must be the son or daughter of an employee of a member firm or of a current National Advisory Council Member. The application can be found in the NAIIA Community under the Resources for the Main Office Members. Click [HERE](#) for the link to the NAIIA Community. If you would like an application emailed to you, please contact our office at admin@naiia.com. The Requirements are listed on the application. Awards will be announced via this newsletter.

NAIIA 2015/2016 DIGITAL BLUE BOOK

The NAIIA Digital Blue Book has been completed and is now on line on the NAIIA Website.

We are in the process of sending this electronic version out to over 7,000 email addresses of potential clients for YOU. If you have a list of clients you would like to receive this digital version as well, please forward their emails to Brenda so they can be added to the distribution list. Remember the only person who sees these lists is our Executive Director and the publishing company that is doing the directory. You can help with the success of this directory in another way as well. We are still selling ads in this e-version and we get a percentage of the ad sales. The money collected goes into the

marketing budget which helps promote the NAIIA to all our clients.

Please help - recommend advertising in the digital book to the vendors that you use.

You can give them this contact if they want to place an ad: Karen Grizzard, cag@bellsouth.net.

NAIIA AND THE NATIONAL ADVISORY COUNCIL

Each region has company representatives that sit on their regional National Advisory Council. If you have an industry professional that you think would be a good addition to your region's NAC Committee, please share their contact information with your regional vice president. It is a huge benefit to the NAIIA to have these good folks attend our meetings and participate in our programs. We can never have too much input from our clients as to what they would like to see our association do.

2017 CONFERENCE INFORMATION

A picture is worth a thousand words - you probably want to mark your calendars already for the 2017 conference in St. Thomas, US Virgin Islands. Remember Puerto Rico and how much fun we had? This is right up there with "Meeting in Paradise". The dates for the 2017 conference are June 14-17, 2017.



NAIIA FEATURED BENEFITS

Members are reminded that their membership gives them more advantages than just great networking, a listing in the Blue Book, and the ability to have your company listed in the on-line membership directory.

CEU.com is a continuing education provider offering professional license holders convenient, engaging and superior quality compliance training that both enhances their career development and increases productivity. They offer NAIIA members a 15% discount off the listed rate. CEU.com is approved in all 50 states and the District of Columbia. The CFP Board of Standards, the CPCU Society, and the American College have also approved many of our courses for CE credit.

Enterprise Rent A Car offers members of the NAIIA a discount of 10% from any airport location and 5% from any other (in-town) location. Members need only mention account number 15A9796 when booking through 1-800-rent-a-car or through the web at www.enterprise.com

EmbroidMe is in partnership with the NAIIA for unique NAIIA branded apparel. The NAIIA has set up a special Company Store where members can securely and safely browse the EmbroidMe catalog for clothing and other items branded with the NAIIA logo. A direct link is listed on the NAIIA web site under the Marketplace NAIIA Products <http://shopnaiia.promoshop.com>

Flippin Cards Offers NAIIA members competitive rates on business cards. Members may wish to contact Josh Turner, Design Team Lead, jturner@flippincards.net
Telephone: (858) 4493583; Fax: (858) 408-3000, Website www.flippincards.net
for more information.

Dell Vendor specialists are also available from all Dell partners to customize solutions for every environment. Discounts are extended off of retail/list pricing. Please contact the NAIIA | DELL account manager for assistance: David Frazier,

phone: 512-946-1368, fax: 512-283-7875, Email: david_frazier@dell.com

CDW A leading provider of technology driven products and solutions allows members to take advantage of a discounted contract pricing structure that could increase based on volume purchases from our organization. **Also, please retain our organizations corporation account number (3725880) which all purchasing should include.** To begin using your purchasing power with CDW, please retain this number 877.840.8164 for direct contact with Calis Jones, our CDW Account Manager, calijon@cdw.com.

NAIIA MERITORIOUS SERVICE AWARD

In November, 1997, the Executive Committee approved the NAIIA Meritorious Service Award. This award recognizes an individual who has continued to promote the Association with outstanding service and has demonstrated a consistent interest in its continued success.

Candidate eligibility is as follows:

- * Current and continued employment by a member firm for a minimum of ten (10) years
- * No national officer (President, President-Elect or Secretary-Treasurer) service
- * Employer is a NAIIA member firm in good standing

If you would like to recommend someone for this prestigious award, please send a letter to brenda@naiia.com with your nomination along with your reasons for the nomination.

This award is not presented every year, but the past recipients of the award have been 1998 John Gunlogson; 1999 William Barnes; 2000 Dean Beyer; 2001 Bland Harper, Jr.; 2003 Arthur PowerII; 2006 Alan Mayfield, 2011 Roy Hinton, 2015 Chris Koning.

STAY CONNECTED:



Save 10%

on your

Registration

Fees

Do you know someone you think might be interested in exhibiting at the NAIIA's conference that has NEVER been there? If so, let us know and we'll send them a brochure. If they book a booth, we'll let you know and you can attach this coupon to your registration form for a 10% discount on your registration fees including your guests. This discount does not apply to the golf fees or the spousal activity fee. Send exhibitor leads to Brenda

Reisinger