

# The Independent

NEWSLETTER

PEAK PERSPECTIVES | TRUSTED ADVISORS



Welcome to your NAIIA Newsletter, where you can enjoy a Peak Perspective and read about our commitment to our stakeholders, the tremendous benefits of membership, and engage in feedback to help maintain NAIIA's legacy as the brand of choice.

[Visit our Website](#)

## Community Engagement: Hurricane Harvey

### **\*\*Call for Available Adjusters for Texas\*\***

NAIIA is receiving inquiries for available adjusters from both member firms and companies. As one company put it 'If you're that good, we want to use you'.

Please notify the NAIIA office if you would like to be added to a list of available resources we can share. We continue to have the NAIIA website and call center available.

As we've learned from our brethren in Texas, **Consistent Excellence** is required.

Our hearts go out to those families and communities in Texas amidst the devastating flooding and losses. With a strong compassion for those affected by the storm, a donation has been offered to the Red Cross from the NAIIA. The SW Region meeting has been postponed to February 28-March 2, 2018, while we serve the needs of our community.



### **Strategic Planning Survey: Please respond**

Our Strategic Planning Committee will be meeting in Chicago October 10, 2017, for development of a three-year plan to focus on the needs of our NAIIA Stakeholders. Please click on the link herein and answer a 12 question survey to help us define goals, objectives and meaningful budget allocations to serve you. Survey link below.

[Click here for Survey](#)



## NAIIA '17 - '18 Theme | Peak Perspective: Trusted Advisors



Thank you for the honor to serve as your president this year. It is shaping up to be an bustling ride as we buckle in to enjoy this 80<sup>th</sup> year.

Past President Crosa and our NAIIA leaders did a remarkable job this past year of increasing the visibility of NAIIA as the “top of mind” standard bearing brand in the industry. While we sustain this brand recognition, I’d like to draw your focus to our identity as Trusted Advisors to our customers as we progress in sustaining lasting positive results in this dramatically changing landscape. For this year, I selected the theme of Peak Perspective: Trusted Advisors.

Marketing genius Jay Abraham offers a great definition distinguishing the difference between a Customer and a Client. Customer is defined as a person who purchases a commodity or service. Client is defined as a person who is under the protection of another. The difference in the two is massive.

Abraham asks, 'what exactly does “under your protection” mean? 'In this case it means that you don't sell people a product or service just so you can make the largest one-time profit possible. **You must understand and appreciate exactly what your client's need is when they do business with you** — even if they are unable to articulate that exact result themselves. Once you know what final outcome they need, you lead them to that outcome — you become a trusted adviser who protects them. And they have reason to remain your client for a lifetime.'

In this equation, Credibility is our prime currency. We need to foster credibility — keep our word, cultivate character, be leaders motivated to serve others; and be skillful at leadership to earn and retain the trust of our clients.

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### From the Desk of the President

There is an absolute truth, a battle rhythm, we are all united by in the NAIIA. We share a common interest to serve our customers and assist them in fulfilling their obligations under the insurance contract. We're all seeking claims and clients to serve.

*What does an association of members who are driven, not by the one time sale, but by the service to the needs of these customers look like? How do we ascribe value from our association toward that end?*

#### Membership Benefits

If you ask me about what I consider the top benefits in membership of the NAIIA, I'd say that over the last 17 years, I've valued the relationships and the network of distinguished professionals where iron sharpens iron, where I have grown and developed as a leader, where I have been able to call upon others in times of need and times of celebration. I have gained networks with other member's that in turn led to some of their customers being referred to my doorstep. I'd acknowledge that where I have put in, I have received a return on my investment.

#### Bottom Line Returns

If you asked my CFO, you'd likely get a different response. He'd respond that it starts and ends with the bottom line. He'd measure our return first and foremost by the 'business' we got, the number of claims, and the dollars in revenue it resulted in. He'd say, we handle claims, and that's the point. Pressed further, he would reluctantly agree with me. From our unique perspectives, we're both right.

Being from Alaska, I can confirm our return on investment is hard to measure in direct claim assignments. It would be short sighted of me to assess the value only by whether the call center investment resulted in direct sales to my business or whether I received solid assignments from Blue Book searches.

#### Value-Based Proposition

I can however count my value in the association in a handful of ways that have resulted in absolute bottom line returns on investment.

- Thank you to an association of members that has served my firm through marketing and promotion that keeps our name and our brand relevant and superior.
- Thank you for standards of ethical conduct, training, education, peer coaching and leadership development that have absolutely impacted the bottom line of my firm.
- Thank you to fellow members who mentioned my name in passing to their accounts, and for accounts that trusted you, and knocked on my door.
- Thank you fellow members for delivering Consistent Excellence.
- Thank you also to an industry where we have a purpose and meaningful work.

I can attest to a reality where the Association with the men and women of the NAIIA, is a value based proposition that has offered a tremendous return on my firm's investment, and even my client's outcomes.

## YOU, the Stakeholder

Perhaps none of that really matters as President of the NAIIA, unless I understand and appreciate exactly what your needs are, why you belong to the NAIIA, and how we can deliver to that need, so you remain a member for a lifetime. I invite you to join me this year in offering your feedback through the Strategic planning survey where we want to develop an understanding of your needs and interests.

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## 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 pain. Please let the office know of any deaths in your offices so we can share them with the rest of the "family".

Jerry Hale, formerly President of Eastland Claim Service in Bridgeport, CT prior to their purchase by Veridaim, and Past President of the NAIIA as well as Past Regional Vice President of the Eastern Region, passed away July 5, 2017.

Dale Zimdars, former member of the Mid-States National Advisory Council and retired employee of Church Mutual, passed away on August 14, 2017.



## Hey! Did You Read All About It?

If you missed your copy of the June Claim Magazine about our newly elected President, you can read it [HERE](#). It is a must read —our future is in good hands with President Daniels! For you fishing and sports enthusiasts, as well as "A Players" out there, you may also enjoy the recent column in the August issue, which you can read [HERE](#).

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## Welcome Our New Members

Please take the time to extend a welcome to these new NAIIA Members:

### **Integrity Adjusters, LLC**

Daphne, AL  
Terry Russell  
trussell@integrityadj.com

### **Provencher & Company, LLC**

Hammond, LA  
Jim Abbott  
jabbott@provencherclaims.com

### **Peninsula Insurance Bureau, Inc.**

Miami, FL  
Emery Kunzman  
ekunzman@pibadjusters.com

### **Vanguard Adjusters Group, Inc.**

Woodbury, NJ  
Paul Graf  
pjgraf@vanguardclaims.com

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## 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 will be eliminated in the near future..



### Mark Your Calendars

Exciting News for our June, 2018 Conference! Our Keynote Speaker will be none other than Ed Hochuli, Attorney, but he is most widely recognized as a Referee in the National Football League, where's he has worked for the last 28 years, refereed two super bowls and eight championship games, along with over 550 games in the NFL. His presentation will be only one reason to mark your calendars for June 11-14, 2018. Join us at the Hyatt Regency Tahoe.

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