

NCAIP Membership Report

The North Carolina Association of Insurance Professionals ended the year with 138 members, 16 new members, 9 Associations and 8 Members At Large. The Charlotte Association is the winner this year of our membership contest with a total of 9 new members. They will receive a free registration to the 2015 NCAIP State Convention in Chapel Hill.

This year the Membership Committee tried to connect via conference calls. We decided that quarterly meetings would work best to share ideas on how to increase membership. Our first call back in August, I shared the Best of the Best from the IAIP Website, an IAIP article "Getting the Word Out" and another from the Center for Association Leadership "7 Proven Ways to Grow Your Membership". We also discussed trying to get each association set up on Facebook. We have seven of our nine Local Associations who have a Facebook Page.

Our second conference call in November, we invited NCAIP President Geraldine Plott to share some of Charlotte Associations secrets to their success in obtaining new members. She advised that we need to be reaching out to the younger members, be less restrictive, relax guidelines, have more fun. Maybe conduct business every other meeting. When visitors attended CAIP meetings, she would follow up by sending out a thank you note and inviting them to come again. No pressure to join. Judie Hancock with Piedmont Association shared they had a flower arranging class one meeting and they had a blast. Beth Blackwell with Raleigh Association shared they have a wine tasting event coming up. Beth Wilkerson shared that Durham Association offered a class about the condition of the NC Property Insurance Market and we received good exposure with some local agents who were not members. The theme is to enjoy fun experiences and offer educational events that will appeal to other insurance professionals.

Our final conference call in April, I asked the members to share some success stories. Beth Wilkerson shared that Durham Association has moved to a new restaurant Piazza Italian with a private meeting space and has upped the caliber of speakers with interesting and timely topics. They have enjoyed many visitors and the future looks hopeful for a couple of visitors who are interested in joining next year. They have also spent many hours canvassing trying to pull in area direct writers. The monthly meeting is dinner and a speaker. They follow up the next week with a conference call to discuss business. They have scheduled wine tasting and Durham Bulls games and invited visitors to attend these outings. Todd Jones subbing for Bonnie Lea shared that Greensboro Association use their meeting time wisely. They have a 30 minute social and then distribute a bulletin with all the monthly business unless they have to vote on something. Also, they have decided to offer CLP classes to members in 1 hour increments. They have been involved many years with the Wyndham Golf Championship and encouraged us to get involved and volunteer. This would be great exposure for NCAIP. GIP is looking into doing some local advertising in Alamance and Guilford County and suggested NCAIP should have an advertisement in "Our State Magazine". Amy Cranford from Randolph Association shared they try to limit their meetings using time wisely and constantly work towards inviting visitors to their local association meetings.

While the North Carolina Association of Insurance Professionals has lost additional members this year we are still an active and vibrant bunch. We are striving to get the word out through social media, print and by continuing to be a volunteer force in our communities.

Respectfully Submitted:



Robin A. Bennington

Membership Chair 2013-2014

Vice President

North Carolina Association of Insurance Professionals

June 26, 2014

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