



## Spread your Wings and Fly with NAIW

That sounds so nice, doesn't it? The logo is cool too. Those two facts won't do a thing for you or your association on their own. So let's look at a little background.

**N “National”** our organization encompasses hundreds of people, men and women, from all around the United States. That means you are not alone. Someone in NAIW has already faced your situation and conquered it. They are also willing to be there to encourage and strengthen you. If the help you need to fly is not to be found at hand, ask me. I'll help you get it. We'll find someone to assist you. And the entire organization will celebrate with you when you succeed.

**A “Association”** is a group of individuals who voluntarily enter into an agreement to accomplish a purpose. We are best known for insurance education, skills enhancement and leadership development within the insurance industry. This shouts “resources”. This also communicates commitment to the other members. All of us have agreed to be a member which extends into being a resource for others.

**I “Insurance”** this draws an inclusive line around our group which drives our focus on our industry. I fell in love with insurance about 9 years ago. Our industry provides foundations for the American culture. I'm proud of the industry and my part in it. You can be too.

**W “Women”** human persons really. This adds that gentle touch of humanity to our slogan. When NAIW started, getting credit and acknowledgment for women was vitally important mainly because we weren't getting it. Things are different in 2010. Many women have vital functions in the insurance industry; executive positions for women exist. We can be inclusive of men without diminishing the role of women in insurance.

I wrote all that for you to see that standing on **your** NAIW, you **can** spread your wings and fly. Let's explore more about flying in the coming months.

Linda Gerke  
2010-2011 MI Council Director