InSITE

SITE® SOCIETY OF INSURANCE TRAINERS & EDUCATORS

SPRING NEWSLETTER

Inside this issue of InSITE

PRESIDENT'S MESSAGE

Let's Collaborate!

Larry Nicholson, MBA, MS-RMI
SITE President

Dear SITE members, guests and friends,

Together with my colleagues on the SITE Board of Directors, we wish you a very healthy, prosperous and Happy New Year! We are deeply grateful for all members, and volunteers who continue to support SITE each and every day. Nothing is more important than the success of our members which is powered by SITE's professional development opportunities, programs and networking. Whether you are new to SITE or tenured, I encourage you to become and/or remain involved to make the most of your experience and membership with SITE.

Your SITE Board of Directors met in January 2020 for the in-person board meeting where we discussed exciting plans for this year's annual conference that I am confident will exceed your expectations. The conference agenda this year is packed with a variety of insurance training related sessions with a focus on three unique pathways: (1) instructional design, (2) learning technologies, and (3) professional development. In addition to the concurrent session pathways we are excited to offer the XSITE Talks (think TedTalks), Learning Labs and Interactive Roundtables to name a few. We are also extremely proud to present to you a fantastic line-up of keynote and concurrent session speakers. These speakers are known as top industry experts within their respective fields which will provide you with the resources and tools needed to take tangible benefits back to your workplace. I look forward to the opportunity to meet with you at conference and to learn more about you and your organization, I hope to see you there!

Please join me in welcoming the newest SITE Board Member, Bill Raab. Bill is currently the Program Director for the Risk Management and Insurance degree program at the University of Baltimore. Bill has 18 years of experience in the insurance industry and holds the CPCU and ARM certification from The Institutes. In addition to his insurance experience, Bill worked as an adjunct professor during the Spring of 2019 at Florida State University Risk Management and Insurance Program. We are pleased to have Bill's involvement on the SITE Board of Directors.

I look forward to seeing you at our annual conference June 15 – 17, 2020 at the JW Marriott in New Orleans, LA. Remember, early bird registration is still open! As always please feel free to contact me or any member of the Board of Directors with suggestions, feedback or just to brainstorm new ideas relating to SITE. I look forward to collaborating with you in the future.

Larry Nicholson, MBA, MS-RMI
President, Society of Insurance Trainers & Educators
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SITE News

Welcome New Members!

We would like to welcome the following new members to SITE!

ASNOA
Laura Hamilton

Auto-Owners Insurance Company
Jesse Feldpausch

Colorado Farm Bureau
Colleen Davis

Federated Mutual Insurance Co.
Tyler Firme

First National Insurance Agency, LLC
Ann Satovich

Insurance Educational Association
Gina Magee

Kemper Insurance
Latanya Peeples
Vernon Watts

Liberty Mutual
Chelsea Owen
Lincoln Financial
Isaac Atkins
Holly O'Halloran
Hilary Rodriguez

National Alliance for Education and Research
Kelly Surles

Raab Risk, LLC
William Raab

Secura Insurance
Kati Brumlic

Secura Insurance
Amanda Cihak
Anna Listwan
Lisa Romenesko
Kerry Scherer
Laurie Zwerg

Southern Farm Bureau Casualty Insurance Company
Gerald Perez

Tennessee Farm Bureau
Christy Ottsman

SITE Congratulates New ITP Designees

The following individual(s) have recently received the Insurance Training Professional (ITP) Designation:

- Katherine Bova, ITP, SBCS - ASNOA – February 2020
- Nicole Smith, ITP - Sentry - February 2020
- Kelley Macpherson, AAI, CIC, CRIS, ITP - PayneWest - February 2020

For a full list of our ITP's - please click here.

ITP
INSURANCE TRAINING PROFESSIONAL

SITE News Cont.

Mentorship Program

Registration for the next session taking place from April 6, 2020 – June 26, 2020, is now open!

Application Deadline: Friday, March 13, 2020
Welcome Kick-Off Call: Week of March 30th
Mentorship Session Dates: April 6, 2020 – June 26, 2020

Apply to become a Mentee or Mentor today!

The Mentorship Program is an initiative to connect SITE members with other highly motivated members who seek careers, career advancement and professional development in the insurance and training related industry. The goal of the Mentorship Program is to connect each mentee with a mentor (current SITE member) with the purpose of adding value and direction to the mentee's experience with SITE.

The mentorship program at SITE is designed to support the competencies focused in the SITE Train the Trainer program. The program supports SITE's mission statement of providing SITE member professional development through programs, networking opportunities, and services.

2020 Lois A. Markovich Innovation Award - Now Accepting Nominations!

The SITE Board of Directors is pleased to invite nominations for the Lois A. Markovich Innovation Award to recognize the accomplishments of our members. The Innovation Award is presented each year in conjunction with the 2020 SITE Annual Conference. The award recognizes organizations for new and innovative training programs as well as commitment to continued improvement through innovation. Examples of projects that have received past awards include:

- Train senior examiners to handle intellectual property claims to respond to a growing number of intellectual property loss exposures.
- Creation of interactive employee on-boarding program.
- Producing interactive and engaging virtual learning space for all employees and leaders.

To learn more about how to submit and requirements - Click Here**.**
The deadline to submit an application is May 1, 2020.

2019 Winner – Frankenmuth Insurance

ABI POTTER CLOUGH, MBA, CPCU

AbiLeads

CEO

Creating your Personal Brand: Promote Yourself by Being Yourself

When I first started thinking about personal branding, I realized quickly that it was one of the coolest things I'd heard about in a while. I'd been looking for a way to separate myself from the crowd and stand out, and I was already using my strengths and personality for that, but I was looking for more, a way to bring it all together and offer a consistent, meaningful glimpse of who I am and what I'm all about. That's what personal branding is for me. And to be honest, I think it's fun to think about who I am and what makes me unique, and to play up those strengths.

My personal branding journey and yours will surely be different, but I can promise you it will be meaningful! You are worth this investment and your branding is something you can carry with you forever.

How to Brand Yourself

1. **Reflect** – take time to think about who you are, what makes you tick, what your skills and unique strengths are. You may be tempted to skip this step. After all, who knows you better than you? You already know who you are and what you like. But, do you know why you like the things you do? There are often insights into us we can glean from examining our behavior. For example, think of your hobbies. Why are you drawn to them? What do you like about them? Perhaps if you are a distance runner you are disciplined and long-term goal oriented. If you practice yoga, perhaps it speaks to your desire for balance or centeredness. Think through your hobbies and put them to work in your personal branding statement.

2. **Assess** – try objective methods to research your talents. There are many, many personality assessments and most are not considered objective as they can be somewhat fluid. However, some are useful for starting your research. Strengths Finder by Gallup is an online assessment that gives you your top 5 talents. The DOPE bird test is a quick version of the four-quadrant test that is especially useful with identifying how you may work as part of a team. The Myers-Briggs, while often debated, is still used by hiring managers and HR departments to assess personality traits of prospective employees. Whichever you pick, try to take a few assessments and review the findings as an aggregate. This will allow you to see a general picture of your talents, and you'll find it is often rather consistent between the various tests you do.

3. **Crowdsource** – ask others! This can be either a fun experience or tragic test of your friends and family, mostly dependent on your attitude going in. Think of it as a lark, more of something you're interested in but not reliant upon. You may be surprised by their feedback but try not to be dismayed by it. People we have known a long time often still see us as their version of who we used to be. It's not quite their fault, but it's also not for you to worry about. If you ask the right mix of people in your life you are likely to

gain some helpful nuggets of information, and that is your goal with crowdsourcing. Just as you would not take every internet opinion at face value, you should not buy into all the feedback you receive. You should, however, take note of the feedback, find similarities among it, and reflect on parts you disagree with.

4. **5 words** – I love this method. There's a practice I read about where you identify one word, just one word, as your word to describe yourself, your "true north", guiding principle, what makes you – "you". I felt a bit limited trying to use just one word, so I decided to do this exercise but make it into 5 words that speak to me, drive me, describe me. You might do this exercise as part of your self-reflection noted above in step 1, but it can be a stand-alone as well.

   There are plenty of word lists you can find through a quick google search. Leadership adjectives may be a good search term to start. Authors use and generate adjective lists for all kinds of scenarios, as well, so there is an abundance of free resources to prompt your list. FoxHugh.com is a good one I've used before. These lists might help upgrade your words – try for more unique descriptors. For example, rather than using "nice", think of what that really means to you. Are you generous, thoughtful, extroverted, personable, communicative? One of those might be more descriptive and a better word choice overall. Word lists can help you with that, as well as help start your thought process when you're beginning this exercise.

Now what?

Once you've done the work to reflect, assess, and take stock, now it's time to put these thoughts together into your branding statement. Think of this like an elevator pitch, but more personal and more exciting! After going through the exercises I gave you in this article, you will have your list of adjectives, passions, and ideas from the assessments. Likely you'll notice lots of similarities in your results from the methods I gave you, and that's a good thing! Consistency will help you craft a concise branding statement.

Once you've compiled your brand statement and have your list of 5 words, use them religiously. When talking about yourself, use your 5 words (or perhaps you'll narrow it to 2 or 3 impact words). If you have a chance to describe your projects, volunteer work, or hobbies, use your impact words and brand statement. You want to consistently paint this branded picture of yourself whenever possible. People should think of you and your brand together and link your name with your brand: for example, Abi = passionate, energetic thought leader. Social media is a powerful tool. Use it to your advantage! You can post a short "about you" section on your social media. This gives you a chance to restate your personal brand in all your social media (Twitter, Facebook, Instagram, even WhatsApp allows a small space to write about yourself).

Change it up

One last thought about your personal brand: don't be afraid to change it! You are a dynamic individual with evolving skills, beliefs, talents, and passions. Your brand should continue to reflect you; therefore, it cannot remain static. The essence of you isn't likely to change, but some of your adjectives, goals, and life events will. Try setting yourself regular calendar reminders to check back with your brand and reflect on any changes you need to make. Or, when a big life event happens, such as a relocation or new job, set some time aside to review and update your brand accordingly. I recently had the opportunity to do just that when I moved from upstate NY to Tampa, FL (in December, no less). My entire social media feel changed overnight as I went from blizzard to beach, and I've shifted my personal branding to match my new perspective.

I hope you enjoy this personal branding exercise! I teach workshops on this topic and would be happy to come to your location and work with you and your teams in person.

Abi Potter Clough, MBA, CPCU, is a keynote speaker, author, and business consultant focused on leadership, personal branding, insurtech, and risk management. She has over 15 years of experience at a Fortune 500 company with operational leadership, lean management consulting, and digital communications insurtech expertise. She chairs the International Insurance Interest Group of the CPCU Society and devotes time to many international risk management projects. Abi is CEO of AbiLeads. For more information and to book Abi, go to www.AbiLeads.com or email at Abi1Leads@gmail.com.

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SOCIETY OF INSURANCE TRAINERS & EDUCATORS

SITE President's Message for Spring 2020

Please click on the image above to watch a welcome message from SITE President, Larry Nicholson.

MICHAEL KOSCIELNY, CPCU, CIC, ARE, API, AIC, AIS, AINS

Florida Peninsula Insurance

Director of Underwriting

Born2Lead - Lesson in Leadership

I have been truly blessed to have been given the opportunity to lead so many great insurance professionals over my 40-year career in insurance. My formula for becoming a leader is the sum of my own stories and experiences. Not the experiences in the leadership roles I held, but more from being led by people that exhibited a leadership trait(s) that most resonated with me. In my upcoming book, I speak candidly about those great leaders who helped guide, tell their stories about my journey with them and shaped me into the leader that I am today.

It is my firm belief that reading leadership books or listening to great leaders speak about leading others may work for some. Not this guy! Applying the skills read or heard can only be mastered by practicing them. In the hustle and bustle of day to day life, that is hard to do. It will be no surprise to this esteemed group of educators, as I watch my grandchildren grow and develop, that mirroring their parents, siblings and other family members helps to shape children into the mirror image of their teachers. Children are all little mimics, encouraged by their parents with praise, "good job Daenerys!' (that is my granddaughter's name). My question is it "nature or nurture?"

People are not born with a leadership gene as part of the DNA that makes us who we are. I am assuming that was is the case because my DNA record from 23 and Me did not reveal that about me. We are all Born 2 Lead. Leadership just needs to be unlocked by the will to become a leader and being surrounded by great leaders that you can mirror. I know as a young parent it is hard to see this developing in your children. Life is busy trying to balance all the daily issues and raise children, it's not easy. As a grandparent, since you have the time to observe it becomes very clear what is happening and how behaviors are transferred from the teacher to the student. It's quite simple, watch me do it and copy me, with of course some corrections that are necessary along the way.

Pretty simple process, yet who really takes the time to make those connections, especially those of us who are not trained professionals in learning skills. My book suggests that taking the time to reflect on great bosses and what made them great to work for, is the place to begin. That was my plan, so I spent time considering the great leaders I worked with, cataloged the behaviors they used to encourage me to be a better performer and created scenarios that I could use to practice that skill. The DVR in my brain knew how they exhibited that behavior, so it was easy to "write the script" to use in my mastery of that skill.

I relied on some of my great bosses to help me through the process. In my book I capture the stories of 15 leaders who influenced my leadership style. Randi S. who said, "a plan without a purpose is not a plan". Joan V. who said, "every idea is a good one, if you execute". Lois K. who said, "trust is earned and grows over time, but one slip should not be fatal". But my grandfather Albert taught me the most important lesson and I am sure he had no idea how profound his lesson would be on my life. My Grandpa read me the most important leadership book I have ever read. Those who know me will tell you I carry that book everywhere I go. Grandpa Albert was an immigrant and a skilled cabinet maker who did not have a college education, heck he did not finish grade school. He did not study leadership, but he knew of the most important leadership behavior of all. You see the book he read to me at an early age was about this little blue engine. An engine that everyone one made fun of because it was so small. When a train needed to be pulled over the mountain to deliver food and toys to the town on the other side, all the other engines said they were too tired, to important, or to busy. Not the little blue engine, it knew it needed to be done. The rest of the story is familiar to most of us, the little blue engine "knew they could do it". Grandpa Albert read me story of The Little Engine That Could.

It was years later, in my early career as an insurance professional that one of the great leaders I worked for, Karl K., reminded me of the book my grandpa read to me. In front of the entire sales, underwriting, claims and operations leadership he read that book. It brought back memories very dear to me and message become abundantly clear. Persistence and resilience were the leadership behaviors of the little blue engine. The story created the roadmap to mirror to practice and master this skill. It is a skill I believe, along with all the other leadership behaviors I have mastered, that ties everything together.

For me the test came one day in 2001. I had reached one of my personal goals in life. I was the Regional President of a major insurance company. One of only 4 who were in that role. Using all the leadership lessons I had learned, practiced and mastered over the years helped me reach the pinnacle of my career at that time. That whole world came crashing down around my ears one Monday evening. My boss, on a routine visit, informed me that there were major changes coming to the company and I was being job eliminated and my team was being absorbed into another region. After those words, I did not hear a single word he said. That has happened only two times in my life to date, this and when I was told by my doctor that I had cancer. After a few days of feeling sorry for myself, I was unpacking some boxes from my office and there was "the book". Memories rushed over me like a tidal wave. Grandpa Albert and Karl K. seemed to speak to me. I Think I Can, I Think I Can, I Know I Can.

The resilience and persistence of the little engine was in me. I had practiced it for years and mastered it. I rose above my self-pity and began reaching out to my network of friends and colleagues. Like the little engine I succeeded in getting over that mountain in my life. The rest of the story is still being written, but that moment is stuck in my mind forever and guides me. Five years ago, when I found I had cancer, the same inspiration came over me. Being cancer free now for 5 years means, I won!

If you really want to lead others, being the best leader, it takes practice. You need a game plan and practice it faithfully. Ultimately you will succeed if you remember The Little Engine That Could!

Michael Koscielny currently serves as Director of Underwriting for Florida Peninsula Insurance, and has an extensive history in the world of P&C insurance. He is a graduate of Northern Illinois University, and is currently pursuing his Masters in Risk Management from Olivet College. Mike has served the CPCU Society faithfully in multiple roles including President and Past President and is currently working as the Interest Group Task Force Committee Chair. He is actively engaged in the insurance community as a mentor, and motivational speaker and holds the CPCU, CIC, ARe, API, AIC, AIS and AINS designations, and is a newer member to the SITE organization. Mike has a deep commitment to lifelong learning and a passion for giving back to the insurance industry.



HEATHER BLEVINS, CPCU, AIC, AINS, AIS, SCLA

State Farm Insurance

Change Management Analyst

Why Insurance Learning is a World-Shaking Career

"There is no greater thing you can do with your life and your work than follow your passions in a way that serves the world and you."- Richard Branson

The world of insurance creates a ton of passion in people because, well, it's world-shaking work. You can truly shape the future of the world being involved in any role in insurance, and there is such incredible diversity in career choices. When people think about insurance, they often believe it's just that "necessary evil" we all must purchase, and that everyone in insurance is either selling or servicing an insurance policy in some fashion, but nothing could be further from the truth. There are so many careers in insurance that explore things way beyond selling or servicing an insurance policy you would be amazed. And for those who happen to help the industry by serving in the world of insurance training, learning and development, you can even sit at the forefront of some of the most cutting-edge educational practices in the adult learning community. Since February is #InsuranceCareersMonth I thought I would take the time to tell you why I love the world of insurance training, and why it's such an important part of moving our industry forward. So here's my top five reasons why being involved in insurance learning delivery is the PLACE to be right now in our industry.

Insurance is growing and changing dramatically.

Newsflash, insurance is a dynamic industry that is working very hard to respond to the complex changes that are happening in the consumer marketplace. That means there are HUGE learning curves for those who have been in the industry for a while, and there are brand new areas for those who are new to the industry to engage in. Just think about these few topics: blockchain, artificial intelligence, machine learning, insurtech. Do a quick google search of those topics and you will see literally THOUSANDS of articles about how these things are being leveraged in our industry. And guess what, that means people will need to learn about how they can engage with these technologies, and these technologies are going to influence how our learners are taught, as well as how our business is done in insurance.

Insurance learning careers require the skill of learning agility and well, they are FUN.

I am of the opinion that the skill of learning agility is an absolute must for insurance leaders, but it is definitely a skill set that is demanded of insurance learning professionals. How many of you trainers out there have been asked "on the fly" to teach class of which you had little knowledge or experience? And you have had to walk in front of that classroom whether virtually, or in a classroom environment, and present material in such a way that it would resonate with your audience in such a way that creates a meaningful learning experience. That requires a special skill set, and real "grit" and "guts" but it also requires you to be willing to learn something new, quickly, for the benefit of other people. Plus, insurance trainers literally have the *BEST* stories in the industry. I can remember some of my funniest career moments included the time(s) I worked in insurance training. Whether it be recovering from some crazy technology failure (like lightning striking someone's house in the middle of a virtual training) or really getting a class laughing about material that could be considered "boring" from the outside world by telling a great story, to just being goofy enough that people can remember the material you present. There's something about insurance training that just gives you the ability to be able to laugh at yourself and your mistakes.

Professional Networks for Insurance Trainers ROCK

Being involved in professional networks within the insurance industry is pretty freaking AWESOME, but the professional networks for insurance trainers ROCK. The SITE organization provides some of the best cutting-edge professional development for those who are within the insurance training industry, and gives you the opportunity to surround yourself with people who are passionate about the same thing you are, but gives you exposure to people who might sit in different areas of insurance learning including front-line teaching and training, curriculum development, instructional design, technology solutions, and the list goes on and on. Plus, SITE is filled with some of the most engaged people because we know that insurance training is the place to be for those who want to influence the future of insurance! Follow the **#WhyISITE** on Twitter to find some more rewarding stories about this awesome organization. And tell your story too with that same hashtag.

Teaching and training others is personally rewarding

I have countless personal stories where I have grown so much both professionally and personally because of my interactions in the world of training. So much of who I am as a person and the relationships I have in my career and life has been built through my experiences as an insurance training professional. And for someone who has had to bounce in and out of insurance learning due to unexpected career upheavals, I can tell you there are always opportunities to exercise the skills you learn being in the insurance learning profession. That old weird adage that says "Those who cannot do, teach," could not be FURTHER from the truth in the insurance industry. Why? Because insurance training professionals have to know the subject matter they deal with in order to build and create the most impactful learning experiences for their individual learners. And we always find those "teachable moments" despite our title or career position.

Insurance learning careers allow you to create work that will live well beyond your journey on earth.

We all search for meaning in our careers. As Steve Jobs said, "your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do." Love what you do. Be passionate about your craft. Find your community in insurance, and know that an insurance learning career allows you to make a mark on the world that will live well beyond your journey on this planet. Why? Because every life you come into contact with as you teach and train about our industry will carry just a piece of what you have done on this earth with them, no matter where they go. You may think all you do is teach about policies or technology or estimatics. What you actually do is teach what will matter to the world for the rest of human existence. No industry, no government, no economy, no business would likely be in existence today if it weren't for insurance. And we have the privilege of educating those who are at the forefront of this "world-shaking" thing we all call our "job."

Join the **#InsuranceCareersMovement** on Facebook and Twitter this month as it is **#InsuranceCareersMonth**. Tell your story as to why you work in **#InsuranceLearning** and **#WhyISITE** stories this month. Remember to use the hashtags above and hit us up in your posts! It's **#ICM2020** time!

Heather Blevins began her career in insurance with State Farm in 2004. She currently works as an Organizational Change Analyst. The thing that gets her excited about her work is she gets to be an integral part of something much greater than herself. Training and teaching others about the world of insurance sets her soul on fire! Heather serves as the Vice-President of Marketing for SITE. On a personal note, she enjoys writing, college football and traveling the world.

TOM MALLIN

Property & Liability Resource Bureau

President & CEO

Training Can Solve Market Conduct Troubles

A recent *Claims Journal* article, "Insurers With Market Conduct Troubles Can Usually Blame Their Claims Shops," points out how proper training could eliminate many of the adverse consequences of state insurance department market conduct surveys. In a recent study by the consulting firm of Wolters Kluwer, mistakes by claims professionals accounted for the top two and five of the top ten reasons for enforcement actions taken against U.S. P&C insurers in 2018. In arriving at this conclusion, Wolters Kluwer claims to have examined all the hundreds of individual enforcement actions taken by state regulators in 2018.

In order of frequency, the claims-related mistakes that prompted sanctions by insurance regulators were for:

- Failure to acknowledge, pay, investigate or deny claims within specified timeframes.
- Failure to provide required disclosures in claims processing.
- Failure to issue correct payments or proper denial notices.
- Failure to process total loss claims properly.
- Improper/Incomplete documentation of claim files.

The consulting firm noted that the mandated time frames for handling certain aspects of P&C claims vary from state to state, making compliance more difficult. It was therefore not surprising, the firm said, that, as in prior years, the failure to acknowledge, investigate, or deny claims within specified timeframes took the top spot in prompting sanctions from state insurance departments.

The firm also noted that the P&C lines drawing the most scrutiny in market conduct actions are commercial auto, personal auto, workers' compensation, and homeowners. Again, time limits are part of the reason for this. In personal auto, several states have strict notice requirements, especially for total loss claims. In workers' compensation, states enforce strict deadlines on workers receiving wage-loss benefits.

Note also that many states do not use market conduct examinations to deal with complaints, relying instead on more informal processes. However, other states, most notably California and New Jersey, conduct dozens of market conduct examinations annually.

Some examples of more specific conduct which drew citations from insurance departments include:

- Failing to disclose all the benefits available under a policy or explain the coverage, time limits and other policy provisions;
- Failure to notify claimants that the driver of an insured vehicle was determined to be principally at fault;
- Failure to notify auto insurance claimants that coverage for a rental vehicle was available; the insurer objected that it informs only its own policyholders if rental coverage is available, but this would be an element of damages recoverable by a claimant;
- Failure to include emails concerning the claim in the claim file; the availability of the emails within the insurer's email server is not good enough since all relevant documents must be in the claim file;
- Failure to include in the claim file actual evidence of required notices having been sent; the inclusion in the claim file of blank templates for required notices does not meet the requirement because the blank

template does not show that the notice was actually sent in that instance.

As you can see, these violations could be avoided by better training of claims people about the provisions of the policy and what proper claims handling procedures entail. A good understanding of the coverage provided, good communication with insureds *and* claimants, diarying claims files so that notice requirements are not missed, and the compilation of solid, complete claims files documenting the steps taken in the handling of that particular claim will eliminate most of the market conduct penalties noted in the study.

Tom Mallin is President & Chief Executive Officer of the Property & Liability Resource Bureau. Mallin began his career at the PLRB in 1978 as Research Counsel. A respected authority on insurance law, Mallin has authored many articles and papers. Tom has conducted PLRB workshops on such topics as homeowners coverages, mortgagee claims, denial of liability and rejection of proof of loss, recent case law, and concurrent causation. Mallin also developed and conducted a CPCU continuing education workshop on the ISO Commercial Property Forms. Mallin graduated from the University of Illinois in 1974 Phi Beta Kappa and Magna Cum Laude with a Bachelor of Science degree in psychology. He earned his Juris Doctor degree from Northwestern University School of Law in 1977 and was licensed to practice law in Illinois that year.

Upcoming Webinars & Events

As a benefit to our members, we provide free monthly webinars to keep you up to date on training and education trends. Visit our [webinar page](#) *for upcoming registration information.*

February 28th at 11:00 a.m. EST
"LinkedIn for SITE Members"
Presented by: Meg McKeen - Founder of Adjunct Advisors LLC
Click here to register!

March 27th at 11:00 a.m. EST
"Using the ADDIE Model to Build Effective Training"
Presented by: Ken Thakur, CIC - Education Lead Consultant at Encompass Insurance
Click here to register!

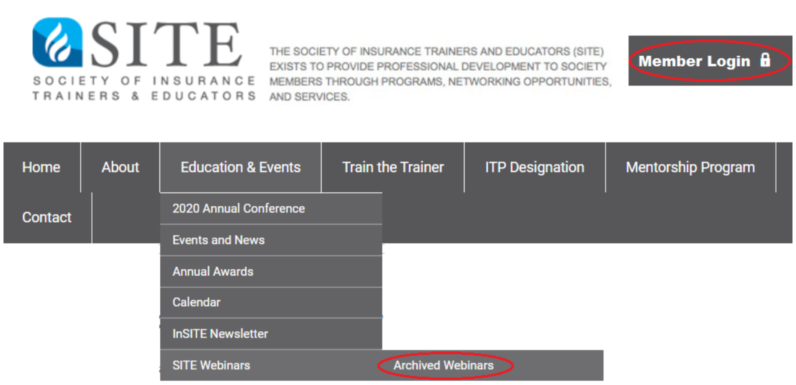
Archived Webinars

Did you miss that webinar 3 months ago that everyone at the watercooler was talking about? Perhaps you attended one a while back but wanted a refresher or the notes that went along with the presentation?

Your SITE membership includes access to our archived webinars only available by login! Search through several years of videos by logging in to our Members Only portion of the website to start watching.

Not sure how to login? Click on the grey Member Login box on the top right hand of the www.insurancetrainers.org website and fill in your credentials. If you don't remember them, you can select Retrieve Username or Reset Password for instant access.

Use the drop down selections now available to you (shown below) for entry to this member only benefit.



Podcasts

SITE is proud to announce the launch of our NEW podcast series available on SoundCloud, iTunes and through our website for free with your membership. Access our episodes by logging in and selecting the **Podcast** tab under the **Education & Events** bar.

2020 SITE Annual Conference

Hotel Reservations

The SITE conference this year in Memphis was exciting, dynamic and impactful. Make your plans to Learn and Lead in the Big Easy today! We can't wait to connect with you there!

JW Marriott New Orleans
641 Canal Street
New Orleans, LA 70130

SITE has secured a special reduced rate of **$179 per night for SITE attendees** (Standard Guest Room). All rooms are subject to hotel service fees and taxes. Make your hotel reservations directly with JW Marriott New Orleans by calling 504-525-6500. Be sure to mention you are with SITE and make your reservations **by Friday, May 22, 2020** to receive this special reduced rate. Reserve Your Room Online Today!

Learn more about our Keynote Speakers and Learning Labs.

Ready to sign-up? Register Today!

Exhibit & Sponsorship Information

If you have never exhibited at SITE, this is an excellent opportunity for you to meet with clients and important new prospects, attend informative presentations and see what is new in our industry. If you have exhibited in prior years, you already know that this is a great business opportunity.

SITE remains committed to providing access for our vendor partners to our membership. The SITE Annual Conference is an important way for you to reach them and demonstrate your support of their professional association. Learn more about our Sponsorship and Exhibitor packages.

Thank you to our 2020 SITE Annual Conference Exhibitors & Sponsors!

American Educational Institute
Haag Education Co.
I-CAR
Insurance Journal's Academy of Insurance
Property & Liability Resource Bureau
The Best IRS
The Institutes
WebCE

Hotel Key Cards	Annual Business Luncheon	Attendee Lanyards	Monday Lunch
I-CAR	CHIEF COLLISION TECHNOLOGY	The Institutes RISK & INSURANCE KNOWLEDGE GROUP	The Institutes RISK & INSURANCE KNOWLEDGE GROUP

Why Train the Trainer?

Are you new to training, need more knowledge on adult learning theory and instructional design, or are just looking for a way to hone your facilitation skills while meeting learning professionals just like you? If you answered yes to any of the above, then SITE's Train the Trainer program is for you! SITE has partnered with The Institutes to fill a much needed gap in the market and provide you with a valuable and industry recognized certification. The live component is a day and a half workshop designed to interact with peers and instructors, practice your skills and get valuable feedback.

Topics covered online include:

- Understanding adult learning fundamentals
- Analyzing the need for training
- Designing for instruction
- Developing instructional materials and activities
- Delivering instruction
- Creating evaluations

Train the Trainer helps sharpen your skills. The 1.5-day live session completes your learning. In addition to presenting your learning content, you will participate in breakout activities to enrich your classroom management and presentation skills. Click here for more information.

Upcoming Train the Trainer Dates

June 13 - 14, 2020

JW Marriott New Orleans
641 Canal Street
New Orleans, LA 70130

Online Registration - Train the Trainer
Registration Deadline: April 20, 2020
(Participation is limited to 15 attendees)

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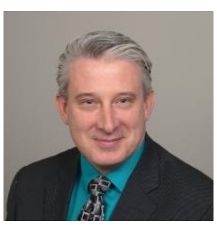

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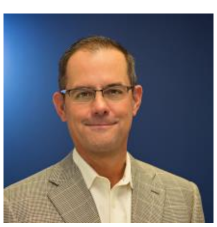

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