



Special points of interest:

- Learn about Material Information and how it affects you on September 21, 2010
- Find out how to have Confidence While Communicating beginning on September 23, 2010
- Find out what the big deal is with Social Media on October 19, 2010
- Don't forget the November meeting date has changed to November 9, 2010

Letter from the President

Dear Fellow IWOGC Members,

I realize I have said this before: "There is no "I" in team," but "I" am truly looking forward to another great year in IWOGC. Stay on board for lots of fun, exciting changes and plenty of new experiences.

Your Executive Board and appointed committee chairpersons have met and laid the ground work for what will be an active and full year.

Your Education Chairperson, Teresa Rose, has several classes planned, the first being the Confidence While Communicating NAIW course starting this September. See the article below for more details.

It's quite obvious our Newsletter and Website Chairperson, Stephanie Johnson, has done it again bringing us an even more exciting, more compact and easier to read newsletter!

**PLEASE NOTE:
THE NOVEMBER MEETING
DATE HAS CHANGED.
IT WILL NOW BE ON
NOVEMBER 9, 2010.
PLEASE MARK
YOUR CALENDARS!**

There is no end to the amazing things that Microsoft Office allows you to learn and do, and Stephanie could use a helping hand. Step up and see your skills come to life in our fantastic newsletter.

Our theme this year comes

from the NAIW creed of *Education, Fellowship and Loyalty*. Your board has decided that Education will be IWOGC's foundation this year. See our logo representing this theme on the back page of this newsletter. We felt that getting education back into focus was important so you have the opportunity to earn your CPIW and/or your DAE designations. Check www.naiw.org for more information on how to earn these designations.

Let's all join in and together we can continue to grow as an organization.

In Fellowship,

President 2010-2011

Find out how to have "Confidence While Communicating" Classes begin September 23!

The "Confidence While Communicating" course includes 10 one-hour sessions that provide training in public speaking through delivery of prepared and impromptu speeches.

Student's guide includes material on speech structure, vocal delivery, using gestures, round-table and panel discussions plus a description of the traditional, group approach to class

presentation. This course is a CPIW/M and DAE qualifier.

Classes begin on Thursday, September 23, 2010. Please contact Teresa Rose, Education Chairperson, at 513-870-2824 or via e-mail at teresa_rose@cinfin.com for more information.

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Important Dates

IWOGC Board Meeting

September 7, 2010

Networking Weekend:

September 17-19, 2010

IWOGC Meeting

September 21, 2010

IWOGC Board Meeting

October 5, 2010

IWOGC Joint Meeting

October 19, 2010

IWOGC Board Meeting

November 2, 2010

Ohio Council

November 5-6, 2010

**IWOGC Meeting:
NEW DATE**

November 9, 2010

December Social

TBA

IWOGC Board Meetings will be at Cincinnati Financial unless specifically noted elsewhere.

Cincinnati Financial
6200 South Gilmore
Fairfield, Ohio 45014

IWOGC Meetings take place at Receptions in Fairfield, Ohio.

Receptions

5975 Boymel

Fairfield, Ohio 45014

Material Information - What It Is and Why It Matters September 21, 2010

Heather Wietzel will join us on September 21, 2010 with a presentation on Material Information – What It Is and Why It Matters. She will give us her insights on how publicly traded companies communicate with their shareholders and the rules that govern those relationships – for the company as a whole and for each of us as individuals.

Heather has 25 years experience providing strategic investor relations consulting and tactical implementation to public companies nationwide. She has spent the past 10 years focused on property casualty

insurance companies including six years at Cincinnati Financial as VP – Investor Relations.



NIRI stands for National Investor Relations Institute. Similar to NAIW, it was founded in 1969 for those in the Investor Relations industry to have a professional platform to network and discuss issues related to their industry with others in their field.

The National Investor Relations Institute defines investor relations as “a strategic

management responsibility that integrates finance, communication, marketing and securities law compliance to

enable the most effective two-way communication between a company, the financial community, and other constituencies, which ultimately contributes to a company's securities achieving fair valuation.”

In 2009, Heather founded InsuranceIR LLC, which offers insurance companies industry-specific investor relations support. Visit her blog at blog.InsuranceIR.com.

Notes from the Global Leadership Summit By Stephanie Johnson

The Global Leadership Summit took place on August 5-6, 2010. Twelve speakers over a two day period made for an electric, empowering and information-packed conference.

Bill Hybels, founder of The Global Leadership Summit, author of *The Power of a Whisper* and senior pastor of Willowcreek Baptist Church, said that when someone resigns from their job, an employer has one of three reactions: relief because it wasn't a good fit with the corporate culture in the first place, disappointment because they were a good fit and will be hard to replace, or they run out into the hall and vomit in the trash can because the person is such an amazing fit with the team that they are utterly irreplaceable.

What kind of fit are you on your team? Do you fit well with the culture of your company or

would you be happier elsewhere? Knowing when to move on and doing so takes courage.

Are you willing to be the kind of team member who gets behind the decisions of your leaders, even if you don't always agree with them? According to Jack Welch, former CEO of General Electric and author of *Winning*, there is no place for the “meeting after the meeting.” The time to get your opinions out in the open is not in those quiet whispers to your neighbor in the hallway but while you are sitting at the table. Welch calls it candor, speaking the truth with authenticity and professionalism, and it is vital that each person has the courage to use it when necessary.

Jim Collins, author of *How the Mighty Fall and Why Some Companies Never Give In*, refers to something he calls conducting

“autopsies without blame.” It is the ability to learn from those around you instead of seeking a scapegoat every time something goes wrong. Do you react defensively when something goes awry or are you able to take a step back, look at the situation objectively and learn from the mistakes, regardless of who made them?

Author of *The Principle of the Path*, Andy Stanley states that some tensions are never meant to be fully resolved and should be managed instead. One example of this is the tension between work and family. It is important to find balance between the two. There are times when neither choice a leader faces is a clear winner yet both sides need to be heard. Are

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Social Media... What's the Big Deal? October 19, 2010

Daniel Johnson, Jr., from Cincinnati, has been spending time in the new media playground for over eight years, working on various projects and connecting with others online and in-person. He has 13 years of experience developing solutions that provide information to help people do their jobs and make better business decisions.

As the Founder of the New Media Cincinnati social networking group, he organizes and runs monthly events where people in the Greater Cincinnati area come together to discuss how emerging technologies can be used for fun and profit. Daniel has spoken around the Cincinnati area about how social networking tools can be



Daniel is the founder, host, chief story collector and producer of "How I Got My Job," a site that allows individuals to share with others their job-search success stories. You can visit the site at <http://howigotmyjob.com>.

used in effectively building an online presence.

He currently works as a Business Analyst for ThinkWare, the

leading provider of software solutions for the Professional Employer Organization (PEO) and Administrative Services Organization (ASO) industry.

His super powers include making connections easily and bringing out the best in others, his contagious enthusiasm, and skill in explaining complex subjects in ways that are simple and easy to understand.

Daniel will be speaking at our October meeting. Please join us on October 19, 2010 to learn from Daniel Johnson, Jr. as he shares with us what social media is and how we can use it to better market our organization to the insurance community.

Notes from the Global Leadership Summit

(Continued from page 2)

you able to set aside personal biases and give value to both sides of an argument with the understanding that it is what is best for the company that counts, not what is most fair?

Lastly, do you encourage the success of those around you without feeling threatened by it? Welch says that the best leaders are not afraid to have people

around them who are better at things than they are. Why? Because they learn from each other. A good leader calls out the best in those around them. They have a generosity of spirit that loves to see those around them develop their talents and abilities and be promoted for it. What could you be doing differently to encourage those around you to succeed?

After you give thought to these questions, go into your boss's office, hand him or her a copy of this article and, as Hybels suggests, ask them, "Do I make you want to vomit? And if not, what can I do to become the kind of team member that does?" Then listen to what they have to say. It could be the difference between "relief" and "irreplaceable."

Member Spotlight: Betty McKirahan by Janet Partin, CPIW

Betty McKirahan began her insurance career in 1958 working as a payroll / insurance clerk for International Pipe Company in South Beloit, Illinois. In 1962, she became an insurance clerk for Farm Bureau Insurance in Chicago Illinois. By 1964, she was selling accident insurance for Combined Insurance Company in Bloomington, Illinois. She became an insurance clerk

for Hass-Wilkerson in Kansas City, Missouri in 1966, and, in 1995, she became a policy service technician for The Cincinnati Insurance Company and has worked as a policy service assistant for 11 years.

Betty joined the Insurance Women of Greater Cincinnati (IWOGC) in 1997 and co-chaired the Social Committee with Sharon Farthing for two

years. She is presently chairing the Historian Committee.

Betty enjoys playing golf, bowling, reading, cooking and decorating. She will be married to her husband, Dennis, for 42 years this September. They have two grown daughters and two grandchildren. She is presently thinking of retirement. When she does retire, her bright smile will be missed by all.

Important Dates

- IWOGC Board Meeting
January 4, 2011
- IWOGC Meeting
January 18, 2011
- IWOGC Board Meeting
February 1, 2011
- IWOGC Meeting
February 15, 2011
- IWOGC Board Meeting
March 1, 2011
- IWOGC Meeting
March 15, 2011
- Region IV Meeting
March 17-20, 2011
Lexington, KY
- IWOGC Board Meeting
April 5, 2011
- IWOGC Meeting
April 19, 2011
- IWOGC Board Meeting
May 3, 2011
- IWOGC Joint Meeting
TBA
- NAIW National Convention
June 5-8, 2011
Las Vegas, NV
- IWOGC Board Meeting
June 7, 2011
- IWOGC Meeting
June 21, 2011

*Special thanks to The Cincinnati Insurance Companies
for their continued support of
The Insurance Women of Greater Cincinnati*



Why Belong to NAIW?

Belonging is Good Business:

- Educational Opportunities
- Public Relations Involvement
- Careers in Insurance
- Professional Designations
- Networking

We're on the Web!
www.iwogc.org



Insurance Women of Greater Cincinnati
c/o Cincinnati Financial Corporation
Stephanie Johnson
Investor Relations – 9-N
P.O. Box 145496
Cincinnati, Ohio 45250-5496

First Class Mail