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How to: Host Webinars for FMDC Credit

The FMDC webinars are a great way for directors to supplement courses taken at state association conferences and NAMIC events.

The process may seem a bit confusing on how to host a webinar for your directors, so we'd like to clear things up.

There are two options when selecting a webinar. NAMIC has "live" web events where you can log in to the webinar and interact with the presenter in real time. We also have recordings from past webinars available for purchase.

Below are the steps you will need to follow to host a successful "live" webinar.

1. Select an FMDC webinar from the Web & Audio events calendar on NAMIC.org.
2. Register each individual director for the webinar by clicking "Register Now."
3. You can set up the webinar in a conference room that has a large computer screen *or* each individual director can watch the webinar from their personal computer.

4. After the webinar, each attendee will receive a survey to complete. It will have questions specific to the webinar to ensure audience engagement. The PowerPoint slides will be helpful with these questions.

If a company or association is interested in purchasing a recorded webinar to show to a group, follow these steps:

1. Select an FMDC webinar recording from the Web & Audio Events calendar on NAMIC.org.
2. Click "Purchase Now" and be sure when selecting the webinar to purchase, it has FMDC in the title.
3. Submit an Intent to Conduct form found on the FMDC page on NAMIC.org along with the \$150 Intent to Conduct fee.
4. Before the meeting in which you plan on showing the webinar, test the webinar link in the room where the meeting will be held.
5. Have each director initial next to their name on the sign-in sheets provided by the FMDC administrator to the event organizer.
6. Send sign-in sheets to back to FMDC administrator through the mail or scan and email them.

Tips and Tricks for Hiring a Speaker

Hiring a speaker can be a daunting task. Here are some ways to make the process smoother for you and the speaker.

Look at your personal networks

Do you work with an excellent accountant who really seems to "get" the insurance industry? They may be willing to speak at your event for a small fee, or no fee at all in exchange for exposure of their company.

Talk with colleagues at other companies or state associations and see who they have used in the past. Then, make a list of everyone you can think of who you work with throughout the year and you feel is

knowledgeable about the FMDC topic you've selected. These people should be your first contact in searching for a speaker.

Discuss fees

Ask your speaker what they normally charge before disclosing your budget to them. Be sure to discuss travel and accomodation plans.

You don't want to waste time requesting outlines or other materials from the speaker if their fees don't fall anywhere near your budget for the event.

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We are the largest and most diverse property/casualty trade association in the country, with regional and local mutual insurance companies found on main streets across America joining many of the country's largest national insurers who also call NAMIC their home. More than 200,000 people are employed by NAMIC members.

Through our advocacy programs we promote public policy solutions that benefit NAMIC companies and the consumers we serve. Our educational programs enable us to become better leaders in our companies and the insurance industry for the benefit of our policyholders.



Tips and Tricks for Hiring a Speaker

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You can build this cost into the event registration or charge attendees of the course an additional fee.

Discuss the audience

Be sure to emphasize with your speaker that the primary audience of the FMDC program is the board of directors of farm mutual insurance companies. This may seem like a given, but your speaker will appreciate clarification so they can write their speech appropriately and connect with the audience.

Request more information

Once you've talked about fees and the audience and feel like the speaker would be a good match for your event, request a proposed outline to be sure they are covering the points required in the FMDC course you are hosting. If accepted, this outline will be what is sent to the FMDC Administrator so they can approve the Intent to Conduct form.

Talk to attendees afterwards

Was your speaker engaging? Would attendees like to see this speaker again? These are a couple of questions you can get answered by chatting with attendees after the presentation. If the response is positive, make a note and keep them in your rotation for future years. SurveyMonkey.com is a great free tool that you can use to gauge the audience after a course.

Still need help?

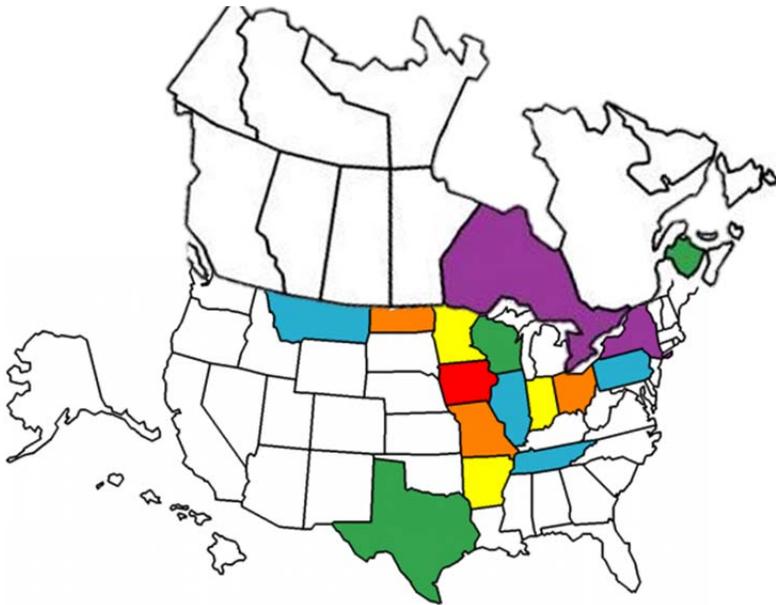
Request a speaker list from the FMDC Administrator. It lists speakers that NAMIC and other state associations have used in the past for FMDC courses. Keep in mind the travel costs of flying a speaker in to your destination versus having a local contact speak at your event.

FMDC at Leadership Forum

Join us at Leadership Forum on Wednesday, May 22nd in Madison, WI. NAMIC will offer four courses that qualify for FMDC credit as well as a buffet lunch where you can network with your peers, all for \$125. For more information, go to: <http://www.namic.org/seminars/leadfor.asp>

- Operations and Insurance Module
 - o Marketing
- Finance and Accounting Module
 - o Insurance Accounting
- Management Module
 - o Role of the Board

Where is FMDC?



We have participants in the FMDC program from the states and provinces shown to the left.

To continue to grow the program, we need to spread the word. If you know any colleagues who you think would benefit from participating in the FMDC program, tell them about your experience with the program and what benefits you've gained.

Our hope is to have participants in every state.

This will grow the prestige of the designation as well as increase opportunities available for directors to attend courses closer to them.

FMDC Highlights

Curriculum Development

It's our hope to keep the program evolving and expanding. One way to do that is to continually look for new curriculum ideas that will benefit farm mutual boards.

If you have any topics on your mind that you wish you knew more about, or think that the directors need to be aware of, please let me know.

Course Name Change

Due to the legal organization of mutual insurance companies, they can merge with other insurance companies, but cannot be acquired, only consolidated.

In light of this, the courses Mergers/Acquisitions and Mergers/Acquisitions – Financial Implications have been changed to Mergers/Consolidations and Mergers/Consolidations – Financial Implications.

Nominate an Outstanding Company

Has there been a company who has really worked hard to get their directors additional education through the FMDC program? Please nominate them.

We will spotlight an outstanding company in each issue of the FMDC Forum with a picture and a short message about what their efforts look like.

New FMDC Administrator

Meet Amy Kerr, NAMIC's new FMDC Administrator. She has a tax accounting background and is a Certified Public Accountant.



She graduated from Indiana University and enjoys cooking and photography. She's very excited to join the NAMIC team and looks forward to meeting members at upcoming events.



What to do with your May transcript

Every May, FMDC transcripts are mailed out to company managers as well as participants so they can monitor their progress.

First, look to see what modules still need to be completed. Grab a copy of the course catalog and see what courses can be taken to satisfy the requirements and don't duplicate courses.

Look on the [FMDC Educational Opportunities](#) page found on NAMIC.org and see if there are any upcoming events that would help your directors fulfill their requirements.

You may also want to look at upcoming webinars

as well as the recorded webinars that are available for purchase.

If directors are certified and working on the continuing education requirement of four courses every four years, be sure to keep an eye on the certification expiration date.

If it's unlikely that the director will be able to attend the courses needed to meet the requirements, they can apply for a one year grace period. More information on the grace period can be found on the FMDC FAQ page on NAMIC.org.