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**CAL Advisor**  
**E-Newsletter**

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Newsletter

January 2010

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**"Okay NAIFA-California, Let's Talk Membership"**

**Sandra E. Henderson, RHU, CSA**  
NAIFA-California President



Okay NAIFA-California, let's talk membership. Whenever anyone in our organization brings up the subject, it's like a big elephant has entered the room. How in the world do we deal with it? First of all, locally, it's typically handed off to a single person, who is usually a new board member or the one that leaves the room momentarily, and they are the ones who get elected to be the chair of this committee. Then everyone says, "We are right here to support you!" We are behind you 100%! And I believe everyone actually means what they say. But in my observations over the years, I see that the responsibility just gets handed over to that single Chairperson and everyone then watches from the sidelines. Not intentionally, but because it's been handed over, it is no longer on anyone else's mind. Our State Chair, Jill Judd, has tried to reverse that mode by creating 2 x 2 membership teams, which is a way to keep people in the game. For those of you who may not know how these teams work, it is very simple. You team up with another member from your local and create a team name for yourselves and then report that name to Jill or your local membership chair. Then you "team up" on getting new NAIFA members. This is a great way to keep some accountability in the game. Jill encourages everyone monthly, via conference calls and reports accomplishments and shares more ideas for getting new members. She can provide you with lots of ideas that will help you out. There are rewards and incentives of all kinds to keep you motivated. And guess what, it's even kind of fun! Jill, you have been great and deserve a big hand! CLAP, CLAP, CLAP!!! And there are some really great 2 x 2 teams already in the game, doing a great job, and I want to thank each and every one of you!!!!

I would like to share something with you that I recently experienced. I was sitting in a local board meeting and as they were going through their membership report, I had one of those "Aha moments". Are you ready for this? What if every single NAIFA-California member got involved and brought in just one new member? How many times have we heard that? Each one reach one! It sounds so easy and yet it doesn't seem to happen. Think about it... Everyone would be fighting for the membership chair position because it would be a piece of cake.... It really is that simple. We are salespeople and I can't believe that we couldn't all convince one non-member to be involved in something we believe so deeply in! Start by just inviting them to your local meeting, your treat. This isn't a one person job but should be shared by all members. It is, after all..... "our" organization.

We need NAIFA and right now, NAIFA needs us! We have way too many agents who are riding our coat tails. So, I say let's get going. Just one....that's all I'm asking for. Let's make 2010 a year to remember!!



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**Sales Exposition  
May 18, 2010**

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May 19, 2010

Sacramento Sutter Club

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