

Golf Day / Robinson Ranch Beckons Birdies But Bemoans Bogies

Tom Leman and Jason Meshekow / Golf Tournament Chairmen



Our IBA SFV Golf Day is scheduled for June 3rd this year! The Valley Course at Robinson Ranch is a great test while being very playable for everyone. When you join us this year, you will find that Robinson Ranch provides other great amenities in addition to the championship golf courses. They have a wonderful clubhouse, practice green and range. We plan on providing several contests and other events that you can enjoy and compete in.

Knowing we are all related in some way shape of form to the insurance industry, we know that scoring will be both accurate and honest. After all, our motto is to “dignify our vocation with high ethical standards”. My question is, does that apply to golf

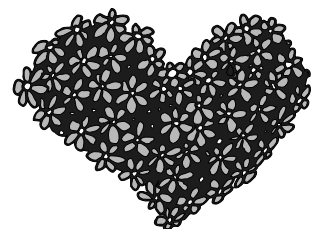
as well? The answer is yes and by the way, we will have auditors and actuaries present in case there is need for further review.

We expect this to be a really great day to spend with others in our industry. Whether a golfer or not, please plan on enjoying it with us.



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Happy Valentine's Day!





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www.IBASFV.com



Bulletin



FEBRUARY
2005

INSURANCE BROKERS AND AGENTS OF THE SAN FERNANDO VALLEY



CALENDAR OF EVENTS

2 0 0 5

FEBRUARY

- 2 – Young Agent Kickoff / Dimples
- 7 – Executive Board Meeting
- 9 – Board Meeting

MARCH

- 7 - Executive Board Meeting
- 9 - Board Meeting
- 17 - Young Agent Bowling Event
- 23 - General Meeting

APRIL

- 4 - Executive Board Meeting
- 6 - Board Meeting
- 7 - I Day
- 20 -22 Legislative National Conference



Attention All Booster Members:

Would you like to showcase your company and reach out to our total membership?

Contact Marian at
ibasfv@adelphia.net
or call 818-994-7455
for details.



Dignify Our Vocation with High Ethical Standards



President's Message

Jodie Hyams

Welcome to what I hope will be a very prosperous and successful year for each and every one of you.

Thank you again for giving me the opportunity to be your President for the 2005 term. I am very grateful to work with such an outstanding group of people. I would also like to take this opportunity to personally thank Melissa Phillip and Marian Jocz for making my installation dinner a very special one, and to Rick Dinger for not embarrassing me or my mother too badly! You were great!

Our association has a great year planned for all of you, starting with our Young Agent sponsored Kick off Party at Dimples Karaoke Bar. Time to warm up those vocal chords! I hope to see many of you at what I guarantee will be a good time!

One of my visions for this year is to continue with the monumental strides that we have made by re-connecting with our agency members by expanding our Pizza Party program to include several more visits this year. Be prepared your agency may be receiving a call next! If you would like for us to come out and visit with you please contact the Pizza Party Chair, Derek Ross, at dross@cmmeiers.com. These are wonderful opportunities for agency owners, Account Executives, and Producers to let us know your needs and concerns, and allow for us to serve you the best way we can.

I also have the privilege to sit on the committee for this year's I-Day trade show to be held April 7th at the Sheraton Universal Hotel. The committee has met many times over the past few months working on putting together one of the best trade shows to date. Remember this is a superb event for CSR's as we will be hosting a Brand New CE class targeted towards CSR's and Account Managers.

Presidents Message continued on page 2



continued from page 1

Our charitable efforts will also be one of the highlights of this year. We are currently working on a new charitable project that you will hear more about in the next few weeks, and we think you will definitely want to be apart of.

Lastly, for all your IBA SFV related news don't forget to check out our website at www.ibasfv.com. It's updated regularly with photos, and up to the minute industry news.

As you can see it's never a dull moment around here, and we are hard at work for you. If you have any questions or comments please feel free to reach me at 818-225-6200, or by email at jhyams@venbrook.com

Jodie Hyams
President



Record Donations for 2004

Phil Merlin



IBA-SFV donated a record amount of \$11,442.84 to charities during 2004.

Among the major donations made was \$2, 250 for The Dubnoff Center in North Hollywood, \$1, 500 for The West Valley Family YMCA in Reseda, \$1, 500 for New Horizons in North Hills and \$1, 000 for The North Valley Family YMCA in Northridge.

In addition contributions were given to Boys and Girls Clubs of both San Fernando and the West Valley, Monroe High School Culinary Arts Program, Union Station Homeless Program of Pasadena, Kenneth Jernigan Library for Blind Children and The Kennedy Disease Association.

The IBA-SFV and its members also supported Ronald McDonald House of Los Angeles and Pasadena with cash contributions, a toy drive and dinners at the Los Angeles House. Individual members of IBA-SFV also raised more then \$4,000 in The Ronald McDonald walk.

2005 Installation Event

Melissa Phillipp



The 56th annual Installation Event took place on January 13, 2005 at the Woodland Hills Country Club.

The Installation Event is among the most important within our association. It is the time where the outgoing Board of Directors is recognized for their good works made on behalf of the Association. It is also the time when the incoming Board of Directors is installed and welcomed as they begin their journey as leaders within the Association.

Dignitaries in attendance were Congressman Brad Sherman, Assemblyman Dr. Keith Richman, Karen Kukurin on behalf of Governor Schwartznegger and Rebecca Smith on behalf of Assemblyman Paul Koretz.

Guests were treated to an informative Key Note address from Assemblyman Dr. Keith Richman who spoke passionately about the current state of affairs in our Great State. Most notable issues were the State Budget and Works Compensation Reforms.

A special "Thanks" to the Sponsors who graciously supported this event. They are:

- | | |
|----------------------|------------------|
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| Allied Insurance | Bronze Sponsor |
| Imperial AI Credit | Bronze Sponsor |
| Mepco | Bronze Sponsor |
| MJ Hall & Company | Bronze Sponsor |



Congratulations to the 2005 Board of Directors. May you each lead with dignity, strength, and compassion always aware of your duty to righteously serve on behalf of your membership, profession and the communities you work in.

Whatever You Are, Be a Good One"

by Steven Young



This quote, by Abraham Lincoln, is ranked high among my favorites. I first read it on a plaque that was advertised in a catalogue I had received in the mail, and although I no longer have the catalogue, the quote has lingered with me. As I have pondered the meaning of the quote, I have learned that it is important to adopt it in many

areas of my life and the many roles I assume.

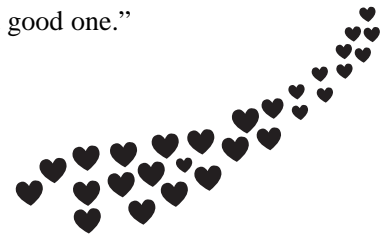
When you first read the title, what was your first thought as to "whatever you are"? Did you apply it to your professional life, or your personal life? I first associated it to my roles as husband and father. I value the relationships and time I spend with my family. However, while I make sure that my wife and I have our date nights, and my daughters' and I have our father/daughter dates, I am sure that I could be less consumed with professional duties and more consumed with them. In line with the quote, I'm going to try to make more of an effort to "be where I am."

Throughout our lives, we should strive to improve

ourselves by pursuing educational opportunities that will challenge us. I have tried to continually educate myself, and not just by fulfilling the CE credits required, in order to provide the best service I can to my clients and to provide a good value to my employer. As Secretary / Treasurer of the San Fernando Valley chapter of the IBA, I will strive to "be a good one." I'm sure this role will provide me with many opportunities to learn something new, and many challenges. Certainly, I have big shoes to fill with Tom Leman having just occupied that position. But, thanks to the leadership and guidance from the entire board, I am sure I will be able to represent the membership well and help to continue the growth the association has seen.

I hope that we can all continue to strive to be the best we can be, whether it is a father or mother, spouse, son or daughter, CSR or producer, or secretary / treasurer.

"Whatever you are, be a good one."



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2005 CALENDAR OF EVENTS

January

- 10 - Executive Board Meeting
- 12 - Board Meeting
- 13 - Installation Dinner
- 19 - IBA West Installation

February

- 2 - Young Agent Kickoff / Dimples
- 7 - Executive Board Meeting
- 9 - Board Meeting



March

- 7 - Executive Board Meeting
- 9 - Board Meeting
- 17 - Young Agent Bowling Event
- 23 - General Meeting

April

- 4 - Executive Board Meeting
- 6 - Board Meeting
- 7 - I Day
- 20-22 - Legislative National Conference



May

- 1/5 - Blue Ribbon Conference
- 2 - Executive Board Meeting
- 4 - Board Meeting
- 12 - Casino Night
- 21 - Ronald McDonald Walk for Kids



June

- 3 - Golf Day
- 6 - Executive Board Meeting
- 8 - Board Meeting
- 9/11 - Young Agent Conference



July

- 11 - Executive Board Meeting
- 13 - Board Meeting
- 27 - General Meeting



August

- 1 - Executive Board Meeting
- 3 - Board Meeting
- 11 - Young Agent Mixer

September

- 9 - Blood Drive
- 12 - Executive Board Meeting
- 14 - Board Meeting
- 27 - General Meeting



October

- 3 - Executive Board Meeting
- 5 - Board Meeting
- 20 - Fall Conference
- 27 - Young Agent Event



November

- 7 - Executive Board Meeting
- 9 - Board Meeting
- 16 - Company Appreciation Dinner



December

- 5 - Executive Board Meeting
- 7 - Board Meeting
- 13 - General Meeting Election of Officers



OFFICERS 2004

- President** Jodie Hyams
Venbrook Insurance Svcs
818-225-6200
jhyams@venbrook.com
- President Elect** Tom Leman
Northridge Insurance Svcs
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- Sec/Treasurer** Steven Young
Venbrook Insurance Svcs
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- Past President** Melissa Phillipp
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Visit our web site @
www.IBASFV.com

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dawna@lbwinsurance.com
- SFV Director** Phil Merlin (Philanthropy)
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- SFV Director** Dave Kern (InVest)
Tri County Insurance
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- SFV Director** Jason Meshekow (Golf Chair)
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- SFV Executive Director** Marian Jocz
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IBA SFV Installation Dinner / January 13, 2005

By: Tom Leman – President Elect



Our installation was a great success and I hope you had the opportunity to join us. The following week I had the distinct privilege to attend the IBA West installation luncheon as well. Ironically, just as I had done during the swearing in portion of our installation, the incoming IBA West President,

Stan Simpson, held up his right hand longer than is “socially appropriate” during his swearing in ceremony. Now Steven Young had been very quick to point out my Faux Pas and I must tell you that I was most pleased to point out to Mr. Young that I was indeed in very good company. I must say that Stan’s swearing in ceremony gave me utter and complete vindication! And with that the issue is settled once and for all. (Right Steven?) Back to the point...

The IBA SFV installation dinner was wonderful and we enjoyed the Woodland Hills Country Club, which proved to be a great venue. We were entertained by a wonderful pianist during the evening and dinner and enjoyed our keynote speaker, Assemblyman Dr. Keith Richman.

The primary purpose of the installation was to honor and give thanks to our outgoing President, Melissa Phillip, who has done an incredible job of leading our board this year. She did so with great wisdom and grace and the entire board respects and appreciates her and all her hard work.

The “Melissa Phillip, we love you” portion of the celebration, included awards and acknowledgements from many politicians and staff members including

representatives from Assembly member Paul Koretz and Governor Arnold Schwarzenegger’s offices. Our keynote speaker Dr. Keith Richman and Congressman Brad Sherman also made honorariums and acknowledgements to and for Melissa. Warning!!! If you give a politician a microphone, they will use it. (Note to self, provide equal time to politicians...they will take it either way). It was fun and we are thankful for the opportunity to show Melissa how much we appreciate her.

This event also allows us to introduce and formally install our other directors and officers. We had the great joy to share in the installation of Jodie Hyams as our new President and it was another wonderful highlight of the evening. Rick Dinger, the immediate past president from IBA-BGP (Burbank, Glendale and Pasadena), was hilariously funny and entertaining while maintaining the dignity of the event and esteeming Jodie. It was great to see Jodie’s Mom beaming with abounding pride for her daughter. Like Jodie’s Mom, We too are proud and very excited about what Jodie brings to your chapter. She has that young energy and enthusiasm that many of us wish we still possessed. Those of you that are 40 and over know exactly what I’m talking about. Jodie is a ‘get the job done’ type of person that has already proved herself formidable when need be. Please greet her and congratulate her when you see her and you will see what I mean. Congratulations Jodie!!! Your President Elect, Tom.

PS: We also had a terrific raffle. IBA-SFV raffled off a round of golf at Woodland Hills C.C. and lo and behold Paul Roth from my agency won!!! I am still waiting for that invitation Paul. Thank you Jason of Venbrook Insurance Services for providing such a great raffle prize.



Your association is off to another great year. Our installation dinner event was very nice at the Woodland Hills Country Club. We just held our first Young Agent event @ Dimples that turned out to be a lot of fun. If you check out our calendar on the web site you can see we have a lot of up coming

events and I hope at least one will appeal to you. It is always great to have a member attend an event that we haven’t seen in a while. The board tries to come up with events that are fun. We all work hard all day long so it’s nice to do something fun within the industry, as the stress level can at

times be overwhelming.

As you all know the association sends you information on upcoming events periodically please notify your IT Department that our e-mail address is safe:
ibasfv@adelphia.net

If you have an idea you’d like to toss out we welcome any suggestions or comments.

Please feel free to call on me.
Happy Valentine’s Week!

Marian E. Jocz
Executive Director • 818-994-7455 • www.ibasfv.com



InVest Program by Cheryl Bingham



This year I am again proud to serve as a member of the IBA SFV Board of Directors, but I am especially excited to be the chairperson for the INVEST program. I have watched over the year how this program has benefited several teenagers in our own community. Most not as fortunate as we are.

Last year several of my co-

workers at SGJB Insurance volunteered when asked, and I would like to thank them at this time: Rob Bumgarner – CFO, Harris Pinsky - senior VP, Neal Sherman - Senior Loss Control Consultant, Martha Del La Cruz – Claims Representative, Mari Rezinaz, -COO and of course Mario Guerra, President. I also would like to thank the many other volunteers who answered Karen Jordan’s call.

When I went looking for volunteers, I found one who I knew would be hesitate at first, but would definitely be there, Neal Sherman...I asked him to write something about his experience: Hope you enjoy...

Presentation in Mr. Loscos’ Business Class
Sylmar High School

I have to admit I was a little apprehensive when my co-worker Cheryl Bingham asked me to do a presentation for a business class at a high school; but like I usually do, I said yes albeit reluctantly.

I spoke with Karen Jordan and scheduled a date for the end of October at Sylmar High School. Karen said the presentation should be about 20 minutes long with time afterwards for questions. Much to my surprise and horror, upon my arrival to the school, Mr. Loscos told me the class lasted for an hour and he usually didn’t plan anything else when there was a guest speaker. I barely knew what I was going to discuss for 20 minutes with a classroom full of high school students, much less an hour.

The class and I became engaged in a rather stimulating conversation. I spoke a little about my background and attending a local college – CSUN, Northridge and how great it was to be close to home to be able to see family and friends and then a little about my professional career. I tried to add a little humor by telling some interesting stories that have happened throughout my career. Some of the students participated by asking me questions about what I did, how much money I made, about going to college and some others spoke about their plans after they graduated at the end of this

school year. Some of the students didn’t know what they were going to do, which launched me into the final portion of the presentation. I encouraged the students to try to find a job that they would enjoy. I explained that you spend so much time at work, even more time than you do at home that you might as well be happy doing it. I said it isn’t always about the money you make, but about the satisfaction that is received when you do a good job. I also advised those students planning to go to college to immerse themselves in it and be open-minded. I suggested they take a wide variety of classes and maybe they would find something they could be passionate about and could turn into a career. Before I even had an opportunity to distribute my business cards to be available to answer questions or offer assistance, the bell rang and class was over. I was dumbfounded the time had not only passed so quickly but also that the experience was extremely pleasant.

Doing community service and giving something back has always been important to me. I would encourage all of us to be more involved in doing more community service. Perhaps you too may reluctantly agree to do a short presentation in front of some eager students or something else that is more to your liking, but whatever it is, give something back to your community. It is important for all of us.

Neal Sherman, Senior Loss Control Consultant

The Mission Statement for the INVEST program is “To provide education about the Insurance industry and its diverse careers, to encourage the development of trained insurance professional and to create educated insurance consumers”. I think all of us can give a little of this...

If you are interested in volunteering, or have any suggestions for benefiting this program, I would welcome your comments. Please email me at cbingham@sgjb.com or call me at 818-449-0218

Cheryl Bingham
Account Executive
SGJB Insurance



Sylmar InVest - Field Trip - Allied Claim Center

By Dave Kern-CIC



The Allied Insurance Claims Center hosted Sylmar High School InVest on January 20th. This is the second year in which Allied Insurance was gracious enough to host this program for Sylmar High School. Fourteen students were able to attend. Vivian Translatuer(Allied) and Kevin Goode(Allied)

coordinated the event with Dan Loscos(Sylmar Instructor). A very special thank you to Vivian and Kevin, as they arranged for the entire Allied office to be involved in sharing-- "WHAT WE DO"-- with the students.

The day started off with Kevin Goode(Casualty Manager) giving a brief overview of the day's agenda. Greg Mareno-CPCU(Casualty Claims Director) then explained how the claims office worked. The importance of handling a claim quickly and with empathy is of the utmost urgency. He also asked a great question—"Does anyone know how the term underwriter came about?" One of the students had the answer*. Hats off to Dan Loscos!!!! The students were then split into three groups receiving additional information from Wendi Hatfield, Brian Roche, and Susan Tetrick(Casualty Managers). The students were thoroughly interested, asking plenty of questions. At this point the students were directed to work stations where they were able to listen to the in house claims adjusters on phone calls, as well as ask questions.

Dixie Dick(Field Claims Adjuster) and Alex Palmer(Inside Claims Adjuster) demonstrated how a claim is reviewed, how to recreate the situation, and how to proceed from those set of circumstances. Their demonstration on a slip

and fall claim included the surveillance video from an actual case. Again, the students asked many questions.

Don Miner(Material Damage Adjuster) demonstrated his mobile office. The students were intrigued with the fact Don could visit a claimant at home and use his lap top to assess the damage to a vehicle and/or home. The students were surprised as well regarding the capacity to email and or fax from his car and resolve the claim, all while not being in the office.

Cecilia Olivero(Special Investigative Unit) briefed the students on fraud claims. This area always catches the student's attention. Cecilia explained how fraud can be determined in different situations. She also explained it was extremely important to have the proof of fraud prior to suggesting to the claimant that the claim is fraudulent.

Allied Insurance provided lunch for the students as well as a complimentary gift bag(pens, pencils, candies, etc).

On behalf of the IBA-SFV, I would like to extend our appreciation to Allied Insurance for providing a wonderful experience for Sylmar High School InVest.

If any Agencies and or Booster Mmember's are interested in hosting a field trip for either Sylmar and or Monroe High School please contact myself and or Cheryl Bingham(2005 InVest Chair)

dkern@tcinsurance.com
cbingham@sgjb.com



*P.S.---I will be happy to share the answer with anyone----
FOR A CONTRIBUTION TO INVEST.



I-DAY 2005

April 7th, 2005



Sheraton Universal Hotel
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Universal City, CA 91608

For more information, contact Suzanne Arnett at 818-957-3437

UNITED, INDEPENDENT AND STRONG



2004 Company Appreciation Dinner Event

By: Curt Witeby



Thanks to the tremendous sponsor support from Allied Insurance, Employers Compensation Insurance, H.W. Gorst Company, Golden Eagle Insurance Company, State Compensation Insurance Fund and our Grand Sponsor Monarch E & S Insurance Services, the 2004 Company

Appreciation Dinner Event was a huge success.

In excess of 185 people attended the November 10th, Dinner Event at Lakeside Golf Club. The Insurance Brokers and Agents of the San Fernando Valley are the largest donor of toys for the Ronald McDonald House of Los Angeles, Ronald McDonald House of Pasadena and Children's Hospital of Los Angeles Toy Closet Program.

Each person that attended the Dinner Event was asked to bring an unwrapped toy for the Toy Closet Program. Ronald McDonald was in the lobby at Lakeside Golf Club to greet the dinner guests and collect the toys.

Dinner guests enjoyed cocktails, wine at each table, a

fabulous dinner and desert. After dinner Chris Blackmore from Clean Comedians provided the entertainment for the evening.

During the Dinner Event the Insurance Brokers and Agents of the San Fernando Valley presented philanthropic checks to the Dubnoff Center, New Horizons, Ronald McDonald House and West Valley Family YMCA.

The Insurance Brokers and Agents of the San Fernando Valley also presented the following awards: The Beverly Jordan Award to Steven Young, Venbrook Insurance Services, The Bernie Lewis Award to Vivian Translateur, Allied Insurance, Insurance Company of the Year to Allied Insurance and Insurance Company Person of the Year to Peter Cazzolla, California Insurance Group. Congratulations to all the winners!

On behalf of the Insurance Brokers and Agents of the San Fernando Valley Executive Officers and Board of Directors, we would like to thank everyone for the generous donation of toys.



IBA SFV Members & Booster Members & Friends

The Insurance Brokers and Agents of the San Fernando Valley are pleased to announce that they will be participating again in the 5th annual Ronald McDonald Walk for Kids!

Please join our team for the 2005 Walk for Kids benefiting children and families of the Ronald McDonald House of Los Angeles on Saturday, May 21st at Griffith Park, with registration beginning at 7:00 a.m.

An easy 5K walk for kids, families and friends of the Ronald McDonald House of Los Angeles. Food, music, prizes and games immediately following the walk. Great prizes awarded to those individuals and teams who raise the most funds.

In order to be an IBA SFV Gold Team Member, adults must agree to pledge and raise a minimum of \$50.00 and kids (15 and under) must agree to pledge and raise a minimum of \$40.00.

All donations are tax deductible. Make checks payable to: Ronald McDonald House

We look forward to your continued interest and involvement in all the great things we can accomplish together!

**A project of the Los Angeles Ronald McDonald House
4560 Fountain Ave Los Angeles, Ca 90029
(323) 644-3000 or www.larmh.org**

Dimples... Only the Brave

By: Dawn Abasta

Our gathering at Dimples was fun and festive, those who were brave enough to trek out to Burbank had a great time. If you did not go, you missed our esteemed president singing, "We've got the beat" on stage. Earl Greenberg of L/B/W Insurance & Financial Services, Inc. and Shari Caudil of International Facilities did a duet of "Summer Nights", and then got back up again for another duet of "I've got you babe".



The group even managed to get Marian and me up on stage for a rendition of "It's my party". Big thanks to everyone who joined us that night. A special thanks goes out to our sponsors for that evening RIK E & S, Golden Eagle Insurance Corp, and Employers Compensation.

Don't miss our next gathering on St. Patrick's Day at Corbin Bowl!



Save the Date: Casino Night 2005 May 12th at Sportsmen's Lodge

As you all know the association sends you information on upcoming events periodically please notify your IT Department that my e-mail address is safe: dawna@lbwinsurance.com

Dawn Abasta, CIC
Young Agent Chair

