



July 2022 word of the month Embrace

“Embrace what you don't know, especially in the beginning, because what you don't know can become your greatest asset. It ensures that you will absolutely be doing things different from everybody else.”

Sara Blakely, SPANX founder

I came across this quote, and it reminded me of when I got started in insurance. In our industry, it is so important to know what you do not know and then to admit it or better yet, take the opportunity to learn.

With this month's note, I would like to remind you of a couple of resources and tools available through your NIIA/Big 'I' Membership to help you when you are pondering.

When you are thinking insurance, think NIIA...

- **Industry Partners-** Building your book, learning the appetite, and underwriting expectations of your carriers will put you ahead of the curve. Contact the NIIA partners for direction.
- **Ask the Expert-** Did you know we have volunteer experts who can answer questions if you are not able to find the information you are looking for in our research library?
- **VU Research Library-** All the insurance articles you will ever need regarding commercial lines, personal lines, Life and Health, and there are Checklists, Charts & White Papers at your fingertips.
- **FAQs-** frequently asked questions by the Big 'I' Membership.
- **Risk & Reality Reports-** written by some of the industry's leading experts.
- **EXCEED-** exciting, engaging, and effective learning for everyone in the agency.
- **Basics & Beyond-** New Agent Training, the guide through risk and insurance basics and beyond.
- **NIIA-** If all else fails, contact me, susan@niiia.org. I am always happy to help connect you with the right tool.

Tools you can use.

Susan Bauman, CIC

NIIA Executive Director