

## **The History of NAIW (International)**

*In 1938, Elsie B. Mayer of Denver, Colorado, realized that many changes had been made in the insurance industry and thought it would be nice to form a club for educational purposes. She mentioned this to C. Bertha Rachofsky, and they held a meeting in Bertha's apartment with nine other Denver insurance women.*

*All of these women spent many a lunch hour and much time on the telephone explaining the idea and soliciting prospective members. Much of this time was given to explaining to employers this would be a non-union organization geared to help the industry.*

*The meetings were devoted to lessons on insurance and much time given to the thought of a national organization during this first year. The meetings were held on Monday and the cost of the dinner was 65 cents.*

*As a result of favorable acceptance of the local club in Denver, the idea of a national association was discussed further by Elsie and Bertha. They began searching insurance journals for articles of other insurance women's organizations throughout the country. Letters were mailed to prospects, and the response was most favorable. The organization meeting was announced in the National Underwriter magazine, and an invitation was extended to all clubs to send representatives.*

*Denver then planned for a national organizational meeting, and it was held at the Cosmopolitan Hotel, June 21, 22 and 23, 1940. Elsie was appointed general chairman of the meeting. Nineteen clubs were represented and 65 delegates were present, representing the states of Arizona, California, Colorado, Georgia, Iowa, Kansas, Minnesota, New Jersey, Ohio, Oklahoma, Tennessee, Texas and Washington. Total registration was 187 and the registration fee was \$7.50.*

*It is interesting to note that the dinner cost at the organizational meeting was \$1.53 per person and that the actual creation of National was held after a buffet dinner on Friday evening. The first program cover was very attractive depicting all means of transportation coming into Denver stating "Colorado Here We Come".*

*The National Association of Insurance Women was organized with 17 clubs, representing 2,000 individual members. Dues were 25 cents per member as of June 30, 1940. The Constitution and Bylaws were adopted as well as the Creed "Fellowship, Loyalty, Education".*

*Bids for the first convention site were extended by representatives from St. Paul, Minnesota; Atlanta, Georgia and Nashville, Tennessee. The ballot vote resulted in the selection of Nashville for the 1941 convention. The Board of Directors accepted the invitation extended by the representative from Atlanta, Georgia to meet in Atlanta for the pre-convention board meeting in June, 1941.*

**NAIW CREED**  
**Fellowship, Loyalty and Education**

**FELLOWSHIP:**

*In maintaining a spirit of good will among our members, we can promote cordial relations within our association. By cultivating fellowship within the insurance community, we can exchange ideas and create a healthy working environment.*

**LOYALTY:**

*We believe in the insurance business and its future, and we also believe in loyalty to our employers and to the industry as a whole.*

**EDUCATION:**

*We promote insurance education through study courses and seminars on matters pertaining to insurance. Education can be accomplished by sharing information with others so that they better themselves, and thus better the industry.*

**NAIW OBJECTIVES**

*The objective of this association shall be:*

- *To promote insurance education*
- *To support the professional advancement of its members*
- *To cultivate fellowship within this association*
- *To strengthen loyalty to the industry*

## NAIW CODE OF ETHICS

*The National Association of Insurance Women (International), both collectively and as individual members, aspires and actively promotes and pledges adherence to the following ethical principals:*

### PROFESSIONALISM:

- *through competence in the performance of duties*
- *through continued education and training courses and its related disciplines and*
- *through cooperation and good relations with colleagues and associates, both within and without the insurance industry.*

### SERVICE:

- *through conduct in accordance with the highest standards of business performance in a positive and enthusiastic manner,*
- *through encouragement of others in the insurance field to achieve maximum levels of competence, and*
- *through communication with clients and with the general public to achieve broader understanding of the role of insurance in our society.*

### INTEGRITY:

- *through strict honesty and moral courage in all transactions,*
- *through diligence in representing the interests of clients and of the general public, and*
- *through adherence to the spirit of competition.*



**COLLECT FOR INSURANCE WOMEN**

*Take us, O God, under thy divine protection; make us to act as thy messengers for peace and contentment, for harmony and understanding.*

*Grant that we may see more clearly the point of view of other men and women in all lines of insurance.*

*Realizing the highly competitive nature of our business, teach us to respect competition at all times.*

*Keep us free from pettiness and unwise discrimination. Let us do our work willingly, honestly and thoroughly giving service graciously at all times.*

*Teach us, O Lord, to know and to realize that by Thy Grace we can live in perfect peace with one another. And grant that through this organization we may become closer in friendship and understanding.*

*Amen*

*(Marie K. Franzen, Insurance Women of Milwaukee)*

## **PURPOSES AND PRIORTIES**

*This section describes the mission of the National Association of Insurance Women (NAIW), which includes its purpose as well as the priorities of the organization*

### **Mission**

*NAIW serves its members by providing professional education, an environment in which to build business alliances and the opportunity to make connections with people of differing career paths and levels of experience in the insurance industry.*

- *NAIW's membership is open to all in the insurance industry who strive for and practice professionalism, regardless of their career level*
- *NAIW fosters and encourages diversity, offering a network for members in all career categories, all lines of insurance and all cultural and experiential backgrounds.*
- *NAIW promotes mentoring, acceptance of change, personal growth and flexibility of participation.*
- *NAIW's governance and the operational management exist to enable the association to carry out its mission.*

### **Education**

*NAIW designates education as its top priority, promoting it as a way to increase professionalism and attain positions of greater responsibility in the industry.*

- *NAIW provides continuing education to the insurance industry*
- *NAIW offers courses in management skills, professional and personal development, technical insurance topics and technology in order to prepare its members for career advancement and participation in a global economy*
- *NAIW delivers its education in a variety of formats and technologies, as appropriate to the topic and the intended audience.*
- *NAIW promotes legislative awareness and encourages its members – as individuals- to take an active role in the government of their country.*
- *NAIW strives to educate the public on the importance and contributions of the insurance industry to society.*

## ***Building Alliances***

*NAIW creates and encourages an environment in which members may build alliances, create personal and professional networks and make connection across diverse career paths and experience levels.*

- *Through interaction with other members in all aspects of insurance, NAIW members gain a more complete understanding of the many interconnected facets of the industry.*
- *NAIW enables its members to practice their skills and test their own personal and professional adaptability in a supportive environment.*
- *NAIW pursues partnerships with educational institutions, industry organizations and other entities with similar missions.*
- *NAIW establishes a direct connection between the national organization and each of its individual members in order to better meet the needs of each member.*

## ***Industry***

*NAIW is positioned as a source of industry expertise, by providing quality education, expanding information about the industry and focusing attention on insurance issues affecting customers.*

- *NAIW pursues partnerships with industry leaders to identify and develop educational opportunities for NAIW members that will ensure the continued success of the insurance industry.*
- *NAIW builds alliances with industry leaders to educate them about the association and the benefits it holds for their employees and their organization..*

## ***Contact Information***

*The following table lists information about how to contact NAIW headquarters (HQ).*

<i>Mailing Address</i>	<i>P O Box 4410 Tulsa, OK 74159-0410</i>
<i>Street Address</i>	<i>1847 East 15<sup>th</sup> Street Tulsa, OK 74104-4610</i>
<i>Local Phone Number</i>	<i>(918) 744-5195</i>
<i>FAX Number</i>	<i>(918) 743-1968</i>
<i>FAX on Demand Number</i>	<i>(800) 683-1669</i>
	<i>Request document #1000 to receive an Index of forms that can be faxed to you.</i>
<i>Web Site Address</i>	<i><a href="http://www.naiw.org">www.naiw.org</a></i>
<i>Email Address</i>	<i><a href="mailto:joinnaiw@naiw.org">joinnaiw@naiw.org</a></i>