



## Letter From the Chapter President

Greetings, CPCU Dallas Chapter Members, Candidates, and Unpaid Members:

What a great 2019 it's been!

We are closing out 2019 on the 75<sup>th</sup> anniversary of the CPCU Society as well as my term as your Dallas Chapter President. I have been honored to serve as your President for the past two years, the opportunity for professional development, but most of all networking & relationship building with many in the chapter.

As I look back over the last two years my vision for the chapter included exploring creative and innovative ways to increase member engagement and promoting growth & retention as demonstrated:

- Re-introducing with assigned chairs: CGW, Social Media, Mentoring, and Education committee
- Volunteer Recognition monthly Award - implemented March 2018
- Luncheon Streaming (private Member Facebook pg.) - implemented Mar. 2018 –201 members
- Greeters introduced and implemented Aug. 2018
- Surveys – survey monkey (Annually, chapter luncheons, New Designee annual meeting, IDAY)
- All Industry Day sponsorship letter created to build credibility & increase sponsors – sponsor ideas included (inquiring of speakers, committee members, member co breakdown)
- CPCU college scholarships (2) – 2018 idea/implemented 2019
- Candidate/New Designee luncheon invitation(s) – networking for chapter volunteers
- Incentivize volunteering with raffles/gift cards/ luncheon vouchers – all networking functions
- President's Award created Jan 2018 - board member of the year
- Registration rotation to encourage more engagement/participation – implemented Nov 2019
- CPCU Society Softball – coordinated Men's & Co-ed softball team 2019

We have had some great speakers over the last 2 years including two celebrity speakers in 2019; Junior Designor (Shark Tank Winner) & Kechi Okwuchi (America's Got Talent top 5 finisher/Champion's series top 10 finisher). Our Chapter Luncheon attendance over the last 2 years have increased & doubled over the prior years. Each month we were excited to announce a Volunteer Recognition Award Winner. All Industry Day Aug. 2019 was our most successful with 155 in attendance including Jill McCook, National Society President for our local conferment & "Big Daddy" - Scott Wasserman who participated. Troy Baldwin, National Past President attended our 2018 local conferment. In December during the Leadership Christmas Dinner I was thrilled to present Karen Pieroni, CPCU (treasurer) with the President's Award for "board member of the year".

Looking forward to 2020 I am excited to share that I will be your next **Chapter Governor beginning January 1, 2020!** I look forward for the opportunity to serve the South Central Region: Dallas, Fort Worth, Central Oklahoma, and Northeastern Oklahoma. **My role as Chapter Governor will include:** providing advice and serving as mentor to the CPCU Society chapter leaders, helping them develop their capabilities, ensure continued member value, and strengthen membership recruitment and retention at the chapter level.

As we come to a close in 2019 I would like to implore our *Members* to get involved and stay engaged at any level and encourage our *Candidates* to continue pursuing your CPCU designation and consider candidate membership, and our *Unpaid Members* to reconsider renewal beginning 2020. The Chapter offers flexible volunteer opportunities that are virtual and non-virtual.

Thanks for all you do! Continue to "Serve with a Purpose". Have a Happy New Year in 2020!

Sincerely,

Wallace Eason, CPCU, AINS

2018 & 2019 Dallas Chapter President