



INSURANCE WOMEN OF TOLEDO'S

HORIZON PLAN

(REVISED 2011)

IWOT HORIZON PLAN

Strategy	Prime Mover	PROGRAM Time Frame	Comments
Arrange for Monthly Speakers	President-Elect	Sept.-Jan. & Mar.-May	
Update Website	President-Elect	Monthly	Emailing web Coordinator of any changes
Plan Industry Night Event	President-Elect	November	

IWOT HORIZON PLAN

Strategy	Prime Mover	EDUCATION Time Frame	Comments
Sponsor IAIP program every year	Education Committee	1-Jun.	Assist members to obtain CPIW designation CWC contestant for State Meeting
Promote CPIW members to obtain DAE designation	Education Committee	1-Jun.	Obtain all CPIW members & send out emails prompting them to complete forms
Update Website	Vice President	Monthly	emailing web coordinator of any changes
Plan Education Night Event	Education Committee	February	

NOTE: The Ohio Council CWC speakoff is part of the November Legislation Day meeting. Due to IWOT's first meeting being September it is suggested that the committee work on sending a contestant for the following term. (example - Education committee for July 2004 to July 2005 would work on sending a CWC contestant to the November 2005 State Council meeting)

IWOT HORIZON PLAN

BULLETIN/WEB COORDINATOR

Strategy	Prime Mover	Time Frame	Comments
Email each Chairman prior to updating website	Bulletin Chairman	Monthly	Reminder that reports are due
Work with Web Coordinator to update & improve website	Bulletin Chairman & Web Coordinator	Monthly	

IWOT HORIZON PLAN

COMMUNITY SERVICE

Strategy	Prime Mover	Time Frame	Comments
Designate charities to work with during the term	Community Service Committee	Prior to Sept.	Collect items & organize service events
Update Website	Community Service Chairman	Monthly	Emailing web coordinator of any changes

Note: 2009-2010 Working with Mom's House
2011-2012 Working with Cherry Street Mission

IWOT HORIZON PLAN

SAFETY

Strategy	Prime Mover	Time Frame	Comments
One month per term is designated as Safety month/work with Program Chariman for speaker & program	Safety Committee w/Program Chairman	Usually October	Speaker to be associated with Safety
Contact Safety Council of Northwest Ohio for Hero's Award Banquet	Safety Chairman	March	
Update Website	Safety Chairman	Monthly	Emailing web coordinator of any changes

IWOT HORIZON PLAN

PUBLIC RELATION - BENEFICIAL PARTNERING

Strategy	Prime Mover	Time Frame	Comments
Communicate with other insurance industry groups (Claims Association, Health Underwriters, etc.)	Public Relations Committee	Ongoing	Check out industry groups' websites & notify them of IWOT's activities
Notify local newspapers with IWOT updates - monthly meetings	Public Relations Committee	Monthly	Further promote IWOT
Send necessary Birthday, Sympathy, Etc. card or email	Public Relations Committee	Monthly	Send email or card for member birthdays & other events per President
Update Website	Public Relations Committee	Monthly	Emailing web coordinator of any changes

Note: Possibly plan a joint meeting with other industry groups

IWOT HORIZON PLAN

MEMBERSHIP DEVELOPMENT AND RETENTION

Strategy	Prime Mover	Time Frame	Comments
Update new member handbooks annually	Membership Committee	1-Oct.	Need to obtain updated information from IAIP's website
Call new member & ask about joining a committee	Membership Committee (committee chairman)	Ongoing	Membership chairman to determine from local application which committee chairman should call
New Member Handbook on Website	Membership Chairman & Web Coordinator	Prior to September	Also print off & give to New Members as they join IWOT (or in Sept.)
Update Website	Membership Chairman	Monthly	Emailing web coordinator of any changes

IWOT HORIZON PLAN

FINANCE BUDGET
Time Frame

Comments

Strategy	Prime Mover	Time Frame	Comments
Plans several fundraiser activities	Finance & Budget Committee	Annual	Raise money for budget items
IWOT web advertisers	Finance & Budget Committee	Annual	Letters to retain & obtain new advertisers & collection of advertiser fees
Update Website	Finance & Budget Committee	Monthly	Emailing web coordinator of any changes

Note: Works with Treasurer & President during the year to keep budget balanced

IWOT HORIZON PLAN

LONG RANGE PLANNING

Strategy	Prime Mover	Time Frame	Comments
Make sure each chairman has a strategy for term	LRP Chairman	Prior to 1-Sep.	
Administer Scholarship Fund	LRP Chairman		Present award Oct(Nov. Industry Night) & June
Update Horizon Plan	LRP Committee	As Needed	

IWOT HORIZON PLAN

Strategy	Prime Mover	LEGISLATION Time Frame	Comments
Update members-both P&C and L&H on current issues	Legislation Chairman	Monthly	Updates on local, regional & national level
Update members as to the current non-insurance issues being voted on locally, state or national levels	Legislation Chairman	Monthly	Family issues, Women's issues, Etc.
Provide members the names and addresses of local and regional State Senators & Representatives	Legislation Chairman	1-Oct.	Easier for members to contact their Senators & Representative regarding specific issues
Update Website	Legislation Chairman	Monthly	Emailing web coordinator of any changes

IWOT HORIZON PLAN

BYLAWS

Strategy	Prime Mover	Time Frame	Comments
Review local association bylaws & standing rules	Bylaws Committee	Annual	Review any recommended changes & submit to members for approval
Review all written proposed changes of National, Regional & State bylaws	Bylaws Committee	Annual	Review any recommended changes & submit to members for approval
Update Website	Bylaws Committee	Monthly	Emailing web coordinator of any changes