

MAY, 2004

LOMA SOCIETY OF THE TWIN CITIES

FELLOW TALK

A MESSAGE FROM YOUR LOMA SOCIETY BOARD



L to R (Back): **Mary Smythe, Rolf T. Anderson, Paul Lindemann**

L to R (Front): **LuAnn Maxfield, Jennifer Victor-Larsen, Terry Teske, Mary Rausch**

Not pictured: **Lori Webb, Carole Hanson-Grue, Steven Afdahl**

[YOUR LOMA SOCIETY IS HERE FOR YOU!](#)

Your LOMA Society exists to help you in your career by enhancing your professional skills while placing a wealth of knowledge and career-building resources at your fingertips.

Your professional designation(s) signal your commitment to your career. Enhance your career even further by attending LOMA Society meetings. It's a great way to stay current on the latest industry trends and developments.

LOMA Society Meetings - You deserve to attend them!

Your Board members work diligently to obtain speakers covering a variety of topics that will enable all of us to perform better, and make current, informed decisions, at work and at home.

Our meeting locations are varied to try to accommodate everyone. Meals are chosen with our members, and our members' lifestyles, in mind.

Attending your LOMA Society meetings allows for fantastic networking opportunities. It's a great place to find out what's happening at other companies, how your peers are handling similar work situations, who's hiring, and meeting with people who have similar interests and backgrounds.

Our first meeting in 2004 was held at the Radisson South. Nan Gesche Larsen gave a presentation on "Strategic Thinking". We raised \$92 for the Cancer Kids Fund. John Sullivan, of Catholic Aid, was our donation drawing winner. John Terrell, of Hartford Life, was our door prize winner.

Our Spring Seminar will be held on **Tuesday, May 18th**. As requested, this event will once again be held in the morning. Look for more details on pages 2 and 3 of this newsletter.

Remember to mark your calendars for **Tuesday, September 28th**. Bob Senkler, Chairman and CEO of Minnesota Life, will be our guest speaker. Bob will talk with us on the importance of industry education and networking. This event will be held at the Four Points Sheraton in St. Paul.

[Invest in yourself. Make attending LOMA Society meetings your priority in 2004.](#)

SPRING SEMINAR TUESDAY, MAY 18

Location: Zuhrah Shrine Center
2540 Park Avenue
Minneapolis, MN 55404
Phone: (612) 871-2632

Cost: Members = \$40 / NonMembers = \$45

Agenda:

7:30 – 8:30 Breakfast Buffet
8:30 – 9:30 Speaker, Steve Kloyda
9:30 – 9:35 Coffee Break
9:35 – 9:45 Sue Keazie – Ready for Success
9:45 – 10:30 Speaker, Al Parsons
10:30 – 10:45 Break
10:45 – 11:00 Business Meeting
11:00 – 11:30 Speaker, DuWayne Kilbo

Breakfast Buffet:

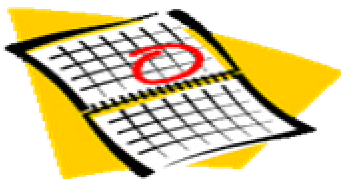
Scrambled eggs with assorted toppings
Bacon
Hash Browns
French Toast sticks with maple syrup and butter
Bagels with cream cheese
Fresh fruit
Milk, coffee and orange juice

Charity

Ready For Success

Donations of gently used women's Spring and Summer business and business casual clothing and accessories will be accepted at our Spring Seminar.

Please register with your company representative no later than Friday, April 30th.



Tuesday, May 18th.

Steve Kloyda Spring Seminar Speaker

“Mastering The Telephone Connection”

Steve Kloyda founded Telemasters, Inc. in 1990.

Since 1990, Steve has listened to and analyzed more than 25,000 telephone sales and customer service calls. Applying the knowledge gathered, he created The Telemasters System, a unique process for achieving superior results on the telephone.

Steve Kloyda began his sales career in 1980 as a stockbroker. In a highly competitive business where the telephone can often lead to frustration, Steve learned to develop the skills and disciplines needed to produce phenomenal results. In only eight months, he had opened 180 new accounts from cold calls, along with setting a company record of nine in one day!

In 1989, Steve joined a local sales training organization as Vice President of Sales. He began working one-on-one with his salespeople, listening to tape recorded telephone sales calls and providing positive feedback and specific strategies. Because of his hands-on approach, Steve recognized the need for a fresh approach to training. It was at that point that his love of sales and ability to teach others became the catalyst that created Telemasters, Inc.

The Telemasters System refocuses the typical training approach from the masses to the individual. Whether in sales or customer service, this system will teach you the skills and strategies necessary to transform the outcome of each call and clearly separate you from your competition.

Steve's motivation, insights and down-to-earth strategies provide a powerful learning experience for all. His passion in life is to lead, teach and inspire others to apply timeless principles that produce life-changing results.

Al Parsons
Spring Seminar Speaker

Al Parsons joined the Insurance Federation of Minnesota as its president & chief executive officer in July 1994. He came to the Federation with many years of experience in the insurance industry. Al worked in Washington, DC, as vice president of a consulting firm and senior vice president of a major national insurance trade association. Prior to his work in Washington, he was a second vice president and director of corporate communications for Lincoln National Corporation in Fort Wayne, Indiana, then the nation's 15th largest diversified financial service company and among the nation's largest health and life insurers.

Before working in the insurance industry, Parsons spent nearly 10 years in the electric and natural gas utility industry.

Parsons is a past chairman of the Midwest Society of Association Executives as well as a board member of the Public Affairs Council in Washington, DC. Other memberships include: The Public Relations Society of America; The International Association of Business Communicators; The Minnesota Governmental Relations Council; and The Society of Professional Journalists, Sigma Delta Chi. He is a graduate of Louisiana State University, where he majored in journalism.

Bring a member who hasn't been to a Society meeting in a year— you'll both be eligible for a special prize drawing!



DuWayne Kilbo
Spring Seminar Speaker

“Telecommuting”

DuWayne has been active in the Life Industry since 1985, serving in a variety of different underwriting roles. In his current position as Director of Technical Underwriting for the Hartford Life, DuWayne has been active in leading a Team of Underwriters, Reinsurance Negotiations and Relations, Product Development, Vendor Relations, Underwriting Research and Development, Underwriting and New Business Process Development and Enhancement, and Claims. During the past two years, DuWayne was also instrumental in coordinating Hartford's first "official" Telecommuting Pilot.

DuWayne Kilbo, MBA, FLMI
Director of Technical Underwriting,
Hartford Life

READY FOR SUCCESS
SPRING SEMINAR CHARITY

Ready For Success provides low income women in the Minneapolis/St. Paul metro areas with suggestions on personal presentation and "gently used" clothing suitable for interviews and workplace. Clients are referred by more than 50 social service organizations.

Ready For Success welcomes clean, "gently used" clothing donations, including jewelry, shoes, and coats which would be appropriate for wear in the workplace. Spring and summer items are currently being accepted - and we encourage donations be brought to our Spring Seminar on hangers.



MEET A MEMBER

Paul Lindemann, Catholic Aid Association



EMPLOYMENT: Catholic Aid Association, 2001-present (Special Projects Analyst); Prudential, 1984-2001 (Consumer Affairs, Technology Support)

EDUCATION: B.A., University of Minnesota, 1981; FLMI, 1988; ACS, 1991; Currently working toward CLU designation

LOMA BOARD ACTIVITIES: Served on Twin Cities LOMA Society Board since 1993 in various positions, including President in 1999. Currently Member at Large.

FAMILY: Wife, Corie (Director of Marketing, Mercy & Unity Hospitals) Daughters, Susie (14) & Robin (8).

OTHER ACTIVITIES: Board Member, TLC Toys (a non-profit group that makes toys and donates them to needy children in the Twin Cities area)

HOBBIES: Furniture refinishing, traveling to major league parks around the country to see baseball the way it was meant to be played—outdoors.

LITTLE-KNOWN FACT: Paul worked as a radio announcer at the U of M, and wanted to pursue radio broadcasting as a career. After working at a small station in Anoka after college, however, he decided to broaden his career options so he could afford some of the luxuries in life—like food.

SCHOLARSHIP 2004

By Jennifer Victor-Larsen, Educational Representative



\$300 for college!

The deadline for the 2004 scholarships will quickly approach. There are two scholarships available this year for \$300.

Please take a look at the scholarship application for information regarding eligible students and submission details.

All entries must be in the hands of a FLMI board member by June 1st.

If you have questions or would like more information, please contact Jennifer Victor-Larsen, Education Chair, at 651-490-0170.

WORKING TO COMMUNICATE WITH YOU BETTER

In the past, we have relied largely on our Company Representatives to distribute our newsletter and inform members of upcoming Society events. Now that most companies have external e-mail, we are trying to take the burden off our Company Reps and inform members about Society events directly.

We are currently building an e-mail distribution list of our members, which we hope to have in place before the Spring Seminar on May 18. You may receive duplicate test messages while we are building the list, so we thank you in advance for your patience. If you do not receive an e-mail from us by May 1, please send your e-mail address to plindemann@catholicaid.com so we can add you to the list.



LOGO CONTEST

Here's a chance to tap your creative juices and become semi-famous—and win a nice prize, too!

Since we're now the *LOMA Society of the Twin Cities*, we want our members to design a new logo to go with our new name. If your entry is chosen, you'll win a \$100 American Express Gift Cheque!

Here are a few ground rules:

- Entries must be in a PC file that works in a Windows environment (.jpeg preferred)
- Only current LOMA Society members are eligible
- Limit of two (2) entries per member
- All entries must be received by **Wednesday, June 30, 2004.**
- If a winning entry is chosen, its creator will not receive additional compensation (other than the prize stated).

Send your entries to Paul Lindemann at:

E-MAIL (preferred):
plindemann@catholicaid.com

U.S. MAIL: Catholic Aid Association
Attn: Paul Lindemann
3499 Lexington Ave. N.
St. Paul, MN 55126

Contact Paul at (651) 490-0170 with any questions.

GOOD LUCK!

2004 LOMA Society Board Members

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Paul Lindemann, Member At Large

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Mary Smythe, Past President (2003)

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