

JANUARY, 2005

LOMA SOCIETY OF THE TWIN CITIES

FELLOW TALK

A MESSAGE FROM OUR PRESIDENT



Lori Webb, Twin Cities LOMA Society President

Welcome to a new year, a new name, a new society! Our name has changed, (to the LOMA Society of the Twin Cities) but our goal remains the same. We are here to help you further your education, enjoy the company of other industry professionals, and to provide meetings where you can mingle, learn more about our industry, and of course, Network, Network, Network! We are also going to continue with our Scholarship Program, this year providing \$600 to one lucky applicant! Look inside this newsletter for further scholarship information.

We are planning three meetings once again this year. Our first will be March 10. Laurie Kimball will be our Guest Speaker. Her topic will be: Improve Your Concentration - Learn the six environmental factors that affect concentration and how to improve yours.

I'm looking forward to hearing this great topic, and of course, to seeing you all there!

I'd like to extend a warm and heart-felt thank you to last year's President, Terry Teske! She worked so hard for all of us that she made my job as Vice President very, very easy! I am already going to thank her in advance for helping me out during the transition to President so far this year. Our entire Board of Directors is all wonderful, dedicated and knowledgeable professionals, and we're lucky to have them working for us!

I look forward to seeing you all at the next meeting, and to hearing from you any time you have a comment/suggestion or question. You may email me directly, or any member of the board. You will find our contact information at the end of this newsletter.

Here's to a wonderful 2005! **See you on March 10th!**



Membership directories are available. To have one emailed to you, please contact:

Rolf Anderson, LOMA Society Vice President

Rolf_T_Anderson@NewYorkLife.com

WINTER DINNER MEETING

When: Thursday, March 10, 2005

Location: Four Points Sheraton
400 Hamline Avenue
St. Paul, MN 55104
Phone: (651) 642-1234

Cost: Members = \$30 / NonMembers = \$35

Agenda:

6:00 Registration/Cash Bar
6:30 Dinner
7:15 Business Meeting
7:30 Speaker

Presentation: Maximizing Your Concentration and Communication

Dinner

Rosemary chicken (breast of chicken, chargrilled and topped with a Rosemary cream), served with Minnesota Wild Rice Soup (finished with sherry and cream), fresh baked rolls with butter, beverage (coffee, tea, milk or ice tea) and Turtle cheesecake.

Charity

Kids Cancer Fund

Donations will be accepted.

Please register with your company representative no later than Friday, March 4th.



Guest Speaker, Laurie Kimball



Laurie Kimball has a Master's Degree in Counseling, is a Registered Nurse and a Toastmaster. She is the author of "The Depression Toolkit: Practical Ways to Get Through the Day".

Energetic and enthusiastic, Laurie Kimball is a speaker who presents interesting, informative, and very interactive presentations through a variety of methods.

Maximizing Your Concentration and Communication

Today's busy world is all about making the most of the time you have to concentrate on your work and communicating information to people in a way they can quickly grasp and understand.

This seminar will present the environmental factors that influence your ability to concentrate and ways you can positively affect changes to those factors for better overall concentration.

In addition you will discover learning styles that you and others possess and how to consider those learning styles in your communications to improve the recipients' understanding.

The seminar will be upbeat, interactive, and immediately applicable to your work and life.

RECAP – SEPTEMBER, 2004 MEETING

A "Home Run" Volunteering

By Mary Rausch, 2005 LOMA Society Treasurer



**Bob Senkler, Chairman, President, CEO
Minnesota Life Insurance Company**

Throughout Mr. Senkler's career, he has been actively and continuously striving for self development. Bob chooses to cultivate a "multiple credit" attitude toward life events.

Each group that is impacted by an activity, scores a point for that block of time. The goal is to score multiple credits for a single block of time each day. For example, an Easter egg hunt at a family member's nursing home scores points for (1) time for personal development (by public speaking), (2) family time, (3) community and (4) church involvement. That's a total of four points for one time slot, which is considered a "home run."

Keeping Minnesota Life out of much of the media's spotlight, when so many insurance and investment companies have been party to lawsuits in recent years, has been the result of a strong ethical tilt which Bob summed up with the management philosophy: "If it doesn't look good on the front page, don't do it."

Mr. Senkler stressed the importance of balancing personal and work life because you won't be happy at work if you are not happy at home.

A company gets more out of community development events than any industry event

because any company can pay out money to hire employees, but companies that win associates' hearts have more productive folks and higher retention rates. Employees also gain work/life balance at personal, family, community, and/or Church levels through involvement in their communities' events.

When asked how associates can find more dollars for professional development when many companies have recently cut back their support, Mr. Senkler reiterated involvement in community-based educational and professional development opportunities. Also, pressure is being placed on the area where the money is going for professional development, to provide greater benefits.

In summary, continuous learning through multiple channels seems to be Mr. Senkler's mantra. Continuing our industry education through LOMA is one of those channels. Perhaps serving on a local charity's board provides leadership development opportunities or an arena in which to brush up on public speaking skills. Community events may challenge our creativity in responding to problems. All the new activities we try outside of our comfort zone provide the chance to add new skills to our portfolio, even if it means an occasional failure from which we can learn. Start developing the skills for the NEXT job that you want so you are ready for the opportunity when it is presented!



Terry Teske, 2004 LOMA Society President, was honored to introduce Bob to the Society.

NEW LOMA DESIGNEES HONORED

All new LOMA designees from around the Twin Cities metro area were honored for their achievements. Congratulations, everyone.



L to R: Terry Teske, Stephanie Roy.



L to R: Bob Senkler, Ania Antus.



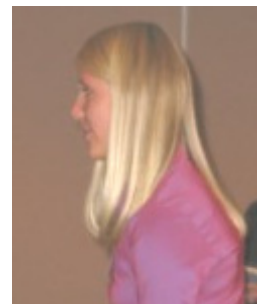
Enrico Johnson

2004 Scholarship Winners

This year's LOMA Society of the Twin Cities scholarship winners, Julie Rolfes and Meredith Strom, were presented with their awards at the September 28th, 2004 dinner meeting. They were chosen based on the submission of an essay about their achievements and goals and an accompanying essay by their parent sponsors about the benefits of their participation in LOMA.



Julie Rolfes graduated at the top 1% of her high school class, volunteered at Children's Hospital and has explored career opportunities through camps, classes, conferences and shadowing. Her interests include biology and Spanish. She is a highly motivated individual who states that 'It is her job to learn' and believes 'education is her vehicle to the world of success'. We know that she will go far in her studies at St. Olaf College and in life. Julie is the daughter of LOMA Society of the Twin Cities member, Peggy Rolfes.



Meredith was involved in Richfield High School's National Honor Society, track, tennis, student government, yearbook, marching band, and was also selected as homecoming queen. In her essay, she stated her motto was 'you may only get to do it once, so give it your all the first time'. With a special appreciation for the environment and interests in biology and law, we are confident that she will continue to live by that motto as she pursues her studies at the University of St. Thomas. Meredith Strom is the daughter of LOMA Society of the Twin Cities member, Gloria Strom.

LOMA SOCIETY MEMBERS WALK IN TCF HOLIDAZZLE PARADE, COLLECT FOR EMERGENCY FOODSHELVE NETWORK

By Paul Lindemann, LOMA Society Member At Large



The evening of December 2 was slightly on the cool side, with the temperature hovering around 20 degrees. But that didn't stop a record number of LOMA Society volunteers from bringing warmth to the holiday season! Nearly two dozen members and their families spent the evening as part of the TCF Holiday Parade on the Nicollet Mall.

Holidazzle is an annual festival of lights, music and holiday cheer. This year, it ran Wednesday through Sunday evenings from November 26 through December 23. Participating in the downtown Minneapolis parade has become an annual tradition for the LOMA Society of the Twin Cities.

Wearing train engineer's overalls, our volunteers walked in front of the parade over its eight-block route, spreading cheer and collecting donations for the Emergency Foodshelf Network (EFN). Some of the group walked with the Cub Foods/American Express Circus Train float to collect donations.

Volunteers from many different groups collected almost \$38,000 in cash and nearly 4,000 pounds of food for EFN during Holidazzle's month-long run. American Express matched the first \$30,000 in cash

donations, bringing the total to over \$68,000. This helped EFN brighten the holiday season for many Twin Cities families.

Our night at Holidazzle was a great evening of fun and fellowship. We hope you'll be able to join us next year!

Outstanding Society Awards

By Mary Smythe, LOMA Society 2003 President

Each year, LOMA gives out Outstanding Society Awards to the Societies that fulfill the criteria for any or all of five categories: Communications/Public Relations, Community Service, Membership, Education, and Special Achievement. The awards are based on the Society's activities during the previous year.

I am proud to announce that the LOMA Society of the Twin Cities was awarded two of the awards for our 2003 activities. We received the Communications and Public Relations award by publishing our newsletter to communicate our activities to our members, having a membership directory available and maintaining a website.

We also won the Community Service award by our generous donations to the Emergency Food Shelf Network at our fall 2003 dinner meeting, and to the Cancer Kids Fund at the Spring Seminar. We also had to actively participate in a charitable activity, which we did when some of our members collected food and cash donations at the Holidazzle Parade in December 2003.

The award medallions were received by our current President, Lori Webb, at LOMA's Annual Conference and Conferment in Boston. We will have them on display at our meetings.

My thanks go out to all the members who helped us achieve these awards!

**ACTIVITY REPORTS FROM 2004 SOCIETY
OFFICERS AND BOARD MEMBERS**

**Terry Teske, FLMI/M, ACS, AIAA, ARP –
President**

Thanks to everyone on the Board, my job was extremely easy. Some of my fun assignments included:

- Board meeting organizer
- Society newsletter producer
- Society meeting program creator
- Photographer

Paul Lindemann, FLMI, ACS – Member at Large

- Coordinated the Society's annual participation in the TCF Holidazzle Parade in downtown Minneapolis on behalf of the Emergency Foodshelf Network.
- Established an e-mail distribution list of our membership to improve the timeliness and frequency of our member communications.
- Re-designed and updated our LOMA Society brochure.

**LuAnn Maxfield, FLMI, ACS, AALU – Society
Committee Representative**

During the calendar year 2004, I continued to be the communications link with LOMA headquarters in Atlanta, Georgia.

For the local Society, I developed surveys that were completed by chapter members. With the results of the surveys, the Board was able to better serve the local Society from the valuable feedback.

As the Society Committee Representative, I was the liaison for the Society members, having their opinions be known by the Board members.

**2004 Financial Activity
January 1, 2004 – December 31, 2004**

Revenue

Beginning Cash Balance	\$ 9,287.22
Meetings	3,728.00
Membership Dues	4,020.00

**Total Revenue
\$17,035.22**

Expenses

Annual Conference	\$ 2,404.60
Charitable Contributions	100.00
Checking Account Fees	19.25
Meetings	3,987.03
Member Gifts	169.00
Scholarships	1,100.00
Service Award to Past President	53.95
Speaker Fees	400.00
Supplies	12.15
Website Fees	269.35

**Total Expenses
\$ 8,515.33**

**Ending Balance (Revenue – Expenses)
\$ 8,519.89**

Prepared by Rolf Anderson, 2004 Society
Treasurer

2005 LOMA Society Board Members

Lori Webb, President

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Troy Woods, Program Chair

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Steven Afdahl, Web Master

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Terry Teske, Past President (2004)

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Scholarship 2005



\$600 for college!

The LOMA Society of the Twin Cities will award \$600.00 for post-secondary education in 2005. Ask any Board member for details.