

# From the President



Dear Fellow Members,

This is our 88th year and I am honored to serve as your president. I want to first acknowledge the successes from the 2009/2010 year under the strong leadership of Russ Musgrove. Russ' board continued with the foundation that had already been laid by previous presidents by increasing our monthly luncheon attendance by offering topics not only in insurance, but also informational topics, that provided useful material which could be used in a person's everyday life. The Fall Ethics Seminar, the Annual Workers' Compensation Seminar and joint meeting with the Atlanta Chapter of the CPCU Society were also held with a large participation that garnered positive feedback from those in attendance. For all of you who gave of your time, talents and resources, I want to thank each of you for a job well done and personally thank Russ for his leadership.

We capped off our year with our annual convention, a spectacular event that was put together by an outstanding committee chaired by Rodean Wilson and co-chaired by Juanita Keltner and Ginger Ewerth. This year's theme, "Building A Better World" prompted me to reflect on our industry and the state of the world in which we live. As a college student, I never imagined that I would have ended up in the insurance industry. Yet, I am proud of the work we do and the lives that we touch on a daily basis. We all strive for excellence, quality and service at the highest levels. One of our colleagues who exhibits such qualities is our newest "Claims Person of the Year"- Susan Tomsic, Amerisafe Risk Services, Inc. An enormous amount of gratitude goes to our convention committee for ensuring this event was successful. I would also like to express my sincere gratitude to our exhibitors, sponsors and hospitality suite holders for your continued support.

I hope you did not miss the mock trial presented by the Education Committee, under the direction of Chair Patty Bakzman, along with attorneys Thomas O. Sippel with Leitner, Williams, Dooley & Napolitan, PLLC, and Marc H. Bardack, from Bovis, Kyle & Burch, LLC, and a host of actors who put on an outstanding trial with twists and turns that marveled the attendees. No one could have guessed the outcome. Those leaving commented how they not only learned but were entertained. Thank you to all who worked so diligently to make this a success.

However while there were many accolades in 2009, we saw many changes that severely impacted our industry; from the housing market collapse, to big insurance giants and banks that were bailed out by the federal government. We were not immune and have seen some reductions with advertisers and membership renewals. As such we continue to assess the way we do business to make it more efficient. This year we introduced an online payment method via PayPal for some of our events to include the convention; which has resulted in positive responses. There are more opportunities to continue the enhancement of the services offered by the ACA from upgrading the website to the electronic distribution of the monthly newsletter.

We will continue to remain true to our core principles of providing leadership, education and fellowship to our members. Over the next year we want to increase our membership and advertising base, as well as entice past advertisers who may not have renewed, to come back. Our primary goal is to ensure that our membership body is provided with the service needed in this ever changing world. To do this we must remain open to ideas that have served us well in the past, and embrace new ones that will only make us stronger and more viable as we move towards the future. I hope that you will join each of us as we press forward. It will be an honor to serve you and the organization.

Respectfully Yours,

Kerri G. Crosby

Next Luncheon:

**Thursday,  
May 6<sup>th</sup>, 2010**

Maggiano's Restaurant  
at Cumberland Mall  
1601 Cumberland Mall, SE  
Atlanta, GA, 30339  
770.799.1580

11:30 AM Registration  
Luncheon Cost: \$25.00

Reservations Required  
RSVP by Monday, May 3, 2010

Online registration and payment  
is now available for monthly  
luncheon meetings  
[www.atlantaclaims.com](http://www.atlantaclaims.com)

Contact:  
Robin Weidman  
770-977-2358

Directions:  
1-285 to exit 20 (US41/COBB PKWY)  
Turn on US 41-S  
Turn Right into Cumberland Mall

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