



Moving Forward, Together.

Empower • Educate • Enrich

Our 2020 Fraternal Leadership Seminar in South Dakota was filled with inspiration, networking, and camaraderie. The theme, *Moving Forward Together*, inspired us to think of ways we can help others, increase National Mutual Benefit member engagement, and grow together for a strong fraternal future.

by Sarah Steed

We kicked off our 2020 Fraternal Seminar season by gathering with our branch leaders from North and South Dakota at The Lodge in Deadwood, South Dakota. We enjoyed a welcome dinner and movie themes played on the piano by agent William Backes. The reception marked the beginning of a weekend filled with motivational speeches, interactive educational sessions, and plenty of smiles and laughter.

Seminar highlights include a moving presentation by Dan Shinnick, NMB President and CEO, that reflected on the importance of growing our organization and helping more members. Our energetic keynote speaker, Bill Baker, energized the audience by talking about the power we hold in our hands as volunteers in our local communities. One of our favorite lines from his presentation was, “We don’t nationally advertise, we locally fraternalize.” The speech ended with the audience up on their feet, giving each other high fives, and celebrating the moment.

The Fraternal Seminar included five fresh and informative sessions hosted mainly by NMB staff members. NMB Sales Director, Brian Passehl, kicked off the series of interactive sessions with *4 Ways to Increase Branch Engagement*. Next, NMB Senior Vice President, Jared Bruley, unveiled NMB’s new brand promise and challenged attendees to think about how NMB needs to change in order to live the new brand promise. Then, VP of Fraternal, Anne Rogers, sparked the audience to think of future ideas for branch leadership in *Leading Your Branch to Success*. In the fourth session, NMB’s Marketing Manager, Katy Hylkema, demonstrated how Facebook can help branches engage members, share their stories with their communities, and advertise upcoming events.

Lastly, guest speaker Tara Wilcox, Rapid City, South Dakota, shared tips and tricks for how to build a better fundraiser.

Helping Others, One Pair of Socks at a Time

Our branch leaders learned some new things during our weekend in Deadwood, but they also made an impact. During the Friday night reception, NMB members and leaders donated socks of all sorts and played a competitive game of “Put a Sock in it!” “Contestants” rolled up donated socks and tried to throw them into one of three baskets, which had different point values. Leone Geppert from Branch 73 walked away with the grand prize! Everyone had a blast as they threw one pair of socks after another. In the end, we donated 501 pairs of socks to The Cornerstone Rescue Mission in Rapid City, South Dakota.

Work Hard, Play Harder

After spending the day collaborating and learning, the Saturday evening banquet focused on recognizing the hard work of our volunteers and leaders. We acknowledged the efforts of our NMB branch leaders and agents, who helped members and families in their communities throughout 2019. Following the award banquet, our members and attendees enjoyed live music and entertainment provided by the country music band, *Badger Horse*.

When everyone departed the Lodge the following morning, attendees headed home feeling prepared to tackle 2020. We were ready to implement the theme of *Moving Forward Together* by increasing



NMB President Dan Shinnick gave a "sweet" message about growing membership at the Dakotas seminar.



Guest speaker, Tara Wilcox, provided tips and insights on how our branches and members can throw a successful fundraiser.



NMB President Dan Shinnick and WFL President Craig Van Dyke discussed the intended merger between National Mutual Benefit and Western Fraternal Life with our members in attendance.

member engagement and becoming more visible in our communities. However, at the end of this particular seminar, we were unaware of the challenges we would all face just a few weeks later.

COVID-19 Cancels Wisconsin Seminar

Our Dakotas seminar was an empowering event, and we were looking forward to creating the same experience at our Wisconsin Leadership Seminar. Unfortunately, COVID-19 threw a wrench into those plans.

As many were traveling to the Blue Harbor Resort in Sheboygan, Wisconsin for our seminar in mid-March, safety concerns over COVID-19 escalated. We were excited to collaborate and grow with our Illinois,

Minnesota, and Wisconsin members and agents. However, we made the difficult decision to cancel the Wisconsin Leadership Seminar to help protect the safety and health of our members and employees.

We missed gathering and learning with our members, but we have been able to connect with our branch leaders over the past couple of months more than we previously imagined was possible. To accommodate social distancing, phone calls, emails, and video conference calls have become a new way of staying connected. We hope everyone is safe and healthy, and we are looking forward to seeing everyone in person as soon as possible! ♦

ENTER NMB'S MEMBER AMATEUR PHOTO CONTEST!

Top finishers win a cash award and are featured in our Fall/Winter issue of The Benefit News.

Categories Include: Community, Family Pets, Nature, People

Prizes Awarded: 1st Place \$150 | 2nd Place \$125 | 3rd Place \$100 | Honorable Mention \$75

If there are less than five entries in a category, prizes may not be awarded.

Rules:

1. You must have an NMB life insurance policy or annuity contract to enter this contest.
2. The subject of your photo must be in one of the four categories listed above.
3. Submit a 5"x7" or 8"x10" photo by mail, or a high resolution photo by email. Attach the following information to the back of the photo: Your name, mailing address, email address, phone number, policy number, photo category you're entering, and photo title. Do NOT write on the back of your photo. Professional photos will not be accepted.
4. If mailing, photos must be sent wrapped in cardboard to avoid damage. If emailing, file size must be 2–20 GB with all of the information listed in #3 above in the body of the email.
5. The photograph must be taken by you, not a family member, and must have been photographed within the past year. Only one entry per member please.
6. Framed or matted photos and photos that have previously won an NMB prize will not be accepted. Do not alter the photo using image editing software.
7. All submissions become the property of National Mutual Benefit.

Entries must be postmarked/emailed on or before July 22, 2020

Mail: Photo Contest – National Mutual Benefit, P.O. Box 1527, Madison, WI 53701-1527

Email: Fraternal@nmbliife.org. (include "Photo Contest Entry" in the subject line)

