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MAY 2021

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# NACA NEWS

*The official newsletter of NACA*



## A message from our President

WRITTEN BY PAMELA REED

### **The Art of Communication and How it Benefits You as an Adjuster**

Communication – Simply put, “Communication is the act of transferring information from one place, person, or group to another. The successful conveying or sharing of ideas and feelings.” It is likely that we all need to work on our communication skills. Whether it be in our personal or professional lives, the art of communication can be extremely hard for some. Every communication involves at least one sender, a message, and a recipient. Sounds simple, right? Communication is actually a very complex subject. Therefore, I thought that it would be a good subject to look at as Adjusters, since communication, or the lack thereof, can make or break your relationships, as Adjusters, with your Insureds, IA Firms and even the Carriers themselves.

For Adjusters, communication should begin at the acceptance of the claim. You know the rule about 24-hour contact. We all know that one. That call is by far the most important call you will make, and communication is the key. First, you are the one that the Insured is waiting to hear from; you are in a sense, their savior.

*More great reads  
inside this issue:*

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2022 Annual Convention  
Meet the NACA Board  
Thank you to our Gold Sponsors  
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# Continued

You are going to come and save the day for them. You are the first impression they are going to have, and it will dictate how this claim is going to go for them, the IA Firm, the Carrier, and yourself.

Communication with the Insured on the process that lies ahead is critical. It will keep them “happy” knowing that you are engaged with them and in their loss. Now, the IA Firm. IA Firms are not mind readers. Remember, they have allowed you to be on their roster based on what your resume told them, and what you said to them during the interview or vetting process. You have started your own company as an Independent Adjuster (1099), you are now in sales.....selling yourself and your adjusting capabilities to the Firm you are wanting to represent on behalf of their Carrier Client, in the field. If ever communication was important, this is it, you are the gap between the Insured and the IA Firm. There is nobody following you around or looking over your shoulder to see what you are doing. The IA Firms fully rely on you to “communicate” what you see or do not see in the field. Notes in the CMS, status reports, additional documents, photos, anything, and everything. Communication during the process and the life of the claim is critical. Please think outside the box on this and realize that IA Firms must answer to the Carrier. If the Carrier is not happy, nobody is happy. No Carriers = no claims. Your communication is absolutely critical.

One thing certain, this industry is very big, and so very small all at the same time. Word gets out. IA Firms know each other. They talk about Adjusters and who the good and/or bad ones are. Don't be that guy/gal. If you communicate, you will be the one they want, not the one that they have to take to fill a space. Without communication you are just “another adjuster.” Remember, you have started your own business as an IA. Be professional, be respectful, be kind and compassionate, and be thorough.

When you think you have enough, get more just in case. You have sold yourself to get in the door. Build relationships. This is a “relationship industry”. Communication is the key. Nobody will ever not refer you for communication, but if you do not communicate, it will spread like a wildfire and soon everyone will know, and you will be wondering why you are not being deployed.

Have a wonderful 2021 storm season, my friends. It is an honor to be in this industry with each one of you and a huge honor to serve you at NACA. We would love for you to plan on joining us in January at the Flamingo in Las Vegas for our 2022 Convention. It is going to be a great event, for the Adjusters, by the Adjusters.

Stay safe out there! Remember..... COMMUNICATE!

Sincerely,

*Pamela Reed*

# 2022 NACA CONVENTION

EXPLORE THE POSSIBILITIES  
FLAMINGO- LAS VEGAS JAN. 23RD-27TH

**Come Explore the Possibilities with NACA**



**GOLF TOURNAMENT**  
**OPENS JULY 1ST**



**CONTINUING EDUCATION**  
**CURRENT TRACKS- COMING SOON**



**REGISTRATION**  
**OPENS JULY 1ST**

Dear Industry Colleague,

NACA is excited to announce the 46th NACA Annual Convention, Career Fair and Expo to be held January 23-27, 2022, at the Flamingo in Las Vegas, NV. This year's event promises to be a great mix of high-quality educational training for licensed adjusters and ample occasions for networking throughout this four-day event.

We would like to offer you an opportunity to put your company's brand in front of key industry professionals by becoming a convention sponsor. Sponsorship at the NACA Convention will show our attendees your commitment to building industry relationships and your support of NACA. A variety of sponsorships are available, so you may choose your level of support and exposure.

Don't miss this chance to become involved with this great event. We hope to see you in January!



**EXHIBITOR PROSPECTUS**

# YOUR NACA TEAM!

here to serve NACA and the insurance industry

## PAMELA REED, PRESIDENT

Pamela Reed has been an active part of NACA for the past 18 years. She was born and raised in Santa Barbara, California, moving to Gulf Shores, Alabama in 1988. After serving Policyholders during their losses as an independent wind and flood adjuster for most of her career, she made the move out of the field and committed to building long term relationships with Insurance Carriers by successfully representing Independent Adjusting Firms to them and committing services to handling their claims during catastrophic events and various daily scenarios.

Pamela has made it her mission to guide new adjusters through the processes of becoming successful adjusters, enabling them to have a long term career in the claims adjusting industry.

She proudly represents NACA as the 2021/2022 Convention President of the Board of Directors.



## MATTHEW SELPH, VICE PRESIDENT

Matt has 22 years of leadership and management experience in the U.S. Army. He has extensive experience in operations, training, contract management and logistics integration. He has led teams in physically challenging and ambiguous environments in Kosovo, Iraq and Afghanistan. Matt has always demonstrated expertise in ethical leadership, innovation and the maximization of both human and man-made resources.

While Matt was serving as the assistant Executive Director of Elections he worked hand in hand with the Governor and state elected officials. He ensured that technical, training, financial and support staff all worked together in a timely manner, compiling data and evaluating the workflow and overall strategy of the program. He has managed allowable expenses, audited reports and all financial reports for a \$2.2 million program.







## **DOUG HUBBY, SECRETARY**

Doug is a 29year veteran of the insurance industry starting as a field adjuster and working his way up into management. Doug has experience working both as a staff adjuster and senior operations manager working for insurance carriers and field claims adjuster to senior management on the independent side of the claims business. He has worked most disciplines of the insurance business, but my focus has been in Catastrophe Operations, managing Cat teams and claims for commercial / residential properties.

Doug is active in several claim organizations including the DCA and NACA, where he currently serve as a board member.

## **BRUCE AUTHEMENT, TREASURER**

Bruce is Director of Training & Innovations at Legions Claims, LLC. Bruce is also a managing partner in River Road Partners, LLC where he specializes in training the Insurance Industry. In the Industry since 2004, Bruce spent 12 years working in the management and training side of the industry.

As an Xactware Certified Trainer, Bruce trains new and experienced adjusters the proper way to estimate using Xactimate. Bruce has developed a reputation as one of the Insurance Industry's best trainers due to his extensive knowledge of the Industry, his hands-on approach to teaching, and his strong desire to see those he works with excel in their careers.





## ROBERT UHLER, PAST PRESIDENT

Robert is Executive Vice President of Mid-America Catastrophe Services. He has over forty years of experience in the property & casualty claim industry. He brings a wealth of knowledge with an unmatched commitment to customer service, operational efficiencies and data-driven results. His experience includes successful training and development of claim professionals at all levels, oversight of large-scale events and management of diverse claim departments and personnel.

A visionary leader with the objective to fully support the organization to grow consistently and profitably by providing a remarkable claim experience that reinforces our brand, focusing on developing unsurpassed claim professionals and delivering results that positively contribute to the company's goals.

Robert is a Life Member and Past-President of NACA National Association of Catastrophe Adjusters.

## JOHN POSTAVA, BOARD OF DIRECTORS

John Postava is a former NACA Past President (2014-15). Born and raised in New York City, John began his adjusting career as a flood adjuster for an independent adjusting firm and shortly thereafter handled claims as a senior property adjuster for Fireman's Fund Insurance Company in New Orleans, LA. In 1987 John co-founded SIMSOL Software and was its President until he left the company in 2019.

In 1993 John co-founded SIMSOL Insurance Services (SIS), an independent flood and catastrophe adjusting company based in Florida. SIS was sold to a group of investors in 2014 and became part of the RYZE family of companies. Today, John continues to stay involved in catastrophe claims industry as a claims consultant, examiner and expert witness (flood insurance).

John resides in Orlando, FL, and Los Angeles, CA with his wife, Jan, and assorted dogs, cats and other critters.







## **JON JOYCE, BOARD OF DIRECTORS**

Jon became a licensed adjuster in 2004, He quickly began running claims and gaining experience. As an Independent Adjuster he has worked for many of NACA's IA Firm partners, gaining extensive experience in all types of claims. Recently Jon has been focusing his attention on consulting, appraisal, and umpire services. Jon joined NACA as a Member in 2008 and began serving on various committees. He was later elected to the board and served as president.

Jon is excited to have been invited to serve a second time on the Board and looks forward to working with the team to keep NACA moving forward! Jon appreciates the continued support and please let him know how he can help. Feel free to reach out to him at [adj.jonjoyce@gmail.com](mailto:adj.jonjoyce@gmail.com).

## **JAMIE BUKY, EXECUTIVE DIRECTOR**

Jamie is new to the insurance industry but has worked in a administrative role her entire career. Jamie graduated from Christ for the Nations Institute in 2006. After graduation, she spent several years traveling to foreign soil to explore and immerse herself in the beautiful cultures around the world.

Jamie resides in Fort Worth, Texas, with her husband Chad and their daughter Kinsley.



## DAMAGES FROM HAILSTORMS IN TEXAS, OKLAHOMA

ESTIMATED TO TOTAL \$3.5B

Major hailstorms pelted three big cities across the south-central United States on Wednesday night, shattering windows, denting vehicles and leaving behind headaches for homeowners. The hail hit such a widespread and populated area that damage estimates are expected to total upwards of \$3 billion, according to AccuWeather forecasters.



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## IF YOU'RE AN INDEPENDENT ADJUSTER, YOU NEED TO RUN YOUR CAREER LIKE IT'S A BUSINESS | ATV RADIO 007

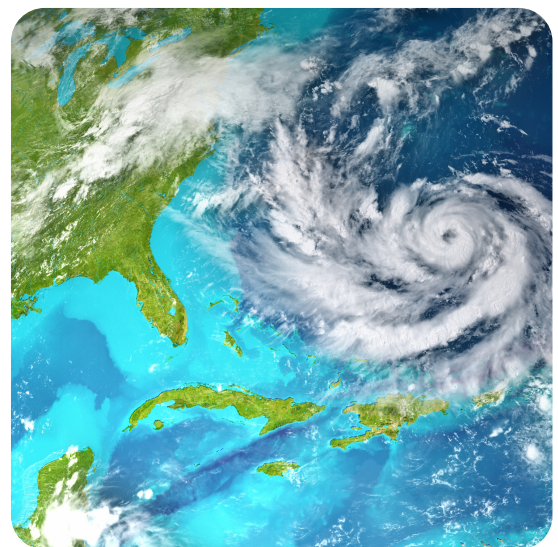
ADJUSTERTV

Matt Allen and Jeremy Rettig go deep on building your career - whether you're brand new or you've got a few seasons under your belt.



## HURRICANE HAZARD

While hurricanes pose the greatest threat to life and property, tropical storms and depression also can be devastating. The primary hazards from tropical cyclones (which include tropical depressions, tropical storms, and hurricanes) are storm surge flooding, inland flooding from heavy rains, destructive winds, tornadoes, and high surf and rip currents.

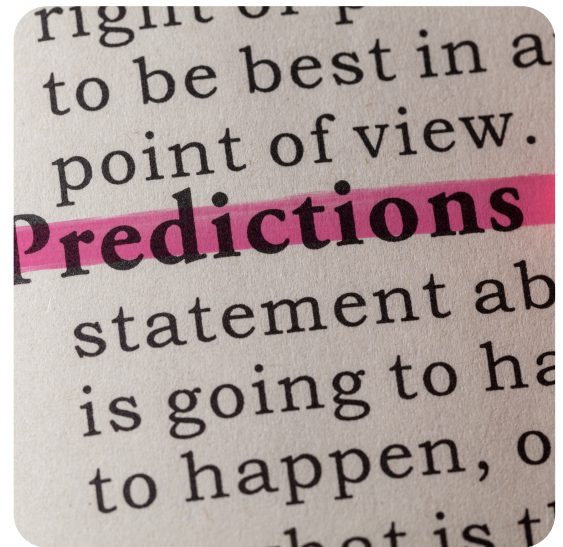


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# ATLANTIC SEASONAL HURRICANE ACTIVITY FORECAST FOR 2021 HURRICANE ACTIVITY

We anticipate that the 2021 Atlantic basin hurricane season will have above-normal activity. Current weak La Niña conditions may transition to neutral ENSO by this summer/fall, but the odds of a significant El Niño seem unlikely. Sea surface temperatures averaged across the tropical Atlantic are currently near average, while subtropical Atlantic sea surface temperatures are warmer than normal. We anticipate an above-average probability for major hurricanes making landfall along the continental United States coastline and in the Caribbean. As is the case with all hurricane seasons, coastal residents are reminded that it only takes one hurricane making landfall to make it an active season for them. They should prepare the same for every season, regardless of how much activity is predicted.



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# NACA

## PRESS KIT

CONTACT JAMIE BUKY- [JAMIE@NACATADJ.ORG](mailto:JAMIE@NACATADJ.ORG)

IF YOU ARE INTERESTED IN RECEIVING A NACA PRESS KIT

### who we are

NACA® is a nonprofit 501(c)(6) organization that was organized in 1976 by a group of highly qualified catastrophe adjusters. The association is dedicated to improving professional standards, ensuring working relations with one another and promoting the general welfare of the individual members. Headquarters is in Fort Worth, TX.

### our mission

To provide a professional organization focused on excellence through education, shared resources, and technology for claims adjusters.

### our vision

Committed to providing opportunities and resources to further advance claims professionals.

**4,149**

FACEBOOK FOLLOWERS

**3,564**

LINKDIN CONNETIONS

**TOP**

THE NATIONAL ASSOCIATION OF CATASTROPHE ADJUSTERS, THE LARGEST ASSOCIATION DEDICATED TO INDEPENDANT ADJUSTERS



National Association of Catastrophe Adjusters

**WE ARE LOOKING  
FOR MORE  
FACES!**

For more information  
contact Jamie Buky  
**817-498-3466**  
**NACA@NACATADJ.ORG**



## Member Benefits

- ✓ WebCE
- ✓ Lodging Discounts
- ✓ Annual Convention Discounts
- ✓ and many more!

**Join Today**

## Why Join NACA?

NACA is looking to expand our membership so that we can better service both the adjuster and the firms in our network. To add that value for all, we are looking for both new adjusters and veteran adjusters to become members.