

We're back with our final Gallagher Affinity eNewsletter of 2024. In this edition, we'll cover the key areas of offering value to members, learn about a new UPS tool that reduces shipping losses and celebrate some new talent we've added to our team. Let's dive in!



Happy Holidays from the Gallagher Affinity team!



Association Spotlight

Success is Not a Secret

The needs, desires and interests vary greatly from one member base to another. However, meeting members' personal and professional needs generally takes the same form across all associations.

**What are the main aspects of membership value?
While the specifics within each point are different, there are
six universal areas on which every association should focus:**

1. **Industry resources** – Providing a curated collection of industry news and insights for members to stay informed and enhance their operations
2. **Networking opportunities** – Connecting members with new constituents to facilitate collaboration and open doors to new professional opportunities
3. **Professional development** – Building educational programs, certifications, workshops and training sessions to help enhance skills and advance careers
4. **Discounts and benefits** – Offering tangible financial benefits through discounts on products, services, events and publications
5. **Representation and advocacy** – Being a collective voice and influence in governmental and regulatory matters on behalf of its members
6. **Community and support** – Fostering a sense of belonging and community, so members feel comfortable sharing experiences, seeking advice and supporting one another in their professional journeys

The [National Association of Wholesaler-Distributors \(NAW\)](#) is one of America's leading trade organizations. They offer members a comprehensive selection of resources and benefits useful to their home lives and careers.

“We are dedicated to professional development through our educational programs and publications. Additionally, our members enjoy discounts on a variety of products, services and publications, providing tangible financial benefits. We also advocate for our members’ interests on legislative, regulatory and policy issues, ensuring your voice is heard and represented. These benefits collectively offer immense value to our members.”

– Adam Isenberg, vice president of strategic partnerships,
National Association of Wholesaler-Distributors

NAW understands its members' specific needs and wants and constantly works to improve their experiences.

Well done, NAW! You are a shining example of how to provide members with exceptional personal and professional value.



Member Benefits

Reduce Shipping Loss by 30%



DeliveryDefense™ Address Confidence is a new artificial intelligence (AI) and machine learning (ML) tool from UPS Capital®, which predicts shipping outcomes. Using more than 130 million U.S. addresses, this innovative technology analyzes historical shipping behavior to help identify the 2% of addresses contributing to 30% of your shipping losses. Giving you this intelligence before label creation enables you to take proactive action and ensure a successful delivery.

But don't just take it from us. This new tool has gotten a lot of media attention! Here are a few examples:

- [How UPS is using AI to combat package thefts, CBS News](#)
- [UPS Capital rolls out program to reduce package theft, FreightWaves](#)
- [AI is policing package theft for UPS as 'porch piracy' surge continues, CNBC](#)

Members get 50% off this easy-to-use tool.

[Get Started Today](#)



Gallagher in the News

***We are excited to welcome two new employees
who bring design experience to our team.***

Meet Jaz and Meghan!

Jaz Talley

Talley possesses a unique set of skills and qualifications. With extensive experience in Adobe Creative Cloud, Miro, Figma, Lucidchart Sketch, InVision Studio, Wix and Xcode, as well as basic Hypertext Markup Language (HTML) and Cascading Style Sheets (CSS) knowledge, she's a true digital wizard. Her academic background includes a Bachelor of Science in informatics and a Master of Science in human-computer interaction design (HCI/d) from Indiana University, making her a seasoned user experience (UX) design professional.

Meghan Ciullo

Ciullo's arrival has infused our department with a fresh wave of creativity and expertise. She brings an impressive arsenal of design skills, honed through extensive experience with Adobe Creative Cloud tools such as XD, Photoshop, Premiere Pro, Illustrator and InDesign.

We look forward to continuing to grow.

Contact me if you'd like to learn more about our Group Life, Personal and Business Insurance or any of our other programs. We can help you and your members find the right resources and solutions.

Sincerely,
<<AM First Name>>

<<AJG Account Manager Name>>
Your dedicated Marketing Account Manager

<<AM Email>> | <<AM Phone Number>>



Gallagher Affinity
1-800-MEMBERS (800-636-2377)

gms.info@ajg.com

2850 Golf Road, Rolling Meadows, IL, 60008

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