

Andra Grava, CLU, RHU

Nominee for:

NAIFA-Texas President - Elect

When I ran for Secretary /treasurer last year this the opening of my Candidate Statement:

Often Candidates are asked why they want to be an officer, I think the more important question is what they are going to do for the members as an officer of the association. Our association has struggle over the past years with decreasing membership, miscommunication and challenges from outside forces – regulatory, media and legislative. We need clarity in our leadership, our messaging, and the value we bring to our members and the public.

You elected me the first popularly elected Secretary / Treasurer of this Association,

Then Covid – 19 happened.

The world changed. It changed for our clients, our association, our families, our children and for us.

What I learned in the past year is:

1. People need us now more than ever before and many of our members have risen to that challenge. Some in our industry have had their best year ever serving their clients and communities.
2. We need professional associations and each other more than ever before. The need to be engaged with each other is critical.
3. We are resilient and change is possible. It isn't fun. It isn't easy. When we needed to find ways to meet the needs of our clients, we did it. Zoom now means more than it did in 2019 and has become noun, verb, and adjective. Electronic apps and e-signatures are just part of how we do business. We changed.
4. We have done more with less. Resources are precious...money, talent, and time. We are blessed as an organization to have dedicated volunteers and incredibly hard-working professional staff that have made progress in a new environment. There was no precedence for 2020.

What do I see for 2021:

1. Engagement. We need to connect with one another more in our virtual world until we can visit again in person. Social media, our NAIFA community @ NAIFA.org, our NAIFA-Texas Community @ Connex on NAIFA-Texas.org, our events all over the state that offer sales ideas, CE, and Career Information are where we will connect and engage with each other.
2. Advocacy. 2021 is a State Legislative Year. If we can, we will meet in Austin and lobby our representatives together. If not, we will meet virtually, email, text, phone, or any other way

we can get in front of our representatives. New technology may be one way we have campaigns to advance our cause with the legislature.

3. Innovation. We will continue to try new ways to communicate, add value to the member experience, be more efficient, and be more effective. We know what got us here will not carry us forward for the next 100 years. We will continue to change and evolve as a profession and an association.
4. Talent. Our members, our volunteers, our leaders, our professional staff at all levels are the best in the industry. New ideas may come from anywhere this next year, the 32-year member who is still growing and reading or the first year agent who asks “why?” or “what if”. In Improv the way to succeed in a skit is to reply, “Yes, and...” rather than “No, but...”; in 2021, I see us saying, “Yes, and...” a lot.

As for my qualifications for this position, I have been a member for over thirty years of NAIFA (NALU). I am also a member of several of our industry associations and proud of my contributions. I have been the President of NAIFA-Dallas and have won their Advisor of the Year Award and O. C. Jackson Hall of Fame Award. I am a Past President of the Texas Leaders Roundtable. I contribute at the highest level to the PAC of NAIFA (Capitol Club and Congressional Council) and NAHU (Triple Diamond). I have owned my own agency for over 24 years and am passionate about serving this industry.

You can see my full biography at www.linkedin.com/in/andragrava. I welcome dialogue and can be reached at:

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