

# NEWSLETTER

*Hi everyone!*

*We are so excited to share our first newsletter with you! Newsletters will arrive quarterly so they will be packed with information - don't miss out! Remember, this is your caucus! Please email us with ideas, suggestions, and concerns.*

*~ The NSSTA Women's Caucus*

## *Spotlight: Paula Rubinstein - NFP*

*Paula, a 24-year veteran in the industry, has worked for NFP since 2014. As our Chairperson, we could not think of a better person to showcase for our first newsletter. Here is what she would like to share with us:*



### *In This Issue:*

Spotlight:  
Paula Rubinstein

Book Nook

In Your Own Words:  
Michelle Caine

NSSTA BOD Update

Check It Out

Upcoming Events

### *Contact Us:*

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### **What would you tell a young woman entering this industry?**

Be confident! Believe you belong - because you do! Know your brand, show your value, and grow - do not avoid areas where you need to learn more. Work with a mentor. Structured Settlements have many areas in which you can develop and concentrate your expertise. If there is a particular area that you feel you have knowledge in or an area where you want to sharpen your expertise, find your level

of comfort, have a vision, and chart your career course. And finally, practice self-care and wellness. The Structured Settlement Industry can be very rewarding; however, it requires non-traditional hours, and we need to take care of ourselves.

### **What do you consider your biggest challenge, as a woman, in the industry?**

#### **How do you overcome it?**

I would have to say... it is myself. As women, we put thoughts into our own heads. I went through a phase early

in my career working in a male-dominated industry with no mentor or guidance. I did not have the confidence level in my ability to be successful. But once I learned how my thoughts and beliefs impacted my performance - it changed my life personally and professionally. Break negative self-talk, practice confidence, and show expertise - then your presence will demand

respect.

### What is the biggest goal you hope to accomplish in the Women's Caucus this year?

Creating a cohesive community for all our members and continuing to build upon our foundation.

### Where can we find you on the weekends?

Depending on the weekend, you will either find me

spending time with my three grandchildren, engaging in a family outdoor activity, or reading to children at a local park. When I have a weekend day just for me, I love to spend time with my girlfriends enjoying a lunch with a glass of wine or head to the beach! It is truly a place where I find peace and serenity AND it is also where I think clearly and make some of my best decisions.



## Book Nook

Our book club will support the Caucus' Mission Statement by building community with books aligned with the unique needs of women in business. Participating is easy. **Click to register** (if you haven't already), order your copy of Burnout, and start reading! Our first "meet up" is April 27th at 1pm EDT/10am PDT.



### *In Your Own Words... by Michelle Caine*

My former manager, Joe Barnet, asked me to run for the NSSTA Board of Directors and I was hesitant. Was I experienced enough to be on the Board? Would I have anything of value to add? Even when I was elected, I felt like I was going to let down everyone that supported me. I didn't want to ruin the reputation that I worked so hard to establish for myself.

When I joined the Board, I was the only woman and there were several STRONG male personalities in the room. I found it hard to find my voice. Ultimately, I was given opportunities to utilize my skillset. In doing so, I became more engaged and vocal. My confidence grew and I realized that I DID belong in the room, I found my voice!

We all need allies and I have been fortunate to have



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many throughout my time in this industry but, especially during my time on the Board. If it wasn't for their leadership, friendship, and encouragement, I would've never become the NSSTA President. As my time on the Board winds down, I look back on the last 7 years. I realize how much I've grown, both professionally and personally. I'm grateful for everyone that I have served with and respect their commitment to our members and industry. I learned something from each one of them and built strong, lasting relationships. One of the last things that happened during

my Presidency was the approval of the framework which led to the formation of our Women's Caucus. We have many strong, intelligent, and overall amazing women in our industry. I look forward to watching them take on leadership roles as mentors, committee chairs and Board Members.



Each one of us can bring something unique to the table. Sometimes, as in my case, we just need to get out of our own way to seize the opportunity and make it happen! 🌱

## *NSSTA BOD - A Note from Candidates, Jeanette Hernandez & Kerri Poe*

Dear Caucus Members,

Steve Jobs said, "Innovation is the ability to see change as an opportunity-not a threat." Our industry is definitely facing changes at a pace we have not seen before. NSSTA and its members have the ability to use this time of change to maximize the opportunity that is in front of us. Through education, we have an opportunity to help our clients understand the benefits of structured settlements. Recent workforce changes provide a new generation of clients to engage with. We can also support the next generation of consultants by recruiting a diverse group of individuals who represent our clients and the injured parties we serve. I am excited to be running for the Board of Directors of NSSTA at a time when there is so much opportunity to strengthen and grow our industry. Innovation and change is never easy but the strength of the NSSTA board has proven to rise to the challenges we face and I would be honored to be part of that effort.



- Jeanette Hernandez

## NSSTA BOD – A Note from Candidates, Jeanette Hernandez & Kerri Poe

Dear Caucus Members,

It's an honor to announce my candidacy for NSSTA's Board of Directors. This is an exciting next step in my NSSTA involvement and I hope you will consider voting for me. I believe my experience will bring a fresh perspective, both from being a female broker and as a Workers Compensation specialist. Having served many years on the Legs & Regs Committee, including a stint as Co-Chair and current head of the Take the Hill Task Force, I know the importance of NSSTA staying on top of possible legislation that will affect our industry.



I have been in the structured settlement industry for almost 25 years - first as an Administrative Assistant, then a Case Manager, and now as a business owner and Associate of Atlas Settlement Group – and I don't plan on going anywhere. I want to serve on NSSTA's Board to help shape the future of the structured settlement industry so we all can continue to help injured people shape their futures too. It's a privilege to be part of NSSTA's inaugural Women's Caucus and can't wait to get to know each of you!

- Kerri Poe

### *Check it Out: Erin Eddy*

It is sad but true, when I am with my family, I constantly feel guilty that I am not working. After reading one woman's thoughts on how her leadership style has been shaped by the woman she is when the office door is closed, it made me realize I need to let go of the guilt. Even during those off moments, when I am with my family, I am sharpening my leadership skills and that in itself is crucial to my business. **Click here to read more!**



### *Looking Ahead*

- **April 27th:** First Book Club at 1pm EDT / 10am PDT
- **May 5th:** Special NSSTA Annual Meeting Session Women's Caucus at 12:30pm EDT / 9:30am PDT
- **May 20th:** Get to Know Your NSSTA Committees  
Time: TBD
- **June:** Strength Finders' Analysis
- **July:** Mindful Meditation
- **August:** Yoga Class



### *Get Involved*

- Book Club
- Mentorship Program
- Leadership Team

