

# Iowa ChapterGram

## CPCU Society Iowa Chapter

March 2011

[www.cpcu-iowa.org](http://www.cpcu-iowa.org)

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## Upcoming Events

Thursday, March 24	Hilton Garden Inn, Urbandale	Ethics Day
Thursday, April 21	Des Moines Blank Park Zoo	Speaker: Adrian Lund, Insurance Institute for Highway Safety
Thursday, May 19, 2011	Des Moines Golf & Country Club	Speaker: Jeff DeTurris, ISO (Insurance Service Office)
Thursday, June 9, 2011	Legacy Golf Course	Golf Outing



## Message from the President

Although all of us as CPCUs should live each day of our lives with high ethical standards in mind, the CPCU Society has designated March as the month devoted to Ethics Awareness. In this month, we should consider our own behavior to determine if it exemplifies the conduct worthy of the CPCU designation and its Professional Code of Ethics. I challenge you to read through these Canons once again and, as you read them, consider how your own lives reflect each of them.



1. CPCUs should endeavor at all times to place the public interest above their own.
2. CPCUs should seek continually to maintain and improve their professional knowledge, skills, and competence.
3. CPCUs should obey all laws and regulations, and should avoid any conduct or activity which would cause unjust harm to others.
4. CPCUs should be diligent in the performance of their occupational duties and should continually strive to improve the functioning of the insurance mechanism.
5. CPCUs should assist in maintaining and raising professional standards in the insurance business.
6. CPCUs should strive to establish and maintain dignified and honorable relationships with those whom they serve, with fellow insurance practitioners, and with members of other professions.
7. CPCUs should assist in improving the public understanding of insurance and risk management.
8. CPCUs should honor the integrity and respect the limitations placed upon the use of the CPCU designation.
9. CPCUs should assist in maintaining the integrity of the Code of Professional Ethics.

Consider joining your fellow CPCUs in Johnston at the Hilton Garden Inn on March 24 for our Ethics Seminar. In cooperation with Drake University, we have prepared some interesting speakers. Among them are Bob Cooper, Professor at Drake University, and Charles Schwepker, Professor of Business at Central Missouri. The seminar will center on an article Mr. Schwepker helped co-author entitled, "Salesperson Ethical Decision Making: The Impact of Sales Leadership and Sales Management Control Strategy." Bruce Kelley, our chapter's Ethics Chair, will once again be the Master of Ceremonies. I hope to see you there.

Our February 17 meeting had a tremendous turnout as 82 of our members attended. Charlie Kingdollar of General Reinsurance presented "Personal Injury Claims Arising from the Internet." He discussed many interesting points, including how the current wording on many policies is inadequate. Being a "published" author is a lot easier now than in the past, and our lives and the lives of those for whom we care most deeply can be affected by content put on the internet.



Consider attending the CPCU Society's Leadership Summit, April 14-16 in Miami, Florida. The courses offered are designed for insurance professionals and include "Building Facilitative Skills for Leaders," "Developing Emotional intelligence," "Inspiring Leadership that Builds Shared Vision," and "Building Communication Strategies -- Leverage Your Best Critical Thinking." Complete seminar details can be found on the Society's web site at <http://www.cpcusociety.org/>

Have a great St. Patrick's Day and enjoy the start of spring.

***Relativity applies to physics, not ethics.***  
***-- Albert Einstein --***

Russ Greenwood, President, Iowa Chapter

## Iowa Insurance Hall of Fame Needs Your Help

This year will mark the 15<sup>th</sup> year of inductions to the Iowa Insurance Hall of Fame, an organization that recognizes those who have made a mark on the insurance industry in Iowa.

The Iowa Insurance Hall of Fame (IIHOF) was formed to celebrate the fact that Iowa's insurance operations have grown to become a leading force within the industry, impacting financial services around the globe. By noting the outstanding individual contributions that formed the backbone of our industry and preserve its integrity today, the IIHOF hopes to inspire a vision of unrivaled success for the next generation of insurance industry leaders.



But there is a problem - unless they are nominated, those that you are sure should be included will never be inducted. Each year someone asks why a particular "pillar" of our industry was not inducted. The answer is simple - they were not nominated.

You can help the IIHOF in this very important program. To do so, please go to their web site at [www.iihof.org](http://www.iihof.org) and click on "Nominating Form." In addition to being a "Cover Sheet," it lists all of the types of information needed for a nomination to be considered.

The deadline for submissions is April 1, 2011, and the annual induction event will be held on May 18, 2011, at Drake University's Olmsted Center. As a part of this year's induction program, two more "Iowa Insurance Hall of Fame" scholarships will be presented.

If you have any questions or concerns, contact Jeff Jeffus at 223-9438 or e-mail at [jeff.jeffus@stateauto.com](mailto:jeff.jeffus@stateauto.com). Thank you for your continued support of the Iowa Insurance Hall of Fame.

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## 2011 Scholarship News for Iowa Chapter Members

This spring, the Iowa Chapter of CPCU will again be awarding up to two \$1,500 scholarships, one of which is the Ted Lussem Scholarship, to Iowa Chapter members and/or their dependents. This has been a very successful program and we are glad to continue to offer this opportunity to our members.

The scholarships are available to graduate and undergraduate students. To be eligible, graduate applicants must be an Iowa Chapter of CPCU member and attend an accredited graduate college or university. For undergraduate applicants to be eligible, they must be an Iowa Chapter of CPCU member or a dependent of a member, be a sophomore, junior, or senior attending a four-year accredited college or university in the state of Iowa, and maintain an overall GPA of at least 2.75 on a 4.0 scale. Preference will be given to students majoring in insurance or an insurance-related area of study. **Note:** The undergraduate scholarship can also be used by a current Iowa Chapter member that is pursuing a four-year degree.

Please use the applicable form provided in this ChapterGram. The forms are also available on our website at [www.cpcu-iowa.org](http://www.cpcu-iowa.org). Applications should be sent to Doug Nuehring by March 11, 2011.

## Graduate Scholarship Application

Iowa Chapter of CPCU  
2011 Graduate Scholarship Application

Scholarship Amount: \$1,500 toward tuition at an accredited graduate college or university.  
Amount may be applied to spring, summer, or fall tuition.

Eligibility:

- a. Iowa Chapter of CPCU members only; and,
- b. Attending an accredited graduate college or university

Applicant Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_ Phone: \_\_\_\_\_

Permanent Mailing Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_ Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_ Graduate Program: \_\_\_\_\_

Please complete and return this form and the following information by Friday, March 11, 2011:

1. A résumé that includes information regarding applicant's scholastic honors, extracurricular activities, employment history, and other information you believe is important for consideration.
2. A statement explaining your career goals and your thoughts about why you are deserving of consideration for this scholarship award. Please state why your graduate degree will help you on your path to your career goals. Also, please list graduate level insurance courses you have taken or plan to take.

Please mail the completed application, résumé, and statement to:

Doug Nuehring, CPCU  
Iowa Chapter of CPCU  
c/o EMC Insurance Companies  
Box 712  
Des Moines, IA 50306-0712

Alternatively, you can email the documents to "Doug.W.Nuehring@EMCIns.com".

## Undergraduate Scholarship Application

Iowa Chapter of CPCU  
2011 Undergraduate Scholarship Application

Scholarship Amount: \$1,500 toward tuition during recipient's sophomore, junior, or senior year.  
Amount may be applied to spring, summer, or fall tuition.

**Eligibility:**

- a. Iowa Chapter of CPCU members or one of their dependents; and,
- b. Sophomores, juniors, or seniors attending a four-year accredited college or university in the state of Iowa; and,
- c. Maintaining an overall G.P.A. of at least 2.75 on a 4.0 scale. Preference will be given to students majoring in business and/or insurance-related area of study.

Applicant Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_ Phone: \_\_\_\_\_

Permanent Mailing Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_ Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_ CPCU Member Name \_\_\_\_\_

Year in school: Sophomore / Junior / Senior

Major: \_\_\_\_\_ Minor: \_\_\_\_\_

Grade Point Average: \_\_\_\_\_ Anticipated Graduation Date: \_\_\_\_\_

Please complete and return this form and the following information by Friday, March 11, 2011:

1. A résumé that includes information regarding applicant's scholastic honors, extracurricular activities, employment history and other information you believe is important for consideration.
2. A statement explaining your career goals and your thoughts about why you are deserving of consideration for this scholarship award. Also, if you are majoring in or have an emphasis in insurance, please explain your interest in that career path and list the insurance courses that you have taken or plan to take.

Please mail the completed application, résumé, and statement to:

Doug Nuehring, CPCU  
Iowa Chapter of CPCU  
c/o EMC Insurance Companies  
Box 712  
Des Moines, IA 50306-0712

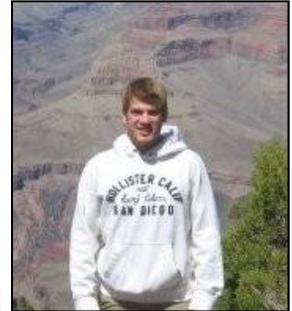
Alternatively, you can email the documents to "Doug.W.Nuehring@EMCIns.com".

## New Designee Spotlight

**Adam Haugerud, MBA, CPCU**  
**Pricing Supervisor, Nationwide Insurance**

### **How are you involved with CPCU Society, and when did you become a member?**

I became a CPCU in 2009, receiving my designation in Denver. I had a great time at the annual meeting that year and wanted to become an active member as soon as possible. A few months later, I was given my first chance to work with the Society as a member of the 2010 New Designee Task Force. This task force is charged with the responsibility of assisting in membership conversion of the 2010 new designees, as well as hosting the new designee open house at the annual meeting. As a member of this task force, I have been fortunate to be able to attend the 2010 Leadership Summit in Phoenix, AZ, as well as last year's annual meeting, and have participated in many informative workshops and presentations. Just recently, I was asked by the Society to continue on with the 2011 New Designee Task Force and I look forward to the upcoming Leadership Summit and Annual Meeting. I have also recently become a CPCU Champion, advocating for increased company participation with the CPCU Society and the local chapter.



At a local chapter level, I am the New Designee Chair, assisting in I-Day and setting up the local new designee reception. It has been great to pass along the kindness and support I received when becoming a new designee and I look forward to working more with our local CPCU leaders.

### **What is your current position & how long have you been with the company?**

Currently, I am a Pricing Supervisor at Nationwide Insurance and have been with the company just shy of five years. In my role, I lead the Personal Lines Pricing Training and Education Department for both Nationwide's Des Moines and Columbus offices. The trainers and I focus on training new pricing analysts, as well as providing development training on various tools and pricing methodologies. We also provide general pricing training to other areas of the company such as underwriting, sales, and product management departments.

### **What is one thing people do not know about me?**

Growing up in Cumberland, Wisconsin (Northwestern Wisconsin), I played hockey for eleven years. Playing hockey makes up some of my favorite memories from childhood. Not only did I build great friendships by playing with almost entirely the same group of kids (both on our team and on many of the opponents' teams), it really helped take your mind off of the cold and snow; in fact it made you love it. Our town is pretty small, and we had one of the last outdoor skating rinks in the state of Wisconsin, but even so, we won numerous state championships.

### **What do you want to do in retirement?**

I have two main goals for retirement. The first is a huge vacation. After retirement, I plan (or maybe I should say I dream about) chartering a yacht and traveling from New York, around the tip of South America, and back up to Vancouver, B.C. All said and done, I want to spend three to four months stopping wherever and whenever I want. When the vacation is over, I would like to open a restaurant that provides great food and wine with a calm and low-key atmosphere. I have worked in every part of a restaurant from cleaning dishes to serving tables to head chef. I think this would be a great way stay active yet feel completely relaxed.

## New Designee Spotlight (cont.)

### What is the last book you read?

To be honest, it was *Strategic Management and Business Policy*. I know, I know; a real barn burner. It was the text book for my last MBA class. The last actual book I read because I wanted to, was *The Grapes of Wrath*. I had read the book in high school and enjoyed it, so for a long time I wanted to reread it and finally did late last year. I also enjoy Dan Brown's novels and read all of them over the last couple years.

## North Central Iowa SubChapter Meeting - February 23, 2011



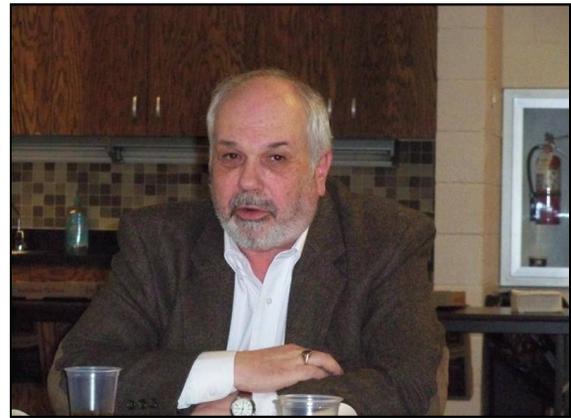
Left to right: Brad Fels (Historian), Rose Nwaturuocha (Director of Community Involvement), Chris Bronk (Secretary /Treasurer of SubChapter), Russ Greenwood (President), Sheryl McMahon (VP of SubChapter), Linda Tilges (President of SubChapter), Ted Lussem (Industry Visibility)



Left to right: Lisa Molsberry, Jeff Jeffus (Iowa Insurance Hall of Fame Chair), Angie Gronbach, Sheryl McMahon, Dalith Wells (Director of Internal Operations), and Chris Bronk



Russ Greenwood and Linda Tilges  
(President of North Central Iowa Subchapter)



Mike Warren - meeting speaker from  
Pharmacists Mutual Risk Management Department

## 2011 Golf Outing Registration Form

Join us for the 2011 Annual CPCU Golf Outing  
 Thursday, June 9, 2011  
The Legacy Golf Club – Norwalk, Iowa  
 12:00 PM Shotgun Start  
 Registration and golf range opens at 11:00 AM

Please mark your calendar for an afternoon of great golf. Our outing is a Best Shot tournament open to CPCUs, insurance industry employees, family, friends and business associates. This year our chapter will be raising money to support Blank Children's Hospital.

The entry fee includes green fees for 18 holes, range balls prior to tee time, use of a cart with GPS and real time scoring, plus dinner after golf. There will be prizes for the place winners in two flights along with contest holes such as longest drive, closest to the pin, and more.

If you prefer, you can join us for GOLF ONLY or DINNER ONLY as well. If you do not have a complete foursome we will try to match you up. Dinner will begin around 5:00 p.m. Prizes will be awarded during dinner. Registration deadline is Wednesday, June 8, 2011.

Fees may be paid by credit card by registering at [www.CPCU-Iowa.org](http://www.CPCU-Iowa.org)  
 Fees may be paid by check by mailing the registration form and check with full payment to:

**CPCU of Iowa Golf Outing**  
**c/o Association Insight**  
**1255 SW Prairie Trail Parkway**  
**Ankeny, IA 50015**

Any questions please contact:

Brian Wright, CPCU, AIAF at 515-345-2686 or e-mail [brian.w.wright@emcins.com](mailto:brian.w.wright@emcins.com) or  
 Stephanie Wells, CPCU, MPA at 515-508-2497 or e-mail [wellss5@nationwide.com](mailto:wellss5@nationwide.com)

<b><u>Golfer 1</u></b>		<b><u>Golfer 2</u></b>	
Agency/Company		Agency/Company	
Email:		Email:	
Phone no:		Phone no:	
Golf & Dinner \$75	Golf Only \$65	Golf & Dinner \$75	Golf Only \$65
Dinner Only \$20		Dinner Only \$20	
<b><u>Golfer 3</u></b>		<b><u>Golfer 4</u></b>	
Agency/Company		Agency/Company	
Email:		Email:	
Phone No:		Phone No:	
Golf & Dinner \$75	Golf Only \$65	Golf & Dinner \$75	Golf Only \$65
Dinner Only \$20		Dinner Only \$20	

# ETHICS DAY – 2011

The Kelley Insurance Center – Drake University *in cooperation with*  
The Iowa Chapter, CPCU Society; Society of FSP, Central Iowa Chapter;  
The Iowa Association of Health Underwriters, and NAIFA – Central Iowa



**DATE:** Thursday, March 24, 2011

**LOCATION:** Hilton Garden Inn, 8600 Northpark Drive, Johnston, IA 50131

**AGENDA:**

7:45 — 8:25 AM	Registration and Continental Breakfast
8:25 — 8:30 AM	<b>Welcome by Master of Ceremonies</b> Bruce G. Kelley, CPCU, CLU President and CEO, EMC Insurance Group, Inc.
8:30 — 9:30 AM	<b>“Improving Ethical Decision Making in the Salesforce”</b> Charles H. Schwepker, Jr., Ph.D. Mike and Patti Davidson Distinguished Marketing Professor, University of Central Missouri
9:30 — 9:45 AM	<b>“Ethics in the Insurance Business: The Impact of the Recession and Slow Recovery”</b> Robert W. Cooper, Ph.D. Employers Mutual Distinguished Professor of Insurance, Drake University
◆ ◆ B R E A K ◆ ◆	
9:55 — 11:25 AM	<b>“Marketing Ethics: A Panel Discussion”</b> MODERATOR: Bruce G. Kelley, CPCU, CLU Charles H. Schwepker, Jr., Ph.D. Lori Gadelmann, Vice President, Asst. General Counsel and Corporate Compliance Officer, FBL Financial Group, Inc. Gary Marquett, Deputy Bureau Chief Market Regulation Bureau, Iowa Insurance Division Dave Milligan, Director Market Development, Compliance Communications Department American Equity Investment Life Insurance Company
11:25 — 11:30 AM	<b>“Ethics and Marketing: Closing Comments”</b> Charles H. Schwepker, Jr., Ph.D.

**RESERVATIONS:** Registration and payment must be received by **March 21, 2010**.

**COST:** \$45.00 For Members of sponsoring organizations; \$50.00 for Unaffiliated Attendees

**QUESTIONS:** Doug Ireland (515) 271-2133 or [doug.ireland@drake.edu](mailto:doug.ireland@drake.edu)

## “Ethics and Marketing”

**KEYNOTE SPEAKER:** Charles H. Schwepker, Jr. (Ph.D., University of Memphis) is the Mike and Patti Davidson Distinguished Marketing Professor at the University of Central Missouri. He has experience in wholesale and retail sales. His research interests are in sales management, personal selling, marketing ethics and consumer behavior. His articles have appeared in the *Journal of the Academy of Marketing Science*, *Journal of Business Research*, *Journal of Public Policy and Marketing*, *Journal of Personal Selling & Sales Management*, *Journal of Service Research* and *Journal of Business Ethics*, among other journals, various national and regional proceedings, and books including *Marketing Communications Classics* and *Environmental Marketing*. He has received both teaching and research awards.

**FEATURED SPEAKER:** Robert W. Cooper, PhD, is the Employers Mutual Distinguished Professor of Insurance at Drake University. Prior to coming to Drake in 1988, he was dean of the Huebner School at the American College where he was responsible for updating the CLU (Chartered Life Underwriter) professional designation program and for designing and managing the implementation of the ChFC (Chartered Financial Consultant) program. He received his BS degree with highest honors in insurance from the University of Connecticut and his PhD degree from the University of Pennsylvania. When subsequently published as a book, his doctoral dissertation titled *Investment Return and Property-Liability Insurance Ratemaking* won the Elizur Wright Award given annually by the American Risk and Insurance Association for the publication that made "the most significant contribution to the literature of insurance."

