



# Iowa ChapterGram

CPCU Society Iowa Chapter

FEBRUARY 2000

www.cpcu-iowa.org

1999-2000

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## President's Message...

We have a published author among us! "Graduated Driver Licensing" by our own Lloyd I. Sandbulte, CPCU, appeared in the Winter 1999 issue of CPCU Journal. His article arose out of one of our Chapter's research projects, completed under Lloyd's direction.

The project garnered a research excellence award at the 1998 CPCU Annual Meeting in San Diego.

This is not the first time Lloyd has spearheaded publication of one of our

research projects. In the summer of 1997, "Insurance Service Centers" was published in the CPCU Journal. Later in September of 1998 "Spinning A Web For Your Chapter" appeared, attesting to our leadership in the development of a Chapter website. A big round of applause to Lloyd and his committee for putting Iowa on the map as a locale of research excellence.

Lloyd is heading up another research project. Since our current theme is "CPCU 2000 - A Time To Lead!" Lloyd and his committee, through inter-



**Bruce Gunn Kelley**  
President 1999 - 2000

views and surveys, are researching how leadership has shaped the insurance industry and will shape it in the future. We need people to do interviews, among other things. If you would like to help out on our research project, please contact Lloyd at 225-5678.

## Self-Studiers...

Anyone who is self-studying ARM 56, AIT 131, or IR 201 and wants a soul-mate should contact Ted Lussem at 243-4289 for a lead on others doing the same thing.

**CPCU designee  
announced**



An additional new CPCU designee successfully completed her final CPCU exam in September 1999.

Congratulations to **Willene White**, Commercial Lines CSR, at NOEL Insurance of Ottumwa.

**Our chapter has a site  
on the World Wide  
Web. Check it out at  
<http://www.cpcu-iowa.org>  
Please see the site for  
our  
Chapter Officer,  
Director & Chairs list  
and other news and  
updates.**

The Public Relations Committee needs your help!

Have you given speeches to insurance industry and/or non-insurance groups? If so, please contact Dan Crew, PR Chairperson and provide the following information:

- ✓ Your name
- ✓ Date of presentation (approximate is o.k.)
- ✓ Topic & Speech Title (it must be insurance related)
- ✓ A brief description of the audience

It is most important to hear from those of you, who speak to non-insurance groups {Civic, Church/Synagogue, Schools, Junior Achievement, etc.}

Also, please let Dan know if you have had any articles (including letters to the editor) published in any insurance trade publications, industry newsletters or newspapers. If you have a copy of your article, please send it along. If not, indicate the name of the publication, date & topic.

Your efforts to educate others about our industry are very important. Thank you.

Dan Crew, CPCU

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Email: [Dan.C.Crew@EMCIns.com](mailto:Dan.C.Crew@EMCIns.com)

## CPCU'S In the News

## Speeches, Part II:

### Speeches, Part III:

**Barb Moore**, CPCU, has been promoted to Vice President of Operations at Farm Bureau Insurance. Barb is our Chapter's Good Works Committee Chairperson.

**Jerry D. Woods**, CPCU, CPA, AIAF, Chief Financial Officer, Treasurer and Vice President of Finance at Grinnell Mutual Reinsurance, has been recognized by the AICPCU as one of four individuals to achieve "academic excellence" in 1999 test series. Jerry, who received his CPCU in 1998 was honored for his tests in the AIAF series.

Congratulations to Barb and Jerry!

Ever have trouble developing speeches to present to insurance industry and non-industry groups?

The CPCU Society in Malvern, PA has 8 different speech kits available through the public relations department. Topics are varied and include:

- Careers in Insurance
- Modern Risk Management
- Workers Compensation
- Small Business
- Ethics, Profits and Prosperity
- Protecting Your Home
- Auto Insurance
- Insurance Fraud

Each speech kit includes a speech with overheads, sample press release information to send to local media, handout materials, etc.

For more information about these kits, please contact Dan Crew, Phone: 515-362-7513, Fax: 515-280-2895, Email: Dan.C.Crew@EMCIns.com, call the Society's member services # @ 1-800-932-CPCU (2728) or on the Web @ [www.cpcusociety.org](http://www.cpcusociety.org).

## Future Chapter Meetings

Please mark your calendars for the following meetings:

February 17	Communication In Leadership	Wakonda Club
March TBD	Drake/IIAA meeting	Drake University
April 27	Hall of Fame	Historical Museum
May TBD	Annual meeting & Golf	Willow Creek

**CPCU Iowa Chapter Meeting  
February 2000**

**Topic:** The Role of Communication in Leadership  
**Time:** Thursday, February 17, 2000 at 11:30 a.m. to 1:00 p.m.  
**Where:** Wakonda Country Club, Des Moines, Iowa  
**Cost:** \$15.00 (includes lunch)

**Our speaker is Alison Gregory Pope.** She has 20 years of experience both as a journalist and as a communications trainer and strategist. She began her broadcast television news career in 1979 in the United States and worked as an anchor and reporter at NBC and ABC network affiliates around the country until 1989. During her broadcast career she led a consumer investigative unit uncovering health care, contractor and telemarketing fraud. From 1989 to the present, **Gregory Pope** has been a partner in the strategic communications firm of Wixted Pope Nora & Associates (WPN). The firm conducts media and crisis communication training around the world for such global clients as BP Amoco, Snap-on Tools, Motorola, Continental Airlines and Honeywell.

**Gregory Pope** and her firm have been involved in providing strategy, planning and training for clients involved in numerous crisis situations including product integrity issues, workplace violence, hostile corporate takeover attempts, oil refinery explosions and fires, chemical leaks, destruction of manufacturing plants, boycotts and demonstrations.

**Gregory Pope** has worked extensively with clients on the recent Y2K issue providing media training, strategy, drill preparation and planning.

**Questions to:** **Bob Conroy (515) 267-5980**  
**bconroy@guidemail.com**

**To enable us to have an accurate count for food purposes, please call, fax, or e-mail reservations by February 14, 2000 to:** **Jo Ann Olson FBL Financial Group**  
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**Make Checks Payable to:** **Iowa Chapter-CPCU**

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