



Iowa Chapter Gram

CPCU Society Iowa Chapter

November 2000

www.cpcu-iowa.org

2000-2001

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President's Message...

I am back from the CPCU Society's 2000 Annual Meeting and Seminars held this year in San Antonio, Texas. It was a busy few days with little time for sleep but well worth the effort.

Our chapter was recognized for many awards during the 1999-2000 chapter year: It is significant to note that, because of our membership growth, we are now considered a "jumbo" chapter. This means we compete with the largest chapters in the country for awards.

In spite of the tougher competition the Iowa chapter was recognized for the following achievements:

- Jay W Gleason Memorial Public Relations Award for Excellence
- Edwin S Overman Candidate Recruit-

ment and Development Award for Achievement

- Continuing Professional Development Award for Excellence
- Membership Award for Excellence
- Research Award for Excellence
- Good Works Award for Achievement for Jumbo Chapters
- Circle of Excellence Bronze Award
- Chapter CPCU Club Member--CPCU-Harry J. Loman Foundation

Congratulations, and many thanks, to the volunteers, officers, directors and members that made this outstanding performance possible.

The convention included the conferment program with former First Lady **Barbara Bush** giving the conferment



Robert D. Conroy
President 2000-2001

address. There were many Iowa ties at the conferment as chapter members **Bruce Kelley, JD, CPCU, CLU**, President and CEO, EMC Insurance Companies and **Dr. Therese M. Vaughan, CPCU**, Iowa Insurance Commissioner, were on the stage during Mrs. Bush's entertaining speech.

Other highlights included the always outstanding educational seminars. The national meeting features some of the best and the brightest in the industry
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Emergency Food Pantry

Each year as part of the "Good Works" project we bring canned goods and non-perishable items for those less fortunate to the December Meeting. We also collect cash contributions. We plan on doing this again this year and wanted to give you advance notice.

Coats for Kids

Thanks to everyone who donated coats, mittens, and hats to the Salvation Army for their annual "Coats for Kids" drive.

I-Day Contributor

An additional I-Day contributor needs to be recognized. Thanks to Bill Bilbrey Insurance Services for your contributions.

Chapter Tax Return available for your review

A public inspection copy of our Society's tax return is available for anyone who would like to review it. Please see our Chapter web site for the past 2 years forms or contact Dennis Forsythe at 226-6702 or dforsythe@fbfs.com.

Happy Birthday Iowa CPCU Chapter

Please notice the logo on the last page of our ChapterGram. We'll be 50 years old in the year 2002!

To begin the 15 month pre-birthday celebration, watch the ChapterGram and web site for upcoming events.

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, past ChapterGrams, and other news and updates.

I-Day Reminder

Have you registered for I-Day, Insurance Industry Day, yet? The date is set for Thursday, November 16, 2000 at the University Park Holiday Inn in West Des Moines.

If you haven't, please see the attached flyer on details of the event and how to register.

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Future Chapter Meetings

Please mark your calendars for the following meetings:

November 16, 2000	I-Day	Univ. Park Holiday Inn, WDM
December 11, 2000	Insurance Fraud Prevention	Echo Valley Country Club, Norwalk
January 18, 2001	TBD	Christopher's Restuarant
February 15, 2001	E-commerce and Iowa's Ins. Ind.	Izaak Walton League
March 15, 2001	Educational Event	Drake University
April 19, 2001	Farm Safety 4 Just Kids	GuideOne Insurance, WDM
May 17, 2001	Iowa Ins. Hall of Fame Dinner	Drake University
May 23, 2001	Golf Outing	Willow Creek

Golf Outing scheduled for May 23, 2001

Please make plans now to attend the annual golf outing scheduled for **Wednesday, May 23, 2001** at Willow Creek golf course in West Des Moines. In order to have the planned shot gun start, we need **100** golfers.

Start planning now on getting your foursome together for an afternoon start, followed by an evening dinner and installation of Officers. Please contact Steve Peterson at 276-8521x13 or stpete@safeco.com with any questions.

CPCU FIRE SAFETY SCHOOL

The Iowa CPCU Chapter plans on assisting the Des Moines Fire Department while they visit elementary schools this fall. The format is different this year however. Instead of scheduling the schools in a two week time frame they are visiting these schools on request. This means that as they get a request they are going to notify us and we will put out a memo to the Company Representatives asking for volunteers.

As CPCU volunteers we help with tasks assigned by the Fire Department—helping children down the ladder, prompting children to dial 9,, etc. It is a rewarding experience and we encourage all CPCU's, spouses and other insurance professional to assist at one of the elementary schools.

If there are any questions concerning this program please contact Barbara Moore at 226-6803.

CPCU Chapters Join Grassroots Campaign to Fight Insurance Fraud

Will our chapter join the fight against insurance fraud? Along with Society chapters across the United States and our strategic partner, the National Insurance Crime Bureau, we're launching an exciting and aggressive grassroots campaign to educate consumers about the cost and implications of this increasingly serious problem.

As an insurance professional, especially if you're on the front lines as a claims representative or adjuster, you know what a tremendous challenge insurance fraud represents. A disaster of the magnitude of Hurricane Andrew cost the industry more than \$17 billion in 1992, yet fraud costs \$20 billion each year. This is a sure sign that something is wrong.

As with any problem, in order to solve it, we have to help people understand it. And that's where the CPCU Society comes in. Our challenge is to educate the public about the extent of the problem... tell them how much money fraud takes out of their pockets each year... tell them how they can avoid becoming victims... and give them an opportunity to act when they suspect fraud.

You are probably aware of other fraud fighting initiatives—the Coalition Against Insurance Fraud, and Pennsylvania's Insurance Fraud Prevention Authority are two well-known examples. They're well funded, and they're highly visible in specific geographic areas. You might wonder how Society chapters, with fairly limited financial resources, can have a significant impact of their own.

Unique Person-to-Person Approach

You've heard it before, but it bears repeating. The strength of the CPCU Society resides in its members. You represent the lifeblood of this organization. And with your help, the Society can make a real contribution to the fight against fraud. The national Society office in Malvern has supplied each chapter president with an information kit containing a variety of resource materials to help

our chapter position itself to plan and implement an effective, multi-year program. Here are some ways that you can contribute to the campaign:

1. Launch a local media relations campaign using material provided by the national Society.

Write a letter to the editor of your local paper on the fraud problem.

Send a series of news releases on various aspects of fraud, from common scams, to how government and industry are fighting back.

Contact editors or reports to offer services of chapter members as expert resources for articles. One of the elements of the information kit is a set of talking points to help get your thoughts organized.

Send "pitch" letters to get articles bylines by chapter members placed in the local business press.

2. Schedule local speaking presentations at schools and to various community groups on the subject of insurance fraud. You may use a new insurance fraud speech and supporting visuals developed by the CPCU Society.

3. Distribute a new fraud awareness brochure prepared by the CPCU Society and NICB. The brochure is free to consumers, and is available from the Society to chapter members at no charge for distribution during speaking engagements.

4. Place brand new cooperative advertisements in the local media that gain visibility for our chapter while raising awareness about insurance fraud.

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CPCU Chapters Join Grassroots Campaign to Fight Insurance Fraud

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5. Schedule one of the NICB's field agents as a chapter meeting speaker to raise fraud awareness among the members of our chapter.
6. Develop your own creative approach to educating our community, and share your ideas at the National Leadership Institute and through the *CPCU News*.

Get Involved Now

The Society has launched a national media campaign on insurance fraud awareness that will support your work on the local level. Get involved in this worthwhile effort that gives us a chance to get the truth about fraud to policyholders. You know that many folks place the blame squarely on insurers for the high cost of insurance premiums. One of the real benefits of this initiative is that while we educate the public about insurance fraud, we can also enhance the industry's image by focusing on its effort to reduce fraud and pass savings along to consumers.

Please call Bob Conroy to lend your expertise to our chapter's anti-fraud initiative. Remember—the CPCU Society is 30,000 members strong, and working together we can make a real impact.

President's Message (continued from page 1)

try addressing the difficult and challenging issues of the day.

Your chapter sponsored a reception for all Iowa CPCUs. The reception was co-hosted by **Judy Brannon, CPCU**, chapter vice-president and me. It was a fun evening and 23 people made an appearance during the event. Now is the time to make a commitment to go to the 2001 Annual Meeting and Seminar to be held in Seattle, Washington.

Due to some business on the front of the Annual Meeting I missed the chapter's October meeting on global warming and the impact on Iowa's P&C industry. My sources (and not the Drudge report) tell me it was a great presentation--insightful and interesting. Many thanks to chapter member **Jennie LeGates, CPCU, AIM, CPIW**, for making this presentation.

In closing, I hope to see you at I-Day. **Judy Brannon** and the I-Day committee have arranged an outstanding meeting agenda for our chapter's premiere event. (Call Judy at (515) 267-5346 for information about I-Day.) Onward and Upward!

Iowa Chapter
1952 - 2002
