



**2001-2002
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**CPCU Society Iowa Chapter
www.cpcu-iowa.org**

April 2002

MESSAGE FROM THE PRESIDENT.....

Our March seminar was great with 5 excellent speakers and 4 CE credits for Iowa agents. Thanks to Drake University's Kelley Insurance Center for co-hosting this seminar with us and thanks to the IAGDM members and Drake students who attended.

We're in the final stretch of our CPCU year now, and while we're planning the May 22 charity golf outing and our end of the year festivities, it's also time to begin looking toward next year. Our April meeting will include a brief business meeting, including election of officers and directors for the 2002-03 term.

It's also time to think about the CPCU Society Annual Meetings and Seminars to be held in Orlando, FL, October 19-22. This meeting promises cutting edge educational opportunities, a

chance to meet CPCU's from all over, and a great location! That's a combination that's hard to beat!

And, thinking of next year, have you considered service to the CPCU Society at a national level? There are myriad's of positions available including governor positions, and membership in standing committees, sections committees and task forces. Some of these are good-sized commitments; others are easier. Some task forces do most of their work via e-mail or conference call, reducing the commitment to travel and time away from the job. To learn more about opportunities for national service, visit the CPCU Society website at www.cpcusociety.org and under the members and chapters button, click on leadership op-



Judy Brannon

portunities. Getting started is as easy as submitting a Volunteer Leader Profile or an Application for Society Service, both of which are available on line.

See you at our April meeting. Meantime, think spring and start practicing that golf swing!

<p>CPCU Annual Golf Outing May 23, 2002 Willow Creek Golf Course</p>

The 2002 CPCU Golf Outing will again be held at Willow Creek and feature a shotgun start at 1:00 PM with a hog roast dinner to follow at 6:00.

Proceeds from the event will be donated to Farm Safety 4 Just Kids (a special program that seeks to prevent farm related childhood injuries and fatalities, by providing education about the importance of farm safety).

This is a best ball format and is open to all CPCU's, those testing for CPCU, and anyone else who has heard of CPCU. Last year we had over 90 golfers who participated.

Our golf outing is a great chance to have some fun, support a worthy cause, and share a great time with other insurance professionals. It doesn't matter if you are a seasoned golfer or a duffer, sign up now to participate in this special event.

To register for golf and/or dinner contact Jeff Jeffus at ajeffus@onebeacon.com or 515-471-3879. Build your own foursome or we can build one for you. The fee for golf is \$55.00, which entitles you to 18 holes of golf, half a cart, invitation to the happy hour following golf and a donation to Farm Safety 4 Just Kids. If you can only get away for nine holes, we can make arrangements for you on request. Dinner is \$18.00.

If your company would like to sponsor a hole or special event (i.e. longest drive) please let us know.

We are looking forward to another great event and we promise the weather will be perfect this year.

DON'T WAIT---REGISTER NOW!!!

Upcoming Meetings

<u>Date</u>	<u>Location</u>	<u>Topic</u>
April 18, 2002	Embassy Club 801 Grand, 40th Flr Des Moines	Leadership & Professional Skills
May 22, 2002	Willow Creek Golf Course	Golf Benefit for Farm Safety 4 Just Kids

Thanks for the Memories ...

Jan Brown, a long-time fixture at the Kelley Insurance Center at Drake University, recently announced that she would be leaving her position effective March 15. Jan and her husband are relocating to Ft. Pierce, Florida.

For those of you who ever took a course at Drake pertaining to insurance, you probably came in contact with Jan. She was involved in coordinating IIA/CPCU courses and the various CE programs. Jan has also been very involved in the Insurance Women of Greater Des Moines (NAIW).

Thanks for all that you did for the insurance students of the Des Moines area over the years, Jan. We are going to miss you. Our very best to you as you relocate to Florida.

Be sure to check out the Iowa Chapter's website at <http://www.cpcu-iowa.org> for updates on the meetings, directors, officers, and chairs list, past ChapterGrams and other news.

Online Learning

Florida State University in Tallahassee recently announced that it would begin offering a master's degree in Insurance & Risk Management via the internet. FSU is one of the nation's premier insurance educational institutions. If you are interested in pursuing a master's degree, check this out. The first classes start in June. Further information may be obtained at www.cob.fsu.edu or by calling 850-644-4070.

Fire Safety Trailer

Spring does not mean the threat of home fires disappears with the snow banks and heating season. Fires know no season nor age. Children are more likely to be victims simply because they are paralyzed by fear--fear of the fire and fear of being punished for starting the fire.

As the weather warms, the regional fire departments once again schedule the fire safety house for local school visits. The Iowa Chapter of CPCU will again volunteer to help staff the fire safety house. Don't panic if you have never been through firefighters' training because fire department personnel tell the CPCU volunteers what to do: help children down the ladder, call 911, etc. This experience helps the children work through their fear by educating them in what to do should they be caught in a burning building.

These opportunities are not limited to CPCU members; spouses and others in the insurance community are welcome to volunteer. Invite a co-worker or family member to join you. When you see how the children gain confidence in being able to escape, dial "911", and explain their address or predicament, you will understand why the fire safety house visits are so important. Sharing in their education puts CPCUs on the front-line in reducing casualties and achieving fire safety in our communities. What better insurance!

The West Des Moines Fire Department is the first to schedule this year. Urbandale will schedule in the summer and Windsor Heights will be in the fall. The City of Des Moines Fire Department schedules only on request, so their requests to the Chapter will be on an "as-needed" basis, probably with very short notice.

Another point to note, the departments have all mentioned that they would like 3 - 4 volunteers whenever possible. This seems like a lot of people when you see 4 or 5 firefighters in addition to the volunteers. However, in the past the department has received fire calls while conducting the school and the firefighters have to leave! With enough of us there, we can finish the session.

The first period to schedule is for West Des Moines Schools during May 13 - 24, 2002. Additional information regarding the times and locations will be posted in the May ChapterGram.

Trendsetters

Richard Keith adds another dimension to the list of former CPCU instructors: he still loves to teach, really enjoyed his students, and entered the insurance industry to continue his first love—teaching! Keith earned an M.S. in Biology from Drake University and taught middle school science. For seven years, he was a summer adjuster for IMT Insurance. In 1978 he was approached by IMT to start an education department at IMT. He started in the Claims Dept. that year; then in 1980 launched an education department focusing on licensing for the agency force and skill development for internal employees.

Prior to 1978 Keith had not heard of CPCU; and in 1980 IMT still had no CPCU members. By 1982 he was teaching IIA classes, a CPCU class, and two evening classes as an adjunct professor for Drake. In 1984, Keith became the first IMT employee to become a CPCU designee. He can really see a difference in the knowledge base of CPCU students and feels their studies identify them as dedicated insurance employees.

Keith also observed that the number of CPCU students taking CPCU classes at Drake is down and offered the following reasons: more young people are self-studying when they do enter the program, the number of people entering the industry is dwindling, and there are more companies offering in-house CPCU classes. The adjustments the AICPCU has made to the IIA and CPCU programs to at-

tract more students now include making the CPCU designation an eight-part program rather than ten. This may lure more candidates by shortening the program (thus the time commitment).

When asked whether he thinks that the ever-present threat of terrorism will result in the insurance industry and insurance companies remaining viable as we know them today, Keith said he did not foresee any cataclysmic changes. He thinks that the underlying reinsurance structure will stabilize the industry, even though weaker companies will be weeded out. Do not be surprised, however, to see additional mergers and acquisitions arranged to bolster the structure. He said there is still adequate capital supporting the reinsurers.

Keith would like to see the Iowa Chapter of CPCU promote itself to not only the insurance industry, but also to the community. He feels the chapter does a good job for its members and that there are many very talented, capable members, but would like the chapter to be known to, and involved with, the public. He did think the speakers' bureau coming this fall would help put the CPCU organization before the public and offer the chapter an opportunity to promote its philosophy as well as to interact in the community.

The Past Year in Review

It's hard to believe that the 2001-2002 CPCU year is almost over. Do you ever stop and try to determine what meetings you attended when filling out your CPD Application? To assist you in completing your CPD Application, following is a recap of the events hosted by our Chapter this year.

<u>Date</u>	<u>Location</u>	<u>Topic</u>
September 20, 2001	Wakonda Country Club	E & O
October 18, 2001	Urbandale Golf & Country Club	Loss Control & Ergonomics
November 16, 2001	University Park Holiday Inn	I-Day
December 20, 2001	Glen Oaks Country Club	Humor in the Workplace & Increased Productivity
January 17, 2002	Noah's Ark	Keeping Your Career on Track—Tools of the Trade
January 24, 2002	Younkers Tea Room	50th Anniversary Celebration
February 21, 2002	Hy-Vee Conference Center	Implications of September 11 for Insurance Markets
March 14, 2002	Drake University	Ethics Seminar

Don't forget the upcoming meeting April 18, 2002, at the Embassy Club. The topic is Leadership & Professional Skills. The year will come to a close with our Golf Outing scheduled for May 22, 2002, at Willow Creek Golf Course. Please see the related article in this newsletter regarding the Golf Outing!!

Open Positions

Have you been a CPCU for a number of years, but never been actively involved? Are you a new CPCU and want to know more about our Chapter? Now is the time for you to become an 'active' member of the Chapter. There are currently some open positions that need to be filled. To learn more about the open positions, please contact either JoAnn Olson at 225-5931, jaolson@fbfs.com or Judy Brannon at 267-5346, jbrannon@guidemail.com.

IOWA CHAPTER CPCU SOCIETY MEETING

Topic: **The Challenge of Leadership- Mentoring in the New Millenium**

Speaker: Rowena Crosbie, President, Tero International, Inc.

Date & Time: Thursday, April 18, 2002 at 11:30 a.m.

Location: Embassy Club
801 Grand – 40th Floor
Des Moines

Agenda: 11:30 to 12:00 Lunch
12:00 to 12:30 Program

Cost: \$18 per person

Program Questions: Karen Wassather, CPCU, CIC
Phone: 515-221-2318, extension, 201
E-mail: kwassather@tero.com

Program Description:

The Challenge of Leadership- Mentoring in the New Millenium contains a message that is timely, relevant, and of great importance for our membership. CPCU's are consistently recognized worldwide for their leadership, high ethical standards, and outstanding professionalism. It is our responsibility to mentor the next generation of industry professionals to achieve superior professional development. You will learn how helping others to achieve their career goals can provide important benefits for you and those you lead.

Introducing Rowena Crosbie:

Rowena Crosbie is Founder and President of Tero International, Inc., a corporate training company with headquarters in West Des Moines. Ro's commitment to help others challenge the way they think combined with her great communication skills ignites a passion in audiences which endures long after the presentation is over. Ro's ability to inspire listeners has consistently earned her reviews as a top-rated speaker throughout the U.S. and Canada. You can learn more about Rowena by visiting Tero's web site at tero.com

Please call, fax, or e-mail reservations by April 15 to:

Nancy Green, CPCU
Phone: (515) 280-2850
Fax: (515) 237-2016
E-mail: nancy.d.green@emcins.com

Make checks payable to: Iowa Chapter – CPCU

Mail checks to: Nancy Green, CPCU
EMC Insurance Companies W4S
717 Mulberry
Des Moines, IA 50309-3810

Name(s): _____

Company: _____ Total Enclosed: \$ _____
Cost: \$18 per person