



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

January 2002

MESSAGE FROM THE PRESIDENT.....

Happy anniversary to us! Our chapter was formed 50 years ago this month. I hope you are planning to attend our 50th anniversary celebration reception Thursday, January 24, 4:30 p.m. at Younkers Tea Room. The featured speaker will be one of our favorites, **Dr. Emmett Vaughan**. Our emcee for the evening's festivities will be our own **Dean Brooks**. You won't want to miss this one.

One of the CPCU Society's strategic plans is to increase the amount of educational offerings we provide for our members in areas of technical skills, career management and leadership & professional skills. Our luncheon meeting in January will focus on career management. Whether you are a new CPCU or an

old hand, you'll find this presentation worthwhile. Mark your calendars for the 17th, at 11:30 a.m. at Noah's. (Additional parking is available behind Noah's.)

We're halfway through the CPCU year and a lot has been accomplished. Your board met several times this past summer to line up our annual plans with National's strategic goals and award structure, which in turn are based on what CPCUs have said they want. We've held 4 monthly meetings, including a very well attended and informative I-Day during which we welcomed 27 new designees to our chapter. We held a new designee reception, and ran an ad in the Des Moines Register in conjunc-



Judy Brannon

tion with I-Day recognizing our new designees. We sponsored a study group in Risk Management for Public Entities, awarded scholarships to two Drake students who were selected last spring, and held a reception for Iowa CPCU's and designees at the Annual Meeting in Seattle. We received a Gold Circle of Excellence award in Seattle, **(Cont'd. on Page 2)**

Message from the President (cont'd.)

recognizing our activities last year. We set up a mentoring program to match experienced CPCUs with our new members. We ran an ad on fraud prevention in the December 17 issue of the Business Record. We've reached out to the broader financial services industry, resulting in the invitation for CPCUs to attend the Des Moines Association of Insurance and Financial Advisors' monthly meetings in January and March (details elsewhere in this ChapterGram). With John Reynolds, CPCU, National CPCU president, we made company connections visits to 3 companies and the Independent Insurance Agents of Iowa. Following September 11, we collected \$500 in donations from our members to the Red

Cross, and matched it with a \$500 donation from our chapter. We collected food and money for the Food Pantry. We've surveyed our members to update our directories. We've sold merchandise displaying a logo commemorating our 50-year anniversary. And of course we've planned our 50-year celebration and have plans well underway for a ½ day educational and ethics seminar in March. *Whew!*

Look for the next half of our year to be just as packed with activities. Make a New Year's resolution to become more active in the Chapter. You'll find it an investment worth your time.

Upcoming Meetings

<u>Date</u>	<u>Location</u>	<u>Topic</u>
January 24, 2002	Younkers Tea Room 7th & Walnut Des Moines	50th Anniversary Celebration—4:30-7:00
February 21, 2002	Hy-Vee Conference Center 5820 Westown Parkway West Des Moines	Speaker: Iowa Insurance Commissioner—Terri Vaughan
March 14, 2002	Olmsted Center Drake University	Ethics Seminar
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

ARM 54 Study Group

A study group is forming for ARM 54. The study group will begin on January 4, 2002. It will be held at the Krist Insurance Group Agency, 2335 70th St. (70th & Hickman), Urbandale. If you have any questions regarding the study group, please contact Scott Hubacek at 515-270-0909 or hbasek@kristinsurance.com.

Etc.....

The Chapter received a thank you from Roger Hoefler for our hospitality at our recent I-Day. He also complimented our Chapter on our enthusiasm and warmth.

In addition, the Chapter received a Holiday greeting from Farm Safety 4 Just Kids. They also thanked us again for our support.

AIS 25 Study Group

There will be a study group for AIS 25—Delivering Insurance Services. The study group will begin on February 18, 2002. This will be a member participative study group where all members of the study group will be involved. The plans are to

meet on Mondays at Holmes, Murphy & Assoc., 3001 Westown Parkway, West Des Moines at 3:30. The sessions should be over by 4:30. If you have any questions, please contact Ted Lussem at 515-243-4289.

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.

AIS Program

The AIS (Associate in Insurance Services) program is flexible. A person can earn a Certificate of Completion for passing the AIS 25-Delivering Insurance Services exam. The topics of AIS 25 include continuous improvement & insurance, customer identifica-

tion, customers & quality, benefits of customer orientation, process management, process improvement model & tools, leadership/teamwork/organizational structures, and monitoring progress. Enhanced customer focus will help you to attract and keep clients.

MBA Program for CPCUs At Walden University

Walden University has started an MBA Program for individuals who hold the CPCU designation. Walden's program enables CPCUs with appropriate business and academic experience to earn an MBA online in as little as 15 months. For CPCUs, the course load is reduced from the standard 17 courses to as little

as 10 courses, depending on each person's academic and professional background. If anyone is interested in the program, please contact Ron Wolff, Director of Business Development, Walden University at 612-312-1232 or ronwolff@waldenu.edu.

DMAIF Meetings

The Des Moines Association of Insurance and Financial Advisors has invited our Chapter to join them at their monthly meetings on January 18, 2002, and March 15, 2002. The topic of the meeting on January 18 is Disability Awareness. The meeting will be held at the Best Western Starlite Village, 929 3rd St., Des Moines from 12:00 noon—1:30 p.m. The speakers are Jill & Hope Avery. They are a mother/daughter team who speak from experience. One of them has a visible disability and the other one has an invisible disability. The topic of the meet-

ing being held on March 15 is Prospecting: How to Succeed at The Ultimate Contact Sport. This meeting will be held at noon at Drake University in the Olmstead Center. This meeting will be followed by a seminar titled Satisfying Client's Needs. There are 3 hours of CEC's applied for the seminar. The seminar is from 1:30-4:30 in Drake University Room 101 and will be presented by MDRT Qualifier Pam Yellen. If you would like additional information on these meetings, please contact Larry Gille at 515-286-4329 or lgille@bankers-ins.com.

Trendsetters

As mentioned in last month's ChapterGram, each month there will be an outstanding CPCU member highlighted. This is someone who has made an extraordinary contribution to the insurance industry, to an employer, to the community, to the development of co-workers, etc..... Here is the first "story".



Sam Waters, CPCU, Sr. Ass't General Counsel for GuideOne, does not mind juggling multiple tasks, now or ever. He taught for two years, married into an IMT family, went to work for IMT Insurance Co. in the Claims area, then studied law while working full time at IMT. (Want to know his dream job? He would love to coach college track!) Those are the basic facts behind a gentleman with four boys (ages 7, 8, 12, and 15) who continues to teach CPCU courses on top of a full work schedule.

Sam's goal in attending law school was not a burning desire to be a trial lawyer, it was to enhance his insurance career because he "liked insurance". Why does he continue to teach CPCU? "As an undergraduate, I always wanted to teach. Plus I like to perform. I see it as a challenge" to make classes interesting. Plus he can use so many examples from his claims experience that class becomes a stage!

The average age of CPCU students he sees is older than when he started in the 1980s. At that time, new candidates were in their mid to late 20s. There was a lot of peer pressure to obtain the designation. However, he does not see the insurance industry growing in Des Moines, so the work force is aging. He used to have classes of 40+ stu-

dents, whereas now there are 10–20 students per class. Those who did not finish their CPCU are filling in now to match their competition. He is hopeful that the new testing periods and methods will make the classes easier to match peoples' busy schedules. When the tests were hand-graded, testing periods had to fit the graders' schedules (after semester exams) and availability of testing sites.

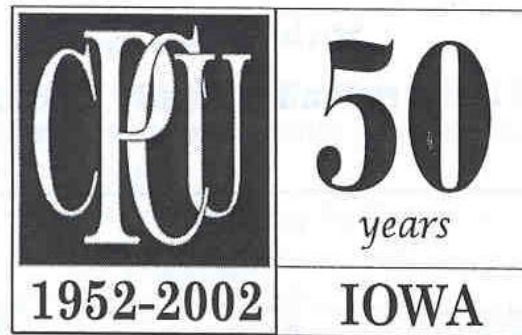
Sam's words of advice to new designees are to "keep your CPCU textbooks"; they are "great references." He sees CPCU training as a good beginning, your basic core of knowledge that you can transport from one company to another. Regardless of a firm's unique vernacular, you can pick it up and understand any firm's business if you have insurance basics from CPCU.

When asked what his legacy would be, and to whom he would leave it, Sam shares his work philosophy with all of you: "One theory of work is to find what you really like to do. My theory is that you need to learn to like what you do, no matter what it is or where you are."

IOWA CHAPTER CPCU SOCIETY

Celebrating

A Half Century of Professional Development



*Reflecting on the past.
Looking forward to the future.*

IOWA CHAPTER CPCU SOCIETY MEETING –

Topic: **Keeping Your Career on Track – Tools of the Trade**

Speakers: Billie Sucher, MS, Billie Sucher & Associates
Deb Murray, President, Mid-America Search
Jennie LeGates, CPCU, ARM, AU, CPIW, Grinnell Mutual Reinsurance Co.

When: Thursday, January 17, 2002 11:30 a.m.

Location: Noah’s Ark, 2400 Ingersoll , Des Moines

Cost: \$15.00 per person

How do I put a resume together and what should I include? What are employers looking for these days? How do I find out about that perfect job even before it is advertised or posted?

These are just a few of the questions our three presenters will answer at our January luncheon meeting. This informative session will help you prepare for the future, no matter where you are on the career continuum.

Questions to: Jennie LeGates (641) 236 6121 x4397
Jlegates@gmrc.com

To enable us to have an accurate count for food purposes, **please call, fax, or e-mail reservations by** January 14, 2002 to:

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Name(s): _____

Company: _____ Total Enclosed: \$ _____
Cost: \$15 per person