



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

March 2002

MESSAGE FROM THE PRESIDENT.....

March is CPCU Ethics month.

Once upon a time, when I was much younger and much more naïve, I believed ethics were – if not boring – at least unnecessary to talk about all the time. I believed most people were good and would do the right thing. I still believe most people are good, but the years - along with giving me a few gray hairs - have taught me that we cannot take ethics for granted. For evidence, just read the paper. I now believe that ethics are not only important, but are the most important thing. A person can be educated, intelligent, a great leader, a visionary, but without ethics, all is for naught. Corporations are, at their very basis, just conglomerations of people – people like you and me. To paraphrase a popular toy store, “Ethics Are Us”. If we are leaders of corpo-

rations, we have a responsibility to see that our corporation embraces ethical behavior. As individuals, we must each strive to understand what is right, and to act accordingly. As a CPCU, you have agreed to be bound by a code of ethics. Be proud of this commitment and take it to heart.

Our March seminar, Ethics & More, promises to be a great program. Please join us. The Iowa Department of Insurance has approved the program for 4 CE credits.

If you missed Commissioner Terri Vaughan’s talk on the effect of September 11 on the insurance industry, you missed a great presentation. It is always a pleasure – and very educational - to have our commissioner



Judy Brannon

speaking to us. This is the time of year when the board begins to take stock of what committee chairs and board positions will be vacant for the 2002-03 year. If you have an interest in serving in one of these spots, please talk with any officer or director. It’s a great way to get to work more closely with your fellow CPCU’s, as well as to give service to the Chapter.

58TH Annual Regional V Conference April 4-7, 2002

This conference is being hosted by the Insurance Association of Greater Des Moines, Inc. and will be held at the Des Moines Marriott, 700 Grand Avenue, Des Moines, IA. The theme of the conference is **Growth Without Boundaries**. The keynote speakers are Dr. Therese Vaughan, Iowa Insurance Commissioner, and Dr. Rebecca Lang, President of Life Strategies.

The Workshops for the conference are:

- The Seattle Fish Market Story
- Business Income Seminar
- Leadership Development
- How to Do a Horizon Plan
- Mentors & Protegees
- Retirement Planning for Women
- Changing Attitudes—Personal Development
- Adding Value for the Customer in an On-Line World
- Technology Challenges and Opportunity in the Insurance Industry

For additional information and to register, please contact Eileen Bleskacek at 515-245-8889 ebleskac@farmlandins.com or Elaine Slate at 515-223-6813 eslate@holmesmurphy.com.

Golf Outing

Be sure to mark your calendars for the golf outing, which is scheduled for May 22, 2002 at Willow Creek Golf Course. A shotgun start is planned for this year. So, in order to accomplish this, 100 golfers are needed.

Golf will begin in the afternoon and followed by an evening meal and installation of officers.

Plan now to attend!!

Upcoming Meetings

<u>Date</u>	<u>Location</u>	<u>Topic</u>
March 14, 2002	Olmsted Center Drake University	Ethics & More 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



Dean Brooks, Emcee for the 50th Anniversary Celebration, and 32nd President.

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.

Three Receive ARM-P Designation

LaRae Penny, CPCU, Sheila Reese, CPCU and Ted Lussem, CPCU passed the Risk Management for Public Entities course, having taken the test in January at the end of a 10 week study group. Since all of them had previously completed (in addition to others) the Associate in Risk Management program they will now receive the new designation of ARM-P.

This course explores the risk management decision-making process in the public sector and emphasizes how it differs from private-sector risk management, both for the protection of the public entity and for the general welfare of the public.

Walden University MBA Program

If anyone is interested in pursuing an MBA through Walden University, please contact Judy Brannon 515-267-5346 or jbrannon@guidemail.com for more information. There is the possibility of receiving a discount on the tuition for groups who enroll in their program.

Speakers Bureau

The Chapter is considering starting a Speakers Bureau. For anyone interested in participating in either helping to establish the Speakers Bureau or being a speaker, please contact Pam Heilskov 515-280-2951 or pam.i.heilskov@emcins.com

Photos from the 50th Anniversary Celebration



Judy Brannon, 50th President and Larry Matthews, 3rd President and Charter Member

Margaret Ball, 27th President and First Woman President



Trendsetters

Lloyd Sandbulte is one of the rare individuals who chose insurance as a career. He became a Farm Bureau agent within a year after graduating from Winona State University with his Business Administration degree. Three years later he moved to the home office as a farm underwriter, and in 1991 switched to the Product Development and Pricing area. Lloyd earned his CPCU in 1986 and also has picked up the ARC, AAM, ARM, AU, AIM, AIAF, AIM, AIT, ASF, and (by the end of this year) the AIC designations.

In addition to taking tests, Lloyd has remained involved with his family, wife Kathy, a grown son and daughter, in leadership roles and working with the youth at his church. Riding his bike and fishing round out a busy schedule.

An inquisitive nature and interest in writing has resulted in three of his four research projects being published in the CPCU Journal. The topics have ranged from the viability of insurance service offices across the insurance industry to a study of graduated drivers' licensing. Another project resulted in helping develop the Iowa Chapter's website. He also helped edit the 1999 edition of the Insurance Information Systems textbook used in AIAF 112. Most recently, he is responsible for the booklet commemorating the 50th anniversary of the Iowa Chapter CPCU Society.

Sandbulte offered this perception of education in the property/casualty insurance industry today:

“I perceive a reduced emphasis on formal insurance education in the development of property casualty insurance employees. A re-emphasis on academics and professional development is essential to the long-term credibility and success of the industry as well as the companies and individuals who want to remain a part of it.”

If new designees will look at their designation “as a beginning, not an end”; as “part of a process, not an arrival”, it will expand their horizons beyond just the factual knowledge needed to pass a test. To truly capture Sandbulte's passion for CPCU, the insurance industry, and education, re-read pages 3 and 10 of the 50th anniversary booklet.

As time passes and an organization grows, it faces a changing array of challenges, dangers and obstacles. Each succeeding story needs to build on the past, [remain] diligent in its present circumstances, and [possess] a vision for the future. Each succeeding story needs officers, directors, committee chairs and members committed to [these tasks].



**THE IOWA CHAPTER OF THE
CPCU SOCIETY**

and the

**Kelley Insurance Center
of
Drake University**

**Present the
Spring Seminar**

Ethics & More

on

Thursday, March 14, 2002

Parent's Hall
Olmsted Center
Drake University
29th & University
Des Moines, IA 50311

4 CE Credits Have Been Approved



March Seminar
DATE & LOCATION

Thursday, March 14, 2002
Parent's Hall, Olmsted Center
Drake University

AGENDA

7:30—8:00 A.M. Registration and
Continental Breakfast
8:00 – 9:00 A.M. Jarrett Wright &
H.Wesley Odom Jr
9:00 - 9:15 A.M. Refreshment Break
9:15 – 10:15 A.M. Francis “Skip” Hagerty
10:15 – 10:30 A.M. Stretch Break
10:30 – 11:30 A.M. Michael Jones
11:30 –12:15 P.M. Buffet Luncheon
12:15 – 1:30 P.M. Scott Avelino,
Luncheon Speaker

RESERVATION REQUIRED

CANCELLATION POLICY

Refunds will be granted for Reservations
canceled prior to March 11, 2002.

PARKING

Parking in the Olmsted Lot will be validated at the registration table.

QUESTIONS

Contact Judy Brannon (515) 267-5346
jbrannon@guidemail.com

Visit the **CPCU**
Iowa Chapter's website at:

<http://www.cpcu-iowa.org>
for meeting news, chapter business and links to useful sites.

And the
Kelley Insurance Center
website at:
www.cbpa.drake.edu/kic

ABOUT OUR PROGRAM:

Master of Ceremonies: **Bruce Kelley**, CPCU, President and C.E.O. of EMC Insurance Companies

Kidnap and Ransom

Jarrett Wright, CPCU, AU, ARM, Manager of the Department of Financial Institutions of the Chubb Group Companies and **H. Wesley Odom Jr.**, Chief of Operations of the Ackerman Group
A discussion of kidnap and ransom coverages, how terrorism relates to K & R coverages, along with some actual experiences of the Ackerman Group in handling these situations.

Mergers and Acquisitions

Francis “Skip” Hagerty, Vice President of Corporate Finance of Philo Smith Capital Corporation.

If there is a Des Moines area insurance company that hasn't bought, sold, or been bought or sold in the past 3 years, it's a rare one. Find out what the current situation looks like. How will 9/11 affect mergers and acquisitions?

Trends in Proximate Cause

Michael Jones, J.D., CPCU, Partner with the law firm of Patterson, Lorentzen, Duffield, Timmons, Irish, Becker & Ordway

A discussion of the importance of proximate cause to insurance issues – selling, underwriting, and adjusting – as well as recent decisions.

LUNCHEON PROGRAM

Sponsored by the Archie R. Boe
Lectureship Series
Kelley Insurance Center
Drake University

Making Ethics Count

Scott Avelino, Director, Integrity Management Services, KPMG LLP, Washington DC.
A reality check on corporate integrity, legal and marketplace trends, social accountability and challenges.

NOTE: 4 CE Credits have been approved.

REGISTRATION FORM FOR MARCH SEMINAR

Name _____

Company/Agency _____

Address _____

() _____
Telephone

Will you require C.E. Credit? _____

Are you currently a Drake Student? _____

In order to reserve your seat, please mail, fax, E-mail, or call in your reservation by **March 11, 2002**

FAX: (515) 271-2001

E-Mail: Insurance.Center@drake.edu

Phone: (515) 271-2134

_____	Entire Program and Luncheon	\$50
_____	Luncheon & noon speaker only	\$25

Make Check Payable to: Kelley Insurance Center at
Drake University

Send check to: **Kelley Insurance Center**
Drake University
212 Aliber Hall
Des Moines, IA 50311

Parking in the Olmsted Lot will be validated at the registration table.

Registration Must Be Received By
Monday, March 11, 2002