

# Iowa ChapterGram

CPCU Society Iowa Chapter

January 2004

[www.cpcu-iowa.org](http://www.cpcu-iowa.org)



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## MESSAGE FROM THE PRESIDENT. . . .



As we reflect back on 2003 we will remember it as a very successful year for the Iowa Chapter. The educational workshops, participation in charitable fund raisers and events, networking and a great I Day helped to make it that way. The greatest success story of the year is all of

the CPCU candidates that passed their final requirements to become New Designees and a member of our Chapter. They undoubtedly will provide the leadership for our Chapter in the future.

Thank you to Carol Bowers for coordinating the Chapter's participation with Jolly Holiday Lights again. This event helps support the Make A Wish Foundation. Feedback indicates that those who helped had a great time as they raised money for a worthy cause. Thank you to all of the volunteers that made the evening what it was. Without volunteer help many dreams would never come true. It should make all of us feel good to help make dreams come true for terminally or seriously ill children and their families.

Our Holiday gathering at Glen Oaks was great fun. It was a relaxing evening of socializing and networking. Curt Lack provided us with musical entertainment that was enjoyed by all. The food, atmosphere and participants were second to none.

We have many educational opportunities already scheduled for the coming year. They are focused on technical skills, career management and leadership and professional skills. Please visit our web site for the details as to time, date and location. We look forward to seeing you at these workshops. Continuing your education is a win-win-win combination. It helps you grow, it increases your value to your company, and it adds value to the relationships that you have with your customers.

As we start 2004, it is time for all of us to commit ourselves to doing the right things that can make a difference. A difference not only in our personal and family lives but within the industry we serve. Our personal and professional goals have been set so now we must work to achieve them. Whether it is a diet to lose weight, an exercise program to get into shape or completion of educational courses to increase our knowledge and to

add value for our customers, we must always remain focused on the end result. As time goes by, we will struggle to maintain forward momentum but we must never give up. We should never lose sight of what we plan to achieve. In the end, it is up to each one of us to make it happen. Thank you for all that you do to make a difference! Believe it or not, it shows. Together everyone achieves more!

In closing, please allow me to share two of my favorite sayings with you. I wish I could remember who wrote them and where I heard them, but I cannot.

### **Believe**

**Believe in yourself, in the power you have to control your own life, day by day. Believe in the strength that you have deep inside, and your faith will help show you the way. Believe in tomorrow and what it will bring - let a hopeful heart carry you through. For things will work out if you trust and believe - there's no limit to what you can do!**

### **Performance**

**Judge your performance by what you have done today. Not, by what you did yesterday or by what you plan to do tomorrow. Make this day count for once today is gone it is gone forever. Yesterday is the past and tomorrow may never come.**

Make it a great day!

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## **Glossary of insurance Terms**

The South Florida Chapter of the CPCU Society has put together a glossary containing the English definitions of key insurance terms translated into Spanish and French Creole.

This is available at the following website:

**[www.cpcuflaglossary.org](http://www.cpcuflaglossary.org)**

## **CHARLES V. BROOKS, CPCU, CLU, ARM**

Charter member and Past President, Iowa Chapter CPCU

On December 2, 2003 “Chuck” Brooks died of heart failure at Calvin Manor in Des Moines. He was born in Des Moines on April 20, 1911, and except for being in service during World War II, lived here all of his life.

With his father, in 1939, he founded the “Vic Brooks and Son Agency” the forerunner of what is today Brook-Lussem Insurance, Inc., retiring in 1978. He had been an insurance agent for over 50 years, having first been licensed at the age of 16.

Completing his CPCU in 1951, Chuck was one of the 10 Charter Members of the Iowa Chapter of CPCU when it was founded in January of 1952, and served as our 4<sup>th</sup> president for the 1955-56 year. In 1962 he was recognized as “Agent of the Year” by the Independent Insurance Agents of Iowa at their annual meeting.

Receiving his CLU designation in 1965 Chuck was noted for being one of the first agents in Iowa to have received both the CPCU and CLU designations. He received his Associate in Risk Management (ARM) in 1969.

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### **I-Day Presentations**

Did you really enjoy the I-Day presentations or were you not able to make it to this year’s I-Day? This year’s I-Day speakers’ presentations are available now on the Iowa Chapter’s web site. Check them out!

## Future Meeting Dates, Locations and Topics

Thursday, Jan 15, 2004	Hy-Vee Convention Center	Career Management Networking
Thursday, Feb. 19, 2004	Allied Building (11th & Locust)	Leadership
Wednesday, Feb. 25, 2004	Farm Bureau Auditorium	Hidden Coverages through court Cases (CE Credit)
Wednesday, March 31, 2004	Drake University Olmsted Center	Ethics and Errors & Omissions (CE Credit)
Thursday, April 08, 2004	TBA	Mike Wieck, Polk County Events Center
Thursday, April 29, 2004	Farm Bureau Auditorium	Resiliency— National Leadership Institute
Thursday, May 20, 2004	Drake University Olmsted Center	Iowa Insurance Hall of Fame

Additional details will be announced later.

**It is not too late!**

Continue Insuring your Success! Be sure to reinvest in your most important asset — yourself! Renew your CPCU Society membership for 2004 and take advantage of the many career-enhancing benefits of membership. Learn more at [www.cpcusociety.org](http://www.cpcusociety.org)

You may pay 2004 dues by Mail, Fax, Phone, or Online.

**Iowa Chapter CPCU Society Meeting**

<b>Date &amp; Time</b>	<b>Thursday, January 15, 2004</b>
<b>Location:</b>	<b>Hy-Vee Conference Center 5820 Westown Parkway, West Des Moines</b>
<b>Topic:</b>	<b>Career Management: The Power of Networking</b>
<b>Speaker</b>	<b>Jennie LeGates and Karen Wassather</b>
<b>Cost:</b>	<b>\$20.00 Per Person</b>

Have you discovered the power of networking? Exchanging information among individuals or groups is a valuable career management skill which is often underestimated. Join us for lunch Thursday, January 15, at the Hy-Vee Conference Center and learn the fine art of successful networking from experts Jennie LeGates, CPCU, CPIW, DAE, and Karen Wassather, CPCU, CIC.

The Hy-Vee Conference Center is located at 5820 Westown Parkway in West Des Moines, and the Conference Center is on the east side of the building with parking also on the east side. If you are west bound on I-235, you could take the 50th Street exit right (north) to the next intersection, and turn left onto Westown Parkway. If you are west and south bound on the metro I-80/I-35 bypass, you could take the University exit right (west) to West Lakes Parkway, turn left (south) on West Lakes Parkway, and turn right (west) on Westown Parkway. Or, you could continue on to I-80 westbound from the I-80/I-35 bypass, take the 74th Street exit right (north) to the next intersection, and turn right (east) on Westown Parkway.

Questions to: Nancy Green 515-280-2850  
Nancy.D.Green@EMCIns.com

To enable us to have an accurate count for food purposes, please call, fax or e-mail reservations by January 9, 2004 to:

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Phone: 641-269-8565  
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Make checks payable to: Iowa Chapter – CPCU

Mail checks to:  
Wade E. Sheeler, CPCU, CIC  
Grinnell Mutual Group  
4215 Hwy. 146  
P. O. Box 790  
Grinnell, IA 50112-0790

Name(s): \_\_\_\_\_

Company: \_\_\_\_\_ Total Enclosed: \$ \_\_\_\_\_  
Cost: \$20 per person