



Iowa ChapterGram

CPCU Society Iowa Chapter

February 2004

www.cpcu-iowa.org

2003-2004 Officers

President:
Dennis Forsythe
(515) 226-6702
Dforsythe@fbfs.com

Vice President:
Nancy Green
(515) 280-2850
Nancy.D.Green@EMCIns.com

Secretary:
Jeff Baker
(515) 237-0106
Jeff.baker@lmcins.com

Treasurer:
Wade Sheeler
(641) 269-8565
Wsheeler@gmrc.com

Past President:
JoAnn Olson
(515) 225-5931
Jaolson@fbfs.com

Directors

Kevin Seward
(515) 225-5699
Kseward@fbfs.com

Jody Ochsner
(515) 362-7631
Jody.L.Ochsner@EMCIns.com

Dan Crew
515-237-0160
Dan.Crew@LMCIns.com

Barb Sullivan
(515) 225-5445
Bsullivan@fbfs.com

MESSAGE FROM THE PRESIDENT. . . .



2004 is a new year with a new beginning. Twelve months of opportunities for both personal and professional growth and achievement. I hope you are on your way to having the most successful year ever. It is also a time to reflect and be "Thankful" for all of the opportunities we

have. I think that too many times we focus on our problems and overlook the opportunities before us. As we continue on in 2004, I would encourage all of us to build on our strengths and manage our weaknesses. This will help us stay focused on the opportunities ahead.

As usual, we had another great program at our January meeting. Jennie LeGates and Karen Wassather teamed up to help us discover the power of networking. The art of networking is an excellent career management skill that is often underestimated. The ever changing insurance industry makes these skills more important than ever. I hope that you were able to attend this very beneficial program. Please take a moment and visit our web site for the latest information on future topics. We have several planned that I believe you will find worthwhile to attend.

In November your board approved the appointment of a Task Force to study the new model bylaws recommended by the National CPCU Society. The Task Force is chaired by Nancy Green – Vice President, and includes Judy Brannon – National Governor, JoAnn Olson – Past President, Wade Sheeler – Treasurer, Ted Lussem – Historian and Lynette Foster – New CPCU Member. The charge to the task force is to review the new model bylaws to determine if we should adopt them as a chapter. Their report is due back to the board of directors no later than September 1, 2004. If you have input for their consideration, please share it with one of the members. It is very important to have all of the details included in the evaluation. I look forward to their report.

The CPCU Society 2004 National Leadership Institute is just around the corner. This year's event will be held in Tampa, Florida at the Hyatt Regency Tampa on April 22-23, 2004. Plan now to continue your education and work toward meeting your CPD requirements by attending the NLI this spring. I look forward to seeing you there.

Scholarship News For Iowa Chapter CPCU Members

Last year, the Iowa Chapter of CPCU Scholarship Committee and Board of Directors announced that one of our \$1,500 scholarships would be awarded to an Iowa Chapter member or one of their dependents. We believe this change was well received and, overall, very successful, and we will continue offering this opportunity for scholarship dollars to our members.

To be eligible, applicants must be sophomores or juniors attending a four-year accredited college or university in the state of Iowa and be maintaining an overall G.P.A. of at least 2.75 on a 4.0 scale. Preference will go to students majoring in business and/or an insurance related area of study. Remember, not just dependents are eligible. If a member of the Iowa Chapter is currently pursuing a four-year degree, he/she is encouraged to apply for this scholarship.

Please use the application attached to the Chaptergram to submit someone for consideration and submit them by Friday, March 19, 2004 to Mike Anderson as shown on the form.

The "Ted Lussem Scholarship" will remain at Drake University – available for sophomores and juniors pursuing a concentration in Insurance or degree in Actuarial Science.

Insurance Hall of Fame Nominations

Do you know somebody who deserves consideration for the Iowa Insurance Hall of Fame? Look for a nomination form in this ChapterGram. Fill it out and send it to Dean Brooks. Deadline for nominations is March 29, 2004.

Continuing Education

Looking for continuing education credits? In this edition of your ChapterGram, you will discover two great opportunities to earn some credits. We are offering the following educational workshops:

Wednesday February 25 (Hidden Coverages Uncovered through Court Cases)
Wednesday March 31 (Ethics Errors and Omissions)

We look forward to seeing you there.

Iowa Chapter of CPCU Scholarship Application

Scholarship Amount: **\$1,500** toward tuition during recipient's sophomore, junior or senior year. Amount may be applied to spring, summer or fall tuition.

Eligibility:

- a. Iowa Chapter of CPCU members or one of their dependents; and,
- b. Sophomores, Juniors or Seniors attending a four-year accredited college or university in the state of Iowa; and,
- c. Maintaining an overall G.P.A. of at least 2.75 on a 4.0 scale.

Preference will be given to students majoring in business an/or an insurance related area of study.

Applicant Name: _____

Mailing Address: _____

City/State/Zip Code: _____ Phone: _____

Year in school: Sophomore / Junior

Major: _____ Minor: _____

Grade Point Average: _____ Anticipated Graduation Date: _____

*Please complete and return this form and the following information by **Friday, March 19, 2004:***

1. A resume´ that includes information regarding applicant's scholastic honors, extracurricular activities, employment history and other information you believe are important for consideration.
2. A statement explaining your career goals and your thoughts about why you are deserving of consideration for this scholarship award. Also, if you are majoring in or have an emphasis in insurance, please explain your interest in that career path.

Please mail the completed application, resume´ and statement to:

Mike Anderson, CPCU
Iowa Chapter of CPCU
1415 28th Street
West Des Moines, IA 50266

You may direct questions to 515-226-8222 or mike.anderson@generalcasualty.com.



Iowa Insurance Hall of Fame Nomination Form

Guidelines: To be eligible for consideration, nominees must have an Iowa connection, serve as a role model for young people as well as others in the insurance business, exhibit the highest standards of ethical conduct, and have significantly impacted the insurance industry.

Nominee Information:

Name: _____

Address: _____

Home Phone: _____ Office Phone: _____

Email: _____

Nominator Information:

Name: _____

Address: _____

Home Phone: _____ Office Phone: _____

Email: _____

Required documentation to be included with the nomination:

- Biographical Information
- Summary of contributions to the insurance industry and community
- Other documentation to support guideline considerations, including letters of recommendation

Please send all nomination materials to:

Dean Brooks, CPCU, CLU
Brooks Insurance Services, LLC
541— 34th St.
West Des Moines, IA 50265

2004 CPCU Meetings, Dates, and Topics

Thursday, Feb. 19, 2004	Allied Building 11th & Locust	James Hagenbucher on Leadership in Times of Change
Wednesday, Feb. 25, 2004	Farm Bureau Building	Hidden Coverages Uncovered Through Court Cases (CE Credit)
Wednesday, March 31, 2004	Drake University Olmsted Center	Ethics and Errors & Omissions (CE Credit)
Tuesday, April 13, 2004	Des Moines Golf & Country	Mike Wieck, Polk County Events Center
Thursday, April 29, 2004	Farm Bureau Auditorium	Resiliency—National Leadership Institute
Thursday, May 13, 2004	TBA	Installation of Officers
Thursday, May 20, 2004	Drake University Olmsted Center	Iowa Insurance Hall of Fame
Wednesday, June 9, 2004	Legacy Golf Course	Golfing Event

Congratulations!

Jeff Varisco received the highest score nationally in the September 2003 AIAF tests now taken in conjunction with LOMA. Jeff is employed by EMC National Life Company as their Marketing Vice President. The award states:

TOP AIAF AWARD
Presented to
Jeff Varisco
For Achieving
The Highest Average Grade

He is now "Associate, Insurance Accounting and Finance". In addition to the CPCU and AIAF designations, he holds the following designations:

CLU, ChFC, LLIF, FLMI, AALU, ACS, AIAA



ETHICS DAY Presented by the
*Iowa Chapter, CPCU Society, Kelley Insurance Center,
Drake University, Des Moines Association of Insurance
and Financial Advisors, and
Society of Financial Service Professionals*

DATE: Wednesday, March 31, 2004
LOCATION: Parents Hall ♦ Olmsted Center ♦ Drake University
AGENDA: 7:30 — 8:00 A.M. Registration & Continental
Breakfast
8:00 — 9:00 A.M. Keynote: Ken Kube
9:00 — 9:15 A.M. Break
9:15 — 12:00 P.M. Errors & Omissions, Randy Costello

RESERVATION: Registration and payment must be received by March 25, 2004.

Morning program including 4 hour CE & Breakfast \$50
Breakfast and Keynote ONLY \$30

NOTE: SFSP Members pay only \$20 for keynote & breakfast

PARKING: Parking in the Olmsted Lot will be validated at the Registration Table

QUESTIONS?

Nancy D. Green (515) 280-2850 Lynn Harkin (515) 243-1558 Doug Ireland (515) 271-2134
Nancy.D.Green@EMCIns.com dmaifa@iowaifa.org Doug.Ireland@drake.edu

ABOUT OUR PROGRAM:

Master of Ceremonies: Bruce G. Kelley, JD, CPCU, CLU

♦ My Crime, My Time ♦

Kenneth H. Kube

For over 23 years, Ken demonstrated success in the life insurance industry. Not only does he hold records for top performance in written applications, policy face amounts and premiums received, but the quality of his work awarded him the National Quality Achievement Awards for both life and health policies. He was a life and qualifying member of MDRT for 19 years. He has published articles and spoken at national and company conventions. No one knew the direction Ken's life would take abruptly in 1987 as a result of an investigation into some of the gray areas of his business. He spent 22 months in federal prison in Duluth, MN resulting from indictment, trial and conviction and sentencing in the federal court system on counts of mail fraud.

♦ Errors and Omissions ♦

Randall M. Costello, CPA, CMA is the owner of Iowa Insurance Seminars and the Professional Development Chair for the Iowa Association of Insurance and Financial Advisors.

Since insurance agents are increasingly targets of E&O claims, this session begins with the reasons for risk management and the legal theories of liability. It includes the types of damages, standards of conduct and the agent's duties to the insurer and insured.

The presentation stresses the agent's role in minimizing the claims of common E&O exposures through effective documentation and the use of the file in litigation. Numerous examples, illustrations and tips are used throughout the course. Effective risk management techniques at the point-of-sale and the various office exposures faced by an agent are highlighted. The session concludes with marketing safety nets and an overview of the litigation process. NOTE: NAIFA members who obtain their Professional Liability (E&O) coverage for Insurance Agents and Brokers through the NAIFA sponsored program will be eligible for a 10% premium credit when they attend this approved loss control seminar.

Please Note: Application will be made to the Iowa Insurance division for 4 hours of continuing education credit for this seminar.

**CPCU ♦ DMAIFA ♦ SFSP ♦ Kelley Insurance Center
Spring 2004 Ethics Day Registration Form**

Name _____

License # _____ [last 6 digits]

Official [Home] Address _____

City _____ State _____ Zip _____

Company/Agency _____

Company Address _____

City _____ State _____ Zip _____

Phone: Office _____ Home _____ Fax _____

Email _____

I am a member of: [Check only one]

- CPCU DMAIFA SFSP DMAIFA & SFSP Unaffiliated

I will be attending the following: [Check only one]

- \$50 - includes four hours of CE and breakfast
 \$30 – includes breakfast and keynote only
 for CPCU, DMAIFA, and any unaffiliated/non-members
 \$20 – includes continental breakfast and keynote only
 for SFSP members only

Payment:

- Check enclosed — made payable to *Iowa Chapter-CPCU Society**

Return the completed registration form with payment by 3/25/04 to *Iowa Chapter-CPCU Society*.

Wade E. Sheeler, CPCU, CIC
Grinnell Mutual Group
4215 Hwy. 146
P. O. Box 790
Grinnell, IA 50112-0790
Phone: 641-269-8565
Fax: 641-236-2838
E-mail: iowacpcu@gmrc.com

*Cancellation Policy: Full refund will be made if cancellation is received in writing by Friday, March 26th.



CPCU SOCIETY WORKSHOPS

Hidden Coverages *Surprises in Court!*

February 25, 2004
8 a.m. - Noon
West Des Moines, Iowa

Earn CE Credits by attending this CPCU Society Workshop. Agenda follows with the registration form on the next page.

WHO'S IT FOR?

This workshop was designed for insurance professionals with three to five years of experience with personal and commercial accounts.

WHAT'S IT ABOUT?

This workshop will provide examples of how courts have interpreted insurance coverages, leading to unexpected outcomes. The true Insurance and risk-management professional will know how court decisions can differ from the underwriter's intent.

WHAT YOU'LL LEARN

- At the conclusion of the workshop, the attentive learner will be able to:
- * Recognize hidden coverages found in various policies—intended and unintended—that have been found during litigation.
 - * Identify surprises that help or hurt your customers.
 - * Recognize which personal and commercial policies are changing because of these discoveries.
 - * Save your insureds by knowing these hidden coverages and gaps!

AGENDA

- | | | |
|--------|---|---|
| 8 a.m. | | Registration and Continental Breakfast |
| 8:30 | * | Who is an Insured Under the Personal Auto Policy |
| | * | Employers Liability and Host Liquor Liability under the CGL |
| | * | Swimming Pools: Coverage B or Coverage C? Valuation? |
| | * | What is Pollution? You Might Be Surprised! |
| | * | Auto Under HO and CGL: Some Unusual Examples |
| | * | Pickup Trucks and Vans (1998 PAP) |
| | * | Intentional Loss: Manic Depressives; Self Defense; Mistaken Identity; and Other Interesting Cases |
| | * | Business Under the Homeowners and PAP Comprehensive or Collision? |
| | * | Homeowners Property of Others |
| | * | "Next To" the Premises in the CGL: Mobile Equipment While Being Serviced; Employee Operation of Vehicle |
| | * | Contractors Liability Coverage |
| | * | Other Structures and the Homeowners |
| | * | Insured Locations and ATVs |
| | * | Special Perils Does Not Mean All Risk: Animals, Ghost busters, etc. |
| Noon | | Adjournment |

WORKSHOP SPEAKER

R. Bryan Tilden, CPCU, CLU is a national lecturer and expert witness in the field of insurance. Prior to starting his own firm, Tilden and Associates, he was director of technical affairs and director of education for IIANC.

Tilden has been active in insurance education as a grading panel member for the Insurance Institute of America and the American Institute for Chartered Property Casualty Underwriters.

In 1988, IIANC presented him with the Ernest F. Young Education Award, and in 1989 Agent of the Year. Tilden has taught in schools for both the PIA and IIAA, been a speaker at RIMS and CPCU meetings, and has spoken at various conventions.

The views and opinions of the speaker are his own and not necessarily shared by the officers, members, or staff of the CPCU society.

CONTINUING EDUCATION CREDITS

The CPCU Society has filed this workshop for the following continuing education credits:

- * CPD—3 (approved)
- * CE credits in the following states:
 - Iowa (3) pending
 - Pennsylvania (4) approved
 - Illinois (4) approved
 - New Jersey (3) approved

This course may be rejected and no credit given. Please call (800) 932-2728 ext. 2767 for updated CE information.

CE CERTIFICATES

Registration fee includes one CE certificate. Additional certificates are available as follows:
\$4 each.....CPCU member **and** CPD Qualified
\$8 each.....CPCU member **and not** CPD Qualified
\$12 each....Nonmember

REGISTRATION INFORMATION FOR WORKSHOP

Fee: \$89 for nonmembers \$79 for CPCU Society Members

- **Registration Fee**
The registration fee includes one CE certificate, all handout material, and refreshment breaks.
- **Cancellations**
Your registration fee less \$20 will be refunded if notification is received at the Society two weeks prior to the program.
- **Tax Deductions**
Tax deductions for educational expenses are permitted in accordance with current U.S. Treasury regulations.
- **Group Rate Discount**
A 15 percent discount is available to organizations registering three or more employees at the same time. The discount applies to each registrant.
- **For More Program Information**
Contact John Kelley, CPCU, the Society's continuing education coordinating manager, at (610) 251-2773
- **To Register**
Call the CPCU Society's Member Resource Center at (800) 932-2728 option 4

REGISTRATION FORM

Yes. Please register me for the "Hidden Coverages" workshop on February 25, 2004 in West Des Moines, IA (HC022504)

NAME (Mr./Ms) _____ COMPANY _____

STREET _____ CITY/STATE/ZIP _____

PHONE _____ FAX _____

NAME ON BADGE _____ E-MAIL _____

Please pay registration fee in advance.

Fee includes one CE certificate, all handout material, and refreshment breaks

- Check enclosed payable to CPCU Society
 Charge my credit card: MasterCard Visa American Express Diners Club

NonMember \$89\$ _____

CPCU Society Member \$79\$ _____

Group Rate Discount 15%\$ _____

CPD Qualified until 20 ____ less \$ 5 ..\$ _____

TOTAL.....\$ _____

ACCT. NO. _____

EXPIRATION DATE _____

NAME AS IT APPEARS ON CARD _____

SIGNATURE (Required) _____

Send Registration to: CPCU Society, 720 Providence Road, P.O. Box 3009, Malvern, PA 19355-0709
Phone: (800) 932 CPCU, option 4 **Fax:** (610) 251-2780

Date & Time	Thursday, February 19, 2004 11:30 a.m.
Location:	Allied Insurance Company, 1100 Locust St. Des Moines
Topic:	Leadership in Times of Change
Speaker	James Hagenbucher, CPCU
Cost:	\$20.00 Per Person

Join us for lunch Thursday, February 19th, at Allied Insurance Company with James Hagenbucher, Allied Insurance Vice President – Marketing, discussing the importance of leadership with changing market conditions and organizational structures.

Please enter through the skywalk entrance. The Allied Insurance Company is located at 1100 Locust Street in Des Moines, and the parking ramp is at 11th & Mulberry Street. From I-235, exit south on 7th Street. Travel about 9 blocks on 7th to Mulberry Street and turn right. Travel 4 blocks to the parking ramp on the right at 11th & Mulberry. Park on Level 2. Take the elevator to the 3rd level and enter the skywalk. Your parking ticket may be validated at the Allied building guard station.

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 February 13, 2004 to:

Wade E. Sheeler, CPCU, CIC
Phone: 641-269-8565
Fax: 641-236-2838
E-mail: iowacpcu@gmrc.com

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