

Iowa ChapterGram

CPCU Society Iowa Chapter

March 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. . . .



Corporate ethics as well as personal ethical behavior continues to be news worthy topics all across America. In times of economic turmoil, we seem to look even closer at what is going on within corporate America. Is it ethical to pay

CEOs a large bonus when stock prices and earnings per share are deteriorating? Some would say "yes" while others would respond with "definitely not". It would be nice if it was that easy but it is not. Answers to ethical questions always seem to be gray. The right answer is not always clear to us without all of the facts of the situation. We must always conduct ourselves with the highest level of ethical behavior to prevent such situations from occurring.

As a CPCU, we have promised to abide by a Code of Ethics. It is important that we practice ethical behavior in our professional lives as well as our personal lives. During March, Chapters are encouraged to promote and celebrate the high ethical standards that CPCU stands for. The Iowa Chapter will do just that with a great program that **Nancy Green, Vice President, and Judy Brannon, National Governor**, have helped put together in cooperation with Drake University, Des Moines Association of Insurance and Financial Advisors and Society of Financial Service Professionals. This year's program will be held at Drake University in Parents Hall of the Olmsted Center on March 31, 2004. Registration begins at 7:30 a.m. Please visit our web site for additional details on the meeting. On behalf of the Chapter, I would like to extend a special "Thank You" to **Bruce G. Kelley, JD, CPCU, CLU** for once again agreeing to act as our Master of Ceremonies for the morning.

We had two great meetings in February. Our Chapter Meeting was held at the new Allied Building located in downtown Des Moines where we had an excellent presentation on leadership. On February 25th, we hosted "Hidden Coverages – Surprises in Court!" presented by R. Bryan Tilden, CPCU, CLU at the Farm Bureau Campus in West Des Moines. Bryan is a national lecturer and expert witness in the field of insurance. I hope you were able to attend. The feedback from both workshops indicate that they were well received by those in attendance. A big "Thank You" goes to Allied and Farm Bureau for the use of their facilities.

(Continued on page 2)

This is the time of year that the Board begins to look at what committee chairs and board positions will be vacant for the 2004-05 year. If you have an interest in serving in one of these capacities, please talk with any officer, director or **Ted Lussem, Nominating Committee Chair**. It is a great way to build relationships that will last a life time as well as provide service to your Chapter. As you know, our Chapter will be as successful as our members are active.

Until next time...Make it a great day!

CPCU MEMBERSHIP BENEFITS

Education Benefits

1. **Local Workshops and Symposia**
 - a. CEC's may be available
2. **Annual Meeting and Seminars**
 - a. CEC's may be available
3. **National Leadership Institute (NLI)**
4. **CPCU eJournal**
5. **Walden University**
 - a. Accelerated Online MBA Program
 - b. 10% Group Discount for members from CPCU Chapters with five or more CPCU's who enroll as a group.
6. **Linkage, Inc. Workshops**
 - a. Special Pricing
7. **Special Interest Sections**
 - a. Quarterly Newsletter
 1. Agent & Broker
 2. Claims
 3. Consulting, Litigation, Expert Witness
 4. Excess/Surplus/Specialty Lines
 5. Information Technology
 6. International Insurance
 7. Loss Control
 8. Personal Lines
 9. Regulatory & Legislative
 10. Reinsurance
 11. Risk Management
 12. Senior Resource
 13. Total Quality
 14. Underwriting

Insurance Hall of Fame Nominations

Can you think of somebody who deserves consideration for the Iowa Insurance Hall of Fame? Fill out the nomination form you will find in this ChapterGram and send to Dean Brooks by March 29, 2004. Honor somebody today with a nomination.

National Leadership Institute

Plan now to attend the National Leadership Institute April 22-23, 2004 in Tampa, Florida. CPCUs and industry professionals will work to develop the leadership, communication, and management skills needed to succeed in today's competitive marketplace.

This is touted as the premier educational program offering specialized career and leadership training for insurance professionals, developed by insurance industry professionals. With 8 intensive NLI courses and 2 special seminars by this year's keynote speakers, the Spring 2004 NLI offers a wealth of knowledge to meet your specific career needs and interests—in just two days' time.

Please visit <http://www.cpcusociety.org/index.v3page?p=39190> for more information.

Endowment Opportunity

Contribute to the CPCU-Loman Education Foundation and Insure Continued Success of the CPCU Legacy. The CPCU-Loman Education Foundation's purpose is to maintain the integrity of the insurance industry by fostering excellence in insurance education and related areas. When you join the CPCU-Loman Education Foundation, your contribution is placed in an endowment, which provides a permanent source of funds for the Foundation's activities, including education, research, publications, study, career development, and other worthwhile projects.

Many insurance professionals like you, and others that benefited from some type of assistance on their way up, seek ways to repay an industry that has been generous to them. For a CPCU, and for friends and relatives of CPCUs, the CPCU-Loman Education Foundation provides a meaningful way to do this.

Please visit <http://www.cpculoman.cpcusociety.org/> and consider a donation today.

Last Call for Scholarship Applications

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" also is available and will remain at Drake University – available for sophomores and juniors pursuing a concentration in Insurance or degree in Actuarial Science.

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

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	Salisbury House	Arbitration as an Alternative To the Tort System
Thursday, May 20, 2004	Drake University Olmsted Center	Iowa Insurance Hall of Fame
Wednesday, June 9, 2004	Legacy Golf Course	Golfing Event

CPD

Does your CPD qualification expire soon? If you are having trouble remembering every event you have attended, please look at the following list of events our Chapter has hosted so far this year.

Date	Location	Topic
September 18, 2003	Blank Park Zoo Discovery Center	Zoo Life & Unusual Risks
October 16, 2003	Wakonda Club	The Value of Continuing Education
November 13, 2003	Hotel Fort Des Moines	I-Day—Challenges of the Industry—Asbestos & Privacy Issues
December 10, 2003	Glen Oaks Country Club	Music With Curt Lack
January 15, 2004	Hy-Vee Conference Center	Career Management—Networking
February 19, 2004	Allied Building	Leadership
February 25, 2004	Farm Bureau Auditorium	Hidden Coverages Uncovered Through Court Cases

We still have plenty of opportunities to attend some informative events. You may want to consider the March program entitled Ethics and Errors & Omissions and also receive CE credits.

The Iowa Insurance Division has approved this event for 4 hours of CE credit. See the registration in this edition of your ChapterGram.



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: The Iowa Insurance Department has approved this seminar for 4 hours of CE credit!

**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.