



Iowa ChapterGram

CPCU Society Iowa Chapter

March 2005

www.cpcu-iowa.org

2004-2005 Officers

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Russ.E.Greenwood@EMCIns.com

MESSAGE FROM THE PRESIDENT . . .



Nancy Green

March is Ethics Awareness Month... what a difference a few years make! Prior to the Enron scandal several years ago which brought the subject of ethics to the forefront, most of us took the concept of ethics for granted. Now the Spitzer allegations last fall have personalized the ethics

situation for insurance professionals. As CPCUs, we must do all that is possible to build public confidence in the insurance industry. As individuals, we must each strive to understand what is right and act accordingly; as leaders, we have the responsibility to guide our corporations with ethical standards. The national CPCU Society issued an Ethics Policy Statement in October, which is available on the national web site at www.cpcusociety.org in the "About the CPCU Society" section.

To learn more about the day-to-day ethical challenges of our industry, join us Thursday, March 10th, at Drake University for the 2005 Ethics & More program which is sponsored by the Kelley Insurance Center at Drake University, the Iowa CPCU chapter, the Society of Financial Service Professionals, and the Des Moines Association of Insurance & Financial Advisors. The morning seminar promises to be a great program with the Ethics session presented by Dr. Robert W. Cooper, and the Agroterrorism & Bioterrorism session presented by Jane Colavecchi from the Iowa Department of Agriculture & Land Stewardship and Jami Haberl from the Department of Public Health. If you think that terrorism only affects people in large cities, think again and plan to attend this half day educational seminar. Application has been made to the Iowa Insurance Division for 4 hours of continuing education credit. More information is available in this chaptergram and on our web site at www.cpcu-iowa.org.

It was good to see many of you at the Wakonda Club for the February meeting as Fred Haskins described issues involved with insurance legislation. Thanks to our vice president Jeff Baker for making arrangements for an interesting speaker and a wonderful lunch with a beautiful view.

I was looking forward to the two workshops February 24th with the

nationally known expert, R. Bryan Tilden, CPCU, CLU. Unfortunately, Bryan Tilden was stranded in Houston by thunderstorms and tornadoes the prior evening. We sincerely apologize to the 100+ registrants for this inconvenience. The national CPCU office will be contacting everyone about rescheduling the "Tips, Tricks, and Traps of the CGL" and the "Umbrella and Excess Liability" workshops in April. If you are unable to attend the rescheduled workshops in April, your registration fee will be promptly refunded. We appreciate everyone's patience and understanding for this unusual situation.

Make plans now to attend the National Leadership Institute (NLI) April 14-15 in Phoenix. The NLI curriculum is designed to provide superior, cost-effective leadership training for insurance professionals in today's challenging world. Nine different seminars are available, including seminars on strategic thinking, project management, and successful negotiation skills. I have personally attended the National Leadership Institute, and I heartily endorse these exceptional seminars. See the national CPCU web site at www.cpcusociety.org for additional information.

Our chapter nominating committee is currently seeking candidates for leadership positions to serve during the 2005/2006 chapter year. We have many opportunities for you to get involved. Our chapter has an excellent reputation, and we are consistently recognized nationally as a premier chapter. Obviously, it takes dedication and hard work by many members to achieve and maintain this status. It is also a wonderful way to get better acquainted with other insurance professionals in our area. A listing of our current leaders may be found on our chapter's web site at www.cpcu-iowa.org. Please contact me or one of the other officers about leadership opportunities. You will be astounded by the rewards!

Food for Thought/Quote of the Day:

"There is no such thing as a minor lapse of integrity" – Tom Peters

2005 Scholarship News for Iowa Chapter

The Iowa Chapter of CPCU Scholarship Committee and Board of Directors have agreed that one of our \$1,500 scholarships will again be awarded to an Iowa Chapter member or one of their dependents. We believe this change has been 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 maintain 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 the scholarship.

Please use the application form provided to submit the needed paperwork for consideration. This should be sent by Friday, March 18, 2005 to Pat Martin as shown on the form.

**2005 Iowa Chapter CPCU Golf Outing
Legacy Golf Course – Norwalk
June 8, 2005 - Wednesday
Noon Shotgun Start**

The golf outing will again be a Best Ball tournament and is open to insurance industry employees, their family, friends and business associates. (anyone who wants to have golfing fun in the sun!)

Your \$75 fee includes green fees for 18 holes, range balls prior to tee time, use of a cart with GPS and real time scoring as well as dinner. Golf alone is \$60, dinner alone is \$20.

An early sign-up form is attached to this newsletter. Create your own foursome or let us match you up.

Company sponsorships are still available for special events, holes, etc. Donations of company golf prizes are appreciated.

Money raised will be donated to support the Blank Children's Hospital Fire Safety House.

For more information, contact Tom Podraza at 515-508-4475 or podrazt@nationwide.com.

Golfers:

Main Contact:

Name: _____ CPCU? _____
Company: _____
Phone # _____ E-Mail _____

Golfer 2:

Name: _____ CPCU? _____
Company: _____
Phone # _____ E-Mail _____

Golfer 3:

Name: _____ CPCU? _____
Company: _____
Phone # _____ E-Mail _____

Golfer 4:

Name: _____ CPCU? _____
Company: _____
Phone # _____ E-Mail _____

Hole Sponsorship (\$100):

Contact _____
Title _____ Phone _____
E-mail _____
Company _____
Address _____
City, State, Zip _____

Please contact me regarding the donation of golf prizes _____

Fax this form to Thomas Podraza – Allied Insurance 515-508-3697

2005 CPCU Meeting Dates, Locations, and Topics

Thursday, March 10, 2005	Drake University	Ethics and more: Bioterrorism
Thursday, April 21, 2005	Historical Building 11:30 a.m.	Jack Lufkin
Thursday, May 19, 2005	University Park Holiday Inn/ Sheraton	TBA
Wednesday, June 8, 2005	Legacy Golf Course	Annual Golf Event — (Blank Children's Hospital Fire Safety House)

Outstanding Course Leader Award

Congratulations to Julie A. Metros for being named a Level 1 Outstanding Course Leader by the American Institute for Chartered Property Casualty Underwriters and the Insurance Institute of America. Julie is a farm underwriter for Rain & Hail in Johnston.

Course sponsors must submit the class roster information with the Institute for their course leaders. The criteria for eligibility for an award are based on the number of qualified classes taught that are recorded in Institute's records on the Study Group System. Qualified classes are defined as follows:

- Minimum number of students in a class is five students on the submitted roster.
- The class pass ratio equals or exceeds the National Pass Ratio for that period.
- Exam results counted for a class must be within 120 days of the last date of the class.

Through the dedication and hard work of exceptional course leaders such as Julie, we educate and train the future of the insurance industry. Congratulations Julie!

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 **Karey Meek-Anderson**. Deadline for nominations is March 15, 2005.

Iowa Chapter of CPCU 2005 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 and/or an insurance related area of study.

Applicant Name: _____

Mailing Address: _____

City/State/Zip Code: _____ Phone: _____

Year in school: Sophomore / Junior / Senior

Major: _____ Minor: _____

Grade Point Average: _____ Anticipated Graduation Date: _____

*Please complete and return this form and the following information by **Friday, March 18, 2005:***

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

Please mail the completed application, résumé and statement to:

Pat Martin, CPCU
Iowa Chapter of CPCU
EMC Insurance Companies
717 Mulberry St
Des Moines, IA 50309

You may direct questions to 515-237-2176 or Pat.A.Martin@EMCIns.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: _____

E-mail: _____

Nominator Information:

Name: _____

Address: _____

Home Phone: _____ Office Phone: _____

E-mail: _____

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:

Karey Meek-Anderson, HIA, CSA
Iowa Bankers Insurance & Services, Inc.
P.O. Box 6210
Johnston, Iowa 50131

Deadline: March 15, 2005

2005 ETHICS DAY...and MORE
Kelley Insurance Center – Drake University
 In cooperation with
The Iowa Chapter, CPCU Society;
Society of Financial Service Professionals; and
Des Moines Association of Insurance and Financial Advisors

Date & Time	Thursday, March 10th, 2005
Location:	Parents' Hall, Olmsted Center, Drake University
Agenda	7:30 - 8:00 a.m. Registration & Continental Breakfast 8:00 - 10:00 a.m. "Ethical Behavior in the Insurance Industry: Occasionally a Source of Sensationalism, But More Commonly a Day-to-Day Challenge"
Speaker:	Professor Robert W. Cooper—Drake University
Agenda	10:00 - 10:15 a.m. BREAK
	10:15 - 12:00 p.m. "Agroterrorism, Bioterrorism... What's it all mean to me?"
Speaker:	Jane Colavecchi, Iowa Department of Agriculture and Land Stewardship, and Jami S. Haberl, Iowa Department of Public Health
Reservation:	Registration and payment must be received by March 4, 2005. Morning program including 4-hour CE & breakfast \$50 Breakfast and Keynote Only \$30* <i>Note: SFSP Members pay only \$25 for keynote & breakfast</i>
Parking	Parking in the Olmsted Lot will be validated at the Registration Table

Questions?

Doug Ireland (515) 271-2134
 Doug.ireland@drake.edu

Lynn Harkin (515) 243-1558
 exec@sfspsdm.org

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

2005 ETHICS DAY...and MORE
Kelley Insurance Center – Drake University
In cooperation with
The Iowa Chapter, CPCU Society;
Society of Financial Service Professionals; and
Des Moines Association of Insurance and Financial Advisors

ABOUT OUR PROGRAM:

Master of Ceremonies: Douglas M. Ireland, CLU, ChFC, LUTCF

Keynote: “Ethical Behavior in the Insurance Industry: Occasionally a Source of Sensationalism, But More Commonly a Day-to-Day Challenge” — Robert W. Cooper, Ph.D.

At least twice during the past two decades, the U.S. insurance industry has been faced with major, widely publicized allegations of unethical behavior by some of the industry’s major players that have raised serious questions in the minds of not only the public but also most of those working in the industry as to whether many day-to-day insurance business practices are legal, much less ethical. During the first half of the 1990s, many of the leading life insurance companies were the focus of class-action lawsuits alleging misrepresentation by some of their agents in selling vanishing premium life insurance products. Most recently, several major brokers and insurers have been charged with collusion, fraud and distorting competition in steering customers’ property-liability business and employee benefit programs to pre-selected insurers rather than to those offering the best terms.

After brief summaries of the key ethical issues raised by these two major events, information will be provided regarding the eight types of ethical issues found to have caused the greatest challenges for those working in both the life insurance and the property-liability insurance industries from 1990 to the present. In making an effective ethical decision in business, it is essential to identify and evaluate the conflicting attitudes and behaviors of the various groups who are affected by the decision and interested in its outcome (called “stakeholders”). Depending on the particular dilemma, stakeholders might include, among others, a company’s owners, senior managers, other managers, employees and/or agents; customers; liability claimants; or regulatory agencies. A very practical process will be presented for analyzing ethical dilemmas taking into account the conflicting attitudes and behaviors of the various relevant stakeholder groups involved. Then, to illustrate its use in arriving at an ethical decision, the process will be applied to several ethical dilemmas faced by those working in various parts of the insurance industry.

“Agroterrorism, Bioterrorism...What’s it all mean to me?”

Jane Colavecchi and Jami Haberl

Jane Colavecchi from the Iowa Department of Agriculture and Land Stewardship and Jami Haberl from the Department of Public Health, will present a joint two-hour program on agroterrorism and bioterrorism and the potential human and economic impact on the citizens of Iowa. The program will be a real eye-opener. If you think that terrorism only affects people in large cities...think again. Plan to attend this informative and beneficial program. Learn about the risks and the measures that the state must take to protect its citizens.

PLEASE NOTE: Application has been made to the Iowa Insurance Division for 4 hours of continuing education credit for this seminar.

**CPCU ♦ DMAIFA ♦ SFSP ♦ Kelley Insurance Center
Spring 2005 Ethics Day Registration Form**

Name _____
First MI Last

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 continental breakfast
 \$30 - includes continental breakfast and keynote only [2 hours of CE]
for CPCU, DMAIFA, and any unaffiliated/non-members
 \$25 - includes continental breakfast and keynote only [2 hours of CE]
for SFSP members only

♦ Registrations received after 03/04/05 and at the door will be charged a \$5.00 Late Fee

I prefer to pay by: Check — made payable to SFSP VISA MasterCard

Card # _____ Exp. Date _____

Name _____

Return the completed registration form with payment by 3/04/05 to

Lynn Harkin

SFSP/CPCU

431 E. Locust St., Suite 300

Des Moines, IA 50309

Phone: 515-243-1558

Fax: 515-243-2049

E-mail: exec@sfspsdsm.org

*Cancellation Policy: Full refund will be made if cancellation is received
in writing by Friday, March 4, 2005