



Iowa ChapterGram

CPCU Society Iowa Chapter

May 2005

www.cpcu-iowa.org

2004-2005 Officers

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MESSAGE FROM THE PRESIDENT . . .



Nancy Green

How does a year disappear so quickly? As another CPCU year comes to a close, I am reflecting on the strengths of our chapter. We have an abundance of wonderful resources available to us, and we are very fortunate to have strong corporate support in our community. I had the

honor of being part of the Allied/Nationwide CPCU

Insurance Education Challenge April 5th in Des Moines, along with national CPCU Institute representatives Mike Holm and Dave Thomas. What a fabulous kickoff event! It was an energizing program as the Allied/Nationwide leaders challenged their employees to complete the CPCU requirements for the 2007 Hawaii Annual Meeting! You may have read the "Making the Connection" article in the April 2005 CPCU News about Nationwide promoting the value of the CPCU designation.

Our officers, directors, committee chairpersons, and other volunteers deserve a round of applause for their dedicated work for the chapter. Thanks for a great year! Special thanks go to Russ Greenwood for his untiring work as Chaptergram editor and Bob Conroy for keeping our web info up-to-date at www.cpcu-iowa.org. Bob has also volunteered his webmaster skills by creating a new web site for the Iowa Insurance Hall of Fame at www.iihof.org. My mentors Judy Brannon, Ted Lussem, and Bruce Kelley have been generous with their support throughout the years. By the way, don't forget to congratulate Ted for 50 years in the insurance industry May 5th!

Election of officers was held during our April 21st meeting at the State Historical Building. Our new officers include: President Jeff Baker, Vice President Wade Sheeler, Secretary Kevin Seward, Treasurer Jody Ochsner, along with Directors Tom Podraza, Russ Greenwood, Barb Sullivan, and Pat Martin. Please join me in congratulating the new officers and directors. It should be an exciting year! Installation of officers will take place at the May 19th meeting. Plan to join us for lunch at the Sheraton in West Des Moines as Rowena Crosbie gives us tips on presentation skills. Additional information is available in the Chaptergram and on our web site.

The Iowa Insurance Hall of Fame induction ceremony will be held the

evening of May 19th at Drake University Olmsted Center. Lou Burkhalter, one of the Iowa chapter charter members and the first president of our chapter, is being inducted into the Iowa Insurance Hall of Fame for his key role in the history of the Iowa insurance industry. Thanks to Wade Sheeler and Cindy Adams for their work on the nomination papers. Additional information about the induction ceremony is available on our web site.

If you missed the National Leadership Institute (NLI) in Phoenix April 14-15, plan to attend the NLI seminar "Persuasive Communication for Leaders" May 5th at the Farm Bureau campus. This is a perfect opportunity for superior cost-effective leadership training specifically designed for insurance professionals in today's challenging world. I have personally attended these exceptional seminars and heartily endorse them. See our Chaptergram and web site for additional details.

Don't forget the June 8th golf event at Legacy Golf in Norwalk. It should be a fun event, and the proceeds will go to the Blank Children's Hospital Fire Safety House which is used for fire safety education. Contact Tom Podraza at 508-4475 or podrazt@nationwide.com for additional information about this exciting June 8th event or check our web site.

It has been a wonderful year, and I appreciate the opportunities provided by CPCU. I am continually intrigued when discussing insurance issues with other professionals from different companies. My CPCU participation has helped me keep the "big picture" in mind when making decisions on the job and while striving for the altruism of the CPCU Code of Ethics. Thanks for being part of the rewarding experience!

Food for Thought/Quote of the Day: The ultimate measure of a person is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy. – Martin Luther King Jr.

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

It's time to signup. Spring is here and golf is in the air.

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.

The 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

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

Golfers:

Main Contact:

Name: _____ CPCU? _____
(Circle One) Golf and Dinner—\$75; Golf Only—\$60
Company: _____
Phone # _____ E-Mail _____

Golfer 2:

Name: _____ CPCU? _____
(Circle One) Golf and Dinner—\$75; Golf Only—\$60
Company: _____
Phone # _____ E-Mail _____

Golfer 3:

Name: _____ CPCU? _____
(Circle One) Golf and Dinner—\$75; Golf Only—\$60
Company: _____
Phone # _____ E-Mail _____

Golfer 4:

Name: _____ CPCU? _____
(Circle One) Golf and Dinner—\$75; Golf Only—\$60
Company: _____
Phone # _____ E-Mail _____

Dinner only - \$20

Name _____
Name _____

To make your reservation, fax or mail this form to:

Fax # (515) 508-3697

Thomas Podraza
Allied Insurance
1100 Locust St.
Dept 2007
Des Moines, IA 50391-2007

Or call Tom at (515) 508-4475, e-mail podrazt@nationwide.com

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

The annual CPCU golf outing is a great opportunity to put your company name in front of local insurance professionals.

The golf outing will again be a Best Ball tournament and is open to insurance industry employees, their family, friends and business associates.

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

Your company name will be displayed prominently on its own sign on one of the 18 holes.

Sign up now!!

Hole Sponsorship (\$100)

Contact _____

Title _____ **Phone** _____

E-mail _____

Company _____

Address _____

City, State, Zip _____

If you would like to donate golf prizes for this event, please check here, and we will contact you. _____

If you would like to sponsor a hole contest (closest to the pin, longest drive, etc). Please check here, and we will contact you. _____

Call Tom Podraza at (515) 508-4475 or e-mail podrazt@nationwide.com.

Fax this form to (515) 508-3697.

Or mail it to:

Thomas Podraza
Allied Insurance
1100 Locust St.
Dept. 2007
Des Moines, IA 50391-2007

Iowa Insurance Hall of Fame



It gives me a great deal of pleasure to announce to you that Maj. General Louis D. Burkhalter, Jr., CPCU has been elected for induction into the Iowa Insurance Hall of Fame. Lou was the first individual in Iowa to attain the CPCU designation in 1949. He was a charter member of the Iowa Chapter and served as the first president in 1952-1953. Lou was affiliated with the Burkhalter Agency in Cedar Rapids for over 50 years.

This morning when I called him to inform him that he had been elected, he said that he was truly humbled by this honor. He said he had many great memories of his long insurance career and his association with his fellow CPCUs. Lou will be 96 in June. He told me that he can still work calculus problems!

Cindy Adams and Rees Jones originally nominated Lou back in the late 1990s. I updated and resubmitted his nomination earlier this spring.

Please make a notation on your calendars for the evening of May 19th as our fellow CPCU is honored.

Wade E. Sheeler, CPCU, CIC

Secretary/Iowa Chapter of CPCU

New Designees for Class of 2005

Please congratulate and welcome our newest members for the class of 2005. They are

Steven K. Andersen
Bruce K. Bumgardner
Marsha J. Dunsmoor
Margaret Z. Hill
Hutch A. Kracht
Mark S. Riewer
Michael S. Snuttjer
Mark P. Van Wyk
Lori Walton

Farmers Insurance Group Inc
Grinnell Mutual Group
Grinnell Mutual Reinsurance Company
Nationwide Insurance Company
Grinnell Mutual Reinsurance Company
Continental Western Group
Farm Bureau Financial Services
Nationwide
Pharmacists Mutual Companies

2005 CPCU Meeting Dates, Locations, and Topics

Thursday, May 5th, 2005 7:30—4:00	Farm Bureau, West Des Moines	NLI - Persuasive Communication for Leaders
Thursday, May 19, 2005 11:30 a.m.	University Park Holiday Inn/ Sheraton	Rowena Crosbie, President Tero International - Presentation Skills
Thursday, May 19, 2005 5:30 p.m.	Drake University, Olmsted Cen- ter	Iowa Insurance Hall of Fame Induction Ceremony
Wednesday, June 8, 2005 12:00 p.m.	Legacy Golf Course	Annual Golf Event — (Blank Children's Hospital Fire Safety House)

Congratulations!!

We received 7 applicants for the scholarships. All the applicants were impressive and deserving of recognition; however, after reviewing all the applicants, we decided to award 3 scholarships. The following individuals will receive scholarships from your Iowa Chapter of CPCU:

Brooke Jeffus (daughter of Jeff Jeffus, CPCU)
Natasha Wright (daughter of Jarrett Wright, CPCU)
Julie Metros (CPCU),

NLI—Persuasive Communication Program

It is not too late to sign up for the CPCU's National Leadership Institute program entitled, "Persuasive Communication for Leaders". This event will be held on Thursday, May 5th, 2005 at Farm Bureau in West Des Moines. Cost is only \$109 for CPCU members and \$129 for non-members.

Mail or Fax the enclosed registration form to the CPCU society or register online through the Society's website.

**CPCU
Society
National
Leadership
Institute**

**Commit to Your Career!
Attend the CPCU Society's National Leadership Institute**

**Thursday May 5, 2005
Farm Bureau Insurance Company
5400 University Avenue
West Des Moines, IA
(515) 225-5445**

Presented by the CPCU Society
Co-Sponsored by the Society's Iowa Chapter

Persuasive Communication for Leaders

**Registration: 7:30—8 a.m.
Program 8 a.m.—4 p.m.**

What you'll learn

Session 1 of the course concentrates on face-to-face communication—a vital leadership skill. You will learn how to:

- Influence and persuade others by using the appropriate communication style.
- Apply active listening skills to increase your effectiveness as a leader.
- Be persuasive, instill confidence, and gain commitment from others.
- Address large groups so that every member of the audience hears and believes your message.

In session 2 of the Persuasive Communication for Leaders Course, you will learn:

- The keys to influencing others.
- How to share a vision to foster commitment and collaboration.
- How to build a foundation of credibility.
- Strategies for persuasive written communication.

Instructor

Andrea Worth, CPCU, has been with Aon Risk Services since August of 2001 and is currently a senior training specialist in Glenview, involved in course design, process improvement, and statistical analysis. She is an instructor and subject matter expert for Aon Client Services' proprietary computer system, and teaches AICPCU courses for CE credit in Illinois.

Cost

CPCU Society Members: \$109 **Nonmembers:** \$129

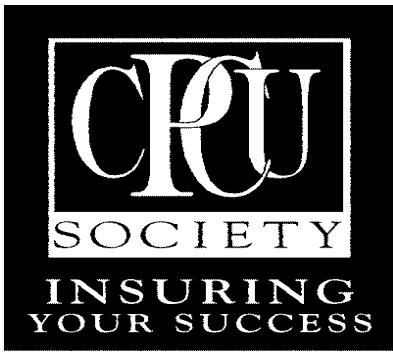
Course materials and refreshments are included. Attendees will receive a Continental breakfast and a complimentary lunch.

Course Certificate

Attendees will receive a course certificate. Attendees may also purchase a Certificate of Participation plaque

To Learn More

The CPCU Society National Leadership Institute (NLI) is the CPCU Society's premier educational program for insurance professionals looking to advance their careers or take on leadership roles within their organizations. For further information on these courses, call the Society's Member Resource Center at (800) 932-CPCU, option 4.



CPCU Society National Leadership Institute (NLI)
West Des Moines, IA registration Form

Yes - Please register me for the “Persuasive Communications for Leaders” course on May 5, 2005 in Des Moines, Iowa. (PCL050505)

Four Easy Ways to Register:

- Online at www.cpcusociety.org (CPCU Society members only)
- Call (800) 932-CPCU and select option 4 to speak to our Member Resource Center.
- Fax Registration form to (610) 251-2780.
- Mail registration form to the CPCU Society at the address shown below.

Name (Mr./Ms)	Company
Street	City/State/Zip
Phone	Fax
Name of Badge	E-mail

Please pay registration fee in advance.

CPCU Society member:	\$109	\$ _____
Nonmember:	\$129	\$ _____
Total		\$ _____

Cancellation Policy
 Your registration fee less \$20 will be refunded if notification is received at the Society two weeks prior to the program.

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

Account Number	Expiration Date
Name as it appears on card	Signature (required)

Questions:

Call the CPCU Society’s Member Resource Center at (800) 932-CPCU, option 4.

Send registration to:

CPCU Society, 720 Providence Road, Malvern, PA 19355-0709

Phone: (800) 932-2728, option 4

Fax: (610) 251-2780

Iowa Chapter CPCU Society Meeting

Date & Time	Thursday May 19th 11:30 am
Location:	West Des Moines Sheraton (former University Park Holiday Inn) 1800 50th Street (50th and University)
Topic:	Presentation Skills
Speaker:	Rowena Crosbie, President, Tero International
Cost:	\$20.00 per person

Rowena Crosbie is the founder and President of Tero International, Inc. Tero is a corporate training company headquartered in West Des Moines, Iowa. Ro's commitment to help people challenge the way they think combined with her solid background of communication skills ignites a passion in her listeners that endures long after her presentations are over. Ro's ability to inspire audiences has consistently earned her reviews as a top rated speaker and trainer.

Ro is a Past President of the Central Iowa Chapter of ASTD and a past board member of the National Management Association of Iowa. Ro is also an advisory board member of the American Reads, American Courts Program and a member of the Canadian Institute of Management. Ro graduated from the University of Manitoba.

Come on out to the last regular CPCU lunch program of the year!

Questions to: Jeff Baker, CPCU, ARM 515-237-0106
jeff.baker@lmcins.com

To enable us to have an accurate count for food purposes, please call, fax or e-mail reservations by Monday, May 16th, 2005 to:

CPCU-iowa@aml.org
or Kelly Kipping at 243-1558

When using e-mail, please be sure to include name and company.

Make checks payable to: Iowa Chapter – CPCU

Mail checks to:

Iowa Chapter CPCU c/o
Association Management Ltd.
431 East Locust
Suite 300
Des Moines, Iowa 50309

Name(s): _____

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