



Iowa ChapterGram

CPCU Society Iowa Chapter

September 2006

www.cpcu-iowa.org

2006-2007 Officers

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

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

Secretary:
Jody Ochsner
(515) 345-2456
Jody.L.Ochsner@EMCIns.com

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

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

Directors

Karen Wassather
(515) 508-4580
Wassatk@nationwide.com

Dan Crew
(515) 345-4545
Dan.C.Crew@EMCIns.com

Russ Greenwood
(515) 345-2075
Russ.E.Greenwood@EMCIns.com

Sam Waters
(515) 267-5597
SWaters@guideone.com

MESSAGE FROM THE PRESIDENT . . .



The days of summer are starting to draw to a close. By the time that you read this article, the Iowa State Fair will be history, and the kids will be back in school. I hope each of you had a fun and enjoyable summer.

I would like to thank each of you for the privilege of serving as your president of the Iowa Chapter of CPCU for the coming year. Thanks to Jeff Baker for his leadership of the Iowa Chapter during this past year.

Another person that I would like to give special thanks to is Judy Brannon who has served as a national governor of the CPCU Society these past three years. Judy's term will come to an end in September. Thank you Judy for all that you have done for the Iowa Chapter and the CPCU Society.

The annual meeting of the CPCU Society will be held in Nashville on September 9 -12. As many of you recall, in the past the annual meetings have been in October. Starting with 2006, the annual meetings will now be held in September. If you have not yet registered to attend, please consider doing so. The annual meetings always have a lot of good educational opportunities, and it is always good to meet old friends and make new ones.

The Iowa Chapter has been notified we will be receiving the Circle of Excellence-Gold Level for our activities during this past year. It will be my pleasure to receive this award during the annual meeting.

Vice President Kevin Seward has been busy organizing an exciting group of programs for this coming year. Our first lunch meeting will be held on Thursday, September 21 at the West Des Moines Sheraton. The topic will be "Risk Management of Large Loss Exposures". This promises to be great meeting... mark your calendars to attend.

Our New Designee Reception will be held on Wednesday, September 20th at Biaggi's in West Des Moines from 4:30 to 8:00 p.m. All new CPCU designees are invited to come and meet the members of the Iowa Chapter.

On behalf of myself, Vice President Kevin Seward, Secretary Jody Ochsner, and Treasurer Barb Sullivan and the rest of the board, we are excited about the upcoming year in the Iowa Chapter and invite each and everyone to become active in the CPCU chapter. Let's have a great year!

Thought for the Day:

"There are no great limits to growth because there are no limits of human intelligence, imagination, and wonder."

Ronald Reagan

Wade Sheeler, *President Iowa Chapter of CPCU*

Do You Know



Matt Wentzel, CPCU, AIM

Occupation: Business Analyst, EMC Insurance Companies

Background: Bachelors degree in Finance, University of Northern Iowa, Summa Cum Laude; Programmer, EMC Insurance Companies; CPCU designation, 2001; AIM Designation, 2004

Off-the-Job Interests: Involved in real estate partnership and thoroughbred horse racing partnership. Enjoys playing sports, traveling, working outside, and spending time with new son, Gabe (born August 9, 2006).

Iowa Chapter Members by Year

The Iowa Chapter has experienced some outstanding growth throughout the years. Next year we will be celebrating our 55th anniversary. We currently have 528 members consisting of 485 paid, 2 retired, 19 lifetime retired, 11 new designees, and 11 candidate members. Below is a breakdown of our total membership by year.

Year	Members	Year	Members	Year	Members	Year	Members	Year	Members	Year	Members
1952	10	1961	25	1970	52	1979	123	1988	244	1997	503
1953	11	1962	25	1971	49	1980	140	1989	286	1998	500
1954	14	1963	29	1972	54	1981	155	1990	297	1999	501
1955	16	1964	29	1973	54	1982	170	1991	313	2000	502
1956	25	1965	29	1974	54	1983	176	1992	343	2001	523
1957	25	1966	31	1975	63	1984	192	1993	373	2002	525
1958	26	1967	33	1976	69	1985	201	1994	360	2003	518
1959	28	1968	41	1977	87	1986	224	1995	471	2004	521
1960	27	1969	48	1978	98	1987	238	1996	493	2005	533

2006-2007 Officers, Directors, and Committee Chairs

Position	Person	Phone	Email Address	Fax Number
President	Wade Sheeler	(641) 269-8565	Wsheeler@gmrc.com	(641) 236-2838
Vice-President	Kevin Seward	(515) 225-5699	Kseward@fbfs.com	(515) 226-6311
Secretary	Jody Ochsner	(515) 345-2456	Jody.L.Ochsner@EMCIns.com	(515) 345-2975
Treasurer	Barb Sullivan	(515) 225-5445	Bsullivan@fbfs.com	(515) 226-6565
Immediate Past President	Jeff Baker	(515) 237-0106	Jeff.Baker@lmcins.com	(515) 244-9535
Director: Member Activities	Russ Greenwood	(515) 345-2075	Russ.E.Greenwood@EMCIns.com	(515) 345-2016
New Designee Rep	Tom Steffen	(515) 226-6519	Tsteffen@fbfs.com	(515) 226-6549
Candidate Development	Susan Roberts	(515) 225-5943	Sroberts@fbfs.com	(515) 225-5621
Membership/Member Involvement	Judy Brannon	(515) 287-5235	Jabrwj@msn.com	
Golf Event	Jeff Vail	(515) 224-9896	vailJ2@nationwide.com	(515) 224-2390
Director: Internal Operations	Sam Waters	(515) 267-5597	SWaters@guideone.com	(515) 267-5431
Circle of Excellence Submission	Christine Wirth	(515) 267-5411	Cwirth@guideone.com	(515) 267-5171
Past Presidents' Club	Cerie Garton	(515) 508-5122	gartonc@nationwide.com	(515) 508-2001
ChapterGram Editor	Russ Greenwood	(515) 345-2075	Russ.E.Greenwood@EMCIns.com	(515) 345-2016
Job Description Task Force	Nancy Green	(515) 345-2580	Nancy.D.Green@EMCIns.com	(515) 345-2016
Industry Visibility-Historian	Ted Lussem	(515) 243-4289	Tlussem@brooks-lussem.com	(515) 246-1329
Director: Community Development	Dan Crew	(515) 345-4545	Dan.C.Crew@EMCIns.com	(515) 345-2975
Public Relations	Rose Nwaturuocha	(515) 508-5726	Nwaturr@nationwode.com	(515) 508-2001
Web Site Development	Bob Conroy	(515) 267-5980	bconroy@guideone.com	(515) 267-5490
Good Works	Carol Bowers	(515) 345-2009	J.Carol.Bowers@EMCIns.com	(515) 345-2975
Photographer	Kyle Brock	(515) 226-6756	Kbrock@fbfs.com	(515) 226-6057
Scholarships	Connie Doud	(515) 237-7389	Connie@fmh.com	(515) 282-1220
Iowa Insurance Hall of Fame	Jeff Jeffus	(515) 223-9438	Jeff.jeffus@stateauto.com	(614) 719-0797
Director: Professional Development	Karen Wassather	(515) 508-4580	Wassatk@nationwide.com	(515) 508-4665
Education-Leadership & Career Mgmt	Keith DeMers	(515) 226-3687	Kdemers@fbfs.com	(515) 226-6470
Research				
Ethics	Bruce Kelley	(515) 345-2950	Bruce.G.Kelley@EMCIns.com	(515) 345-2895

2006-2007 CPCU Events

Wednesday, September 20, 2006 4:30 - 8:00 p.m.	Biaggi's 5990 University Ave. West Des Moines, IA	New Designee Reception
Thursday, September 21, 2006 11:30 a.m.	West Des Moines Sheraton	*Risk Management of Large Exposures— Bob Cataldo & Merle Hicks
Wednesday, October 11, 2006 8:30-12:05 & 1:00-4:35	Farm Bureau	Technical Workshops Commercial Auto and Business Income Coverages— Bryan Tilden
Thursday, October 19, 2006	Des Moines Central Library	*TBD
Tuesday, October 24, 2006 8:30—12:30 p.m.	Farm Bureau	National Leadership Institute (NLI) - “Strategic Branding”
Friday, November 3, 2006 8:30—1:45 p.m.	West Des Moines Marriott	*I-Day - Keynote speaker: Tana Goertz , Topic: “Be Unforgettable”
December 2006	TBD	*TBD
Thursday, January 25, 2007 11:30	Embassy Club	*55th anniversary celebration. Susan Voss , Iowa Insurance Commissioner and James Marks , Executive Vice Presi- dent—CPCU Society
Thursday February 22, 2007 11:30	Glen Oaks Country Club	* Ed Wilson , Chief Meteorologist WHO-TV—Weather forecasting techniques and global warming
March 2007	TBD	*TBD
April 2007	TBD	*TBD
May 2007	TBD	*TBD
Thursday, May 17, 2007 5:30 p.m.	Olmsted Center, Drake University	Iowa Insurance Hall of Fame
Wednesday, May 30, 2007	Legacy Golf Course, Norwalk	Golf Outing
* Meetings included in the purchase of the annual package		

CPCU Society Raises More Than \$1,800 for Blank Children's Hospital Fire Safety House



Wade Sheeler and Cerie Garton of the CPCU Society present a check to Melissa Wardell, Fire Safety House program coordinator, and Alissa McKinney, Director of Development at Blank Children's Hospital. Pictured left to right are: McKinney, Sheeler, Wardell and Garton.

The Iowa Chapter of Chartered Property & Casualty Underwriters (CPCU) Society has selected the Fire Safety House program at Blank Children's Hospital as the benefactor of its annual fundraising golf outing. Golf outing participants raised more than \$1,800 to benefit the Fire Safety House program. Their donation will assist Blank Children's Hospital in reaching thousands of children across Iowa with life-saving fire safety education each year.

"The Iowa Chapter of Chartered Property & Casualty Underwriters is pleased to partner with Blank Children's Hospital to support the Fire Safety House program," said Wade Sheeler, President, Iowa Chapter of CPCU. "We are proud that we are able to donate the proceeds from our annual charity golf outing to this outstanding program to help children learn about how to protect themselves from the dangers of fire. The Iowa Chapter of CPCU is dedicated to helping make the lives of others better."

Similar in appearance to a motor home, the Blank Children's Hospital Fire Safety House is a mobile, wheelchair-accessible fire education tool that can be towed to any location statewide. It contains the three rooms where fires start most frequently — the kitchen, living room and bedroom. All three rooms can be filled with smoke, or the smoke can be isolated to fill only one part of the unit. The smoke is a non-toxic, theatrical product that offers realistic conditions and a memorable demonstration.

Children participating in a tour of the house learn to spot fire hazards in each room and discuss ways to make their homes safer. Demonstrations are conducted by firefighters and trained volunteers. Some of the life-saving procedures taught are how to crawl under smoke, how to feel a door before opening it, how to use a fire escape ladder, what a smoke detector sounds like and how to call 911. Participating adults are reminded of the importance of developing a home fire escape plan, including alternate escape routes from each room of their home for their family's safety.

"We are honored to receive this generous donation," said Melissa Wardell, Fire Safety House program coordinator. "We count the CPCU Society among our dedicated partners and commend them for their dedication to children's safety and injury prevention."

The United States has the highest fire death rate of all developed countries in the free world. The American fire problem is concentrated in home environments made up of one- and two-family dwellings (including mobile homes) and apartments. Approximately 80 percent of all fire deaths and 75 percent of all fire injuries occur in this setting. Two-thirds of these happen between 8 p.m. and 8 a.m. Most fire deaths occur among the very young — age 9 and younger. Often, children do not learn proper fire safety behavior such as dropping and rolling on the ground if clothing ignites and crawling instead of running out of a house. Education is a powerful tool to help prevent children from dying in fires.

For more information regarding the Blank Children's Hospital Fire Safety House, call the Fire Safety House program coordinator in the Center for Advocacy and Outreach at (515) 241-6708.

Insurance Professional of the Year



Jennie L. LeGates, CPCU, CPIW, DAE of Ames, IA was named Insurance Professional of the Year by the National Association of Insurance Women (International). The award was announced at NAIW's annual convention on June 2, 2006 in Orlando, Florida. The purpose of the award is to recognize an individual who in pursuing a career has contributed to the insurance industry through education, creation of industry alliances, and/or legislative activity.

LeGates is the Senior Performance Development Specialist for Grinnell Mutual Reinsurance Company and is a member of the Insurance Association of Greater Des Moines and the Iowa Chapter of CPCU.

NAIW (International) is a not-for-profit association of persons employed in all types and lines of insurance. Its purpose is to provide education, an environment in which to build business alliances, and an opportunity to connect with people of different career paths and levels of experience within the insurance industry.

Congratulations Jennie.

Meeting Package Purchase

The Iowa Chapter is pleased to announce the offer of a special price for the advance purchase of 8 chapter meetings and I-Day for only \$180. (Technical Workshops and NLI Seminars are excluded) Purchased individually, the meetings in the package would cost \$210. By purchasing early,



you will save \$30. If you regularly attend the Iowa Chapter meetings or are thinking of attending regularly, you may want to consider this option. The deadline to sign up for this deal is September 12, 2006. Please contact Kelly Kipping at CPCU-iowa@aml.org.

New Designee Reception

The Iowa Chapter has arranged a welcome reception in honor of our new designees on Wednesday, September 20, 2006 at Biaggi's 5990 University in West Des Moines. We will hold the reception from 4:30 p.m. to 8:00 p.m. and will provide appetizers and drinks. Please join us in welcoming our 11 new designees to the Iowa Chapter.



Go Further in Your Career!



The CPCU Society and the Iowa Chapter Present a
National Leadership Institute Course

Strategic Brand Thinking

Tuesday, October 24, 2006

Farm Bureau Insurance Company
5400 University Avenue
West Des Moines, IA 50266

• Strategic Brand Thinking

Registration: 8 – 8:30 a.m. • Program: 8:30 a.m. – 12:30 p.m.

What You'll Learn

Are you thinking about the big ideas of "brand" and "strategy" and how they apply to your insurance business, responsibilities, and career? If so, then this half-day course will help you "think" more clearly about the merger of these powerful subjects, to actively participate and influence the thinking of others in designing a brand strategy that works in the new insurance economy. Based on research by leading experts in corporate strategy and branding, you will learn new ways to create innovative strategies that build and leverage brand value, including the "brand value" of your CPCU designation. Facilitated by a leading expert in strategy and branding, you will apply powerful concepts, principles, and processes to real business situations.

Instructor

Kent Jackson, Ph.D., CPCU, is the director of research, training, and strategic planning for Lance Jackson & Associates, Inc., a full-service branding firm in Denver, Colorado. He is an adjunct graduate professor with Regis University. Prior to joining Lance Jackson & Associates, he was an internal consultant in agency management, new products introduction, and regional planner for State Farm Insurance. Jackson earned his bachelor's and master's degrees from the University of Northern Colorado, and his Ph.D. from Oregon State University. He obtained the CPCU designation in 1996.

Cost

CPCU Society Members: \$99
Nonmembers: \$129

This course has been approved for 4 CPD units by the AICPCU.

Course materials, Continental breakfast, and refreshments are included.

To Learn More

[The CPCU Society National Leadership Institute \(NLI\)](#) is the CPCU Society's premier educational program for insurance industry professionals looking to advance their careers or take on leadership roles within their organizations. Both CPCU Society members and nonmembers are invited to attend NLI sessions. For further information on this course, call the Society's Member Resource Center at (800) 932-CPCU, option 4.

Yes—Please register me for the “Strategic Brand Thinking” course on October 24, 2006, West Des Moines, IA. (SB102406)

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 on Badge _____ E-mail _____

Please pay registration fee in advance.

CPCU Society member: \$99 \$ _____
Nonmember: \$129 \$ _____
Total \$ _____

Cancellation Policy
Your registration fee less \$50 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

Phone: (800) 932-2728, option 4 Fax: (610) 251-2780



Attend the CPCU Society's Workshops in West Des Moines, Iowa!

Commercial Auto *and* Business Income Coverages

Wednesday, October 11, 2006

Farm Bureau Financial Services
5400 University Avenue
West Des Moines, IA 50266

Two half-day workshops—Presented by the CPCU Society
Co-sponsored by the CPCU Society's Iowa Chapter

Registration: 8 a.m. Program: 8:30 a.m. - 12:05 p.m.	Registration: 12:30 p.m. Program: 1- 4:35 p.m.
What You'll Learn	What You'll Learn
At the conclusion of this workshop, the attentive learner will be able to:	At the conclusion of this workshop, the attentive learner will be able to:
<ul style="list-style-type: none"> Understand the basic coverage forms of the ISO Commercial Auto program. 	<ul style="list-style-type: none"> Examine the components of a disaster plan and how it affects the limits selected.
<ul style="list-style-type: none"> Identify and analyze the 2006 changes to the ISO Commercial Auto program. 	<ul style="list-style-type: none"> Examine the Business Income (and Extra Expense) Coverage Form in detail.
<ul style="list-style-type: none"> Identify the appropriate uses of several commercial auto endorsements and coverages that frequently cause confusion for insurance professionals. 	<ul style="list-style-type: none"> Discuss the process of settling a business income loss.
	<ul style="list-style-type: none"> Discuss the coinsurance provision.
	<ul style="list-style-type: none"> Examine alternatives to coinsurance.
	<ul style="list-style-type: none"> Discuss various endorsements.

CE Credits

Each workshop has been filed for four (4) continuing education credits in Iowa.

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

Each workshop has been approved for four (4) CPD units by the AICPCU.

Speaker for Both Workshops

R. Bryan Tilden, CPCU, CIC, CLU, is a national lecturer and expert witness in the field of insurance. Prior to starting his own firm, Tilden and Associates, he was the 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 Society 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

Costs

CPCU Society members: \$79 for one workshop; \$149 for both workshops

Farm Bureau employees: \$89 for one workshop; \$169 for both workshops

Nonmembers: \$99 for one workshop; \$189 for both workshops

To Register

These workshops are open to both CPCU Society members and nonmembers. Mail or fax the completed registration form and return it to the Society. CPCU Society members can also register online.

Questions?

Contact the Member Resource Center at (800) 932-CPCU, option 4, or send an e-mail to membercenter@cpcusociety.org.

Registration Form

Yes - Please register me for the "*Commercial Auto*" workshop on October 11, 2006 in West Des Moines, Iowa. (CA101106)

Yes - Please register me for the "*Business Income Coverages*" workshop on October 11, 2006 in West Des Moines, Iowa. (BIC101106)

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 per workshop,
all handout material and refreshment breaks.

Check enclosed payable to: CPCU Society

Charge my credit card:

MasterCard Visa

American Express Diner's Club

Nonmember: \$99/\$189

\$ _____

Farm Bureau employees: \$89/\$169

\$ _____

ACCT NO.

CPCU Society member: \$79/\$149

\$ _____

EXPIRATION DATE

NAME AS IT APPEARS ON CARD

SIGNATURE (Required)

TOTAL

\$ _____

Send registration to:

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

Phone: (800) 932-CPCU, Option 4

FAX: (610) 251-2780

Iowa Chapter CPCU Society Meeting

Date & Time	Thursday, September 21st, 2006 11:30 a.m.
Location:	West Des Moines Sheraton 1800 50th
Topic:	Risk Management of Large Exposures
Speaker:	Bob Cataldo, Polk County Risk Manager and Merle Hicks, Safety & Loss Control Specialist.

DESCRIPTION: Polk County is the largest county government in the state of Iowa with a unique set of loss exposures. Bob Cataldo, Polk County Risk Manager, and Merle Hicks, Polk County Safety and Loss Control Specialist, will discuss these large loss exposures that are a part of the county's self insured program. They'll also discuss why Polk County switched from a standard program to a self insured program, coverages needed to make the program successful and methods they use to keep claims as low as possible. Their relationship with Iowa OSHA and how they use OSHA to identify and correct hazard exposures to avoid losses will also be addressed.

Frank A. Cataldo Jr. (Bob)

Education

Graduate of Des Moines Dowling High School 1965
B.S. Degree from University of Iowa 1970

Risk Management Experience

14 years experience in insurance sales
Commercial and Personal Lines
Last 15 years with Polk County Risk Management
13 years experience in claims and loss control
4 years as Safety Manager at the Iowa Events Center OCIP Project
2 years as Risk Manager
Responsible for oversight of Risk Management Division
Handle all work comp claims, setting all reserves, oversee all medical, rehab and any disability payouts (weekly disability or impairment rating)

Merle Hicks

Education

Graduated from Saydel High School
Graduated from Des Moines Area Community College
A.A.S. in electronics

Firestone Tire & Rubber Co. Maintenance Supervisor 5 years
Armstrong/Pirelli/Titan Tire Co. 17 years

Electrician
Union Safety Chairman
Iowa Occupational Health And Safety 8 years
Trained in OSHA Standards Enforcement and Consultation Officer
Has instructed numerous OSHA 10 training classes
Has been involved in numerous investigations and inspections throughout the State of Iowa
Worked at "Ground Zero" at the Twin Tower Site after 9/11
Polk County Risk Management as Safety and Loss Control Specialist since 06/01/05
Responsible for Building Safety Inspections, Employee Training, Liability Claims Investigations

To enable us to have an accurate count for food purposes, please call, fax or e-mail reservations by September 11, 2006 to:

CPCU-iowa@aml.org
or Kelly Kipping at 515-243-1558

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