



# Iowa ChapterGram

CPCU Society Iowa Chapter

February 2007

[www.cpcu-iowa.org](http://www.cpcu-iowa.org)

## MESSAGE FROM THE PRESIDENT . . .

### 2006-2007 Officers

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(515) 267-5597  
SWaters@guideone.com

February is one of those months where sometimes the winter “doldrums” have a tendency to creep in. Shake them off and reenergize yourself by getting involved in the Iowa Chapter and its many activities.



We had an outstanding luncheon on January 25<sup>th</sup> as the Iowa Chapter celebrated our 55<sup>th</sup> anniversary. Back on January 25, 1952 a group of ten CPCUs met at the Hotel Savery to form the Iowa Chapter. Today, fifty-five years later, our chapter is composed of over 500 members. We have come a long way and are truly one of the outstanding chapters that comprise the CPCU Society. This is because of committed members like each of you.

Susan Voss, Iowa Insurance Commissioner, and Jim Britt, President-Elect of the CPCU Society, honored our chapter by their attendance at our 55<sup>th</sup> anniversary luncheon. We also had an outstanding turnout of our past presidents who have served our chapter.

On behalf of the Iowa Chapter, I presented Bob Conroy the CPCU Excellence Award in recognition of his many years of outstanding service as our webmaster. Over the years our website has kept developing and Bob has always been in the forefront in implementing these enhancements. Bob, thanks for a great job!

Mark your calendars for February 22<sup>nd</sup>. Ed Wilson, Chief Meteorologist for WHO-TV will be our featured speaker. This promises to be an outstanding meeting. Please plan to bring a canned food item for donation to the Food Bank of Iowa. Cash donations will also be accepted. This will be one of our Good Works projects for the year.

Have a great month and remember your special “Valentine” on February 14<sup>th</sup>.

Wade Sheeler  
President, Iowa Chapter of CPCU

***“Search others for their virtues, thyself for thy vices”***  
Benjamin Franklin

## Do You Know?



### **Tressa Lepley, CPCU, CIC, AU**

**Occupation:** Manager, Quality Assurance Corporate Development, Grinnell Mutual Reinsurance Company

**Background:** Thirty-two years in the insurance industry beginning at State Auto & Casualty Underwriters in Des Moines. Worked as a commercial account representative for Clemon-Maki Insurance in Newton before joining Grinnell Mutual in 1992. Worked in Claims, R & D and as a Commercial Underwriter until recent move into Quality Assurance. Past president of Grinnell Subchapter of CPCU. Received the AU Award for Academic Excellence 1995; CPCU designation 1999; CIC designation 2002.

**Off-the-Job Interests:** Enjoys spending time with family, including husband, Wes, two grown children, and especially new granddaughter, Allyssa. Also enjoys traveling, reading and is a loyal but frustrated Minnesota Vikings fan.

## **The Iowa Insurance Hall of Fame NEEDS YOUR HELP!!!!**

This year will mark the 11<sup>th</sup> year of inductions to this organization that recognizes those who have made a mark on the insurance industry.

The Iowa Insurance Hall of Fame was formed to celebrate the fact that Iowa's insurance operations have grown to become a leading force within the industry... impacting financial services around the globe. By noting the outstanding individual contributions, which both formed the backbone of our industry and preserve its integrity today, they hope to inspire a vision of unrivaled success for the next generation of insurance industry leaders.

HERE IS THE PROBLEM.... Without nominations those that you know should be included will never be inducted. Each year someone asks why a particular "pillar" of our industry was not inducted... and the answer is simple. THEY WERE NOT NOMINATED.

So here is where they need your help. Please go to their web site at [www.iihof.org](http://www.iihof.org) and click on "Nominating Form" for starters. In addition to being a "Cover Sheet" it lists all of the types of information needed for a nomination to be considered.

Also on the web site are listed the "Board" members, and five of them are CPCU's. You may contact any one of them for assistance, if need be... They are Jeff Jeffus, Dean Brooks, Ted Lussem, Susan Roberts and Bob Conroy. The dead-line for submissions is April 1, 2007, and the annual induction event will be held on May 17, 2007.

## 55th Anniversary Celebration

On Thursday, January 25, 2007 the Iowa Chapter welcomed Susan Voss, Iowa insurance Commissioner, and Jim Britt, President-Elect of the CPCU Society, to the Embassy Club for lunch. In addition, Ted Lussem gave a presentation on the history of the Iowa Chapter and some interesting facts about our chapter's past. We had an excellent turnout with approximately 100 members attending including 17 former presidents. This year's Iowa Chapter Excellence Award went to Bob Conroy for his outstanding commitment to our web site.



Past Presidents of Iowa Chapter



55th Anniversary Cake



Chapter Officers 2006-2007

## 2007 Scholarship News for Iowa Chapter Members

This spring the Iowa Chapter of CPCU will be awarding two \$1,500 scholarships, one of which is the Ted Lussem Scholarship, to Iowa Chapter members and/or their dependents. This has been a very successful program and we are glad we can continue to offer this opportunity for a scholarship to our members.

To be eligible, applicants must be sophomores, juniors, or seniors 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. Don't forget, if an Iowa Chapter member is currently pursuing a four-year degree, that member is encouraged to apply for the scholarship as well.

Please use the application form provided in this [Chaptergram](#) or the one available from the homepage, [www.cpcu-iowa.org](http://www.cpcu-iowa.org). Applications should be mailed by Friday, March 16, 2007 to Connie Doud as shown on the form.

# Iowa Chapter of CPCU 2007 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 16, 2007:***

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 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, résumé and statement to:

Connie Doud, CPCU  
Iowa Chapter of CPCU  
c/o Farmers Mutual Hail Insurance Co.  
6785 Westown Pkwy.  
West Des Moines, IA 50266-7725

You may direct questions to (515) 237-7389 or [connie@fmh.com](mailto:connie@fmh.com)  
Fax: (515) 282-1220

## Receive the CPD Recognition You Deserve

You can help our chapter achieve our Circle of Excellence Award simply by receiving the CPD (Continuing Professional Development) recognition that you may have already earned.

To qualify for your CPD, you need 60 points over a 2 year period. Some of the ways you may earn points are as follows:

· Nationally known insurance or business-related program	40 points per exam
· College course in insurance or risk management	12 ½ points per credit
· Taught a complete course of one of the two types above	30 points
· Authored an article for CPCU e-Journal or similar publication	25 points
· Serve as a national/chapter officer or committee member	15 points per year
· Attend CPCU Society Annual Meeting & Seminars	20 points
· Annual meeting of other insurance related organizations	20 points
· CPCU chapter meetings	15 points per year
· Attend I-Day	4 points
· Workshops/Seminars/CE courses	1 point per contact hr.
· Expert Witness	10 points per year

An application is attached to this issue of the Chaptergram. Please consider submitting your CPD application to earn the credit you deserve.

The application is also available on the Iowa Chapter's website: [www.cpcu-iowa.org](http://www.cpcu-iowa.org).

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## CPCU Loman Education Foundation

Please consider making a pledge to the Loman Foundation. Your contribution will help the Foundation in its mission to promote research, study and publications and public and professional education in the field of insurance and risk management.

The most visible ways our members see the work of the Loman Foundation is through their dollar for dollar match of the scholarships that our chapter awards each year. The Loman Foundation is also one of the most significant sponsors of top-notch speakers at the annual meetings and at the chapter leadership seminars. Loman also matches chapters' contributions to the Insurance Education Foundation---which educates high school teachers to teach about insurance---provides a textbook matching gift program, and publishes books.

Loman Club members pledge \$1000 payable over 10 years. New designees can join the CPCU Club with a contribution of \$100 over 4 years. A CPCU can help support our industry's educational endeavors by becoming a member of the Loman Foundation.

More information can be found at [www.cpculoman.cpcusociety.org](http://www.cpculoman.cpcusociety.org)



FOR INSTITUTE USE ONLY

Rec'd _____	Init. _____
C/Y _____ C/N _____ N/N _____	Paid _____ Cert. Ordered _____
QUAL. _____	Expired _____

New  
 Renewal \_\_\_\_\_ Date of application

# APPLICATION

Name \_\_\_\_\_ Soc. Sec. No. \_\_\_\_\_  
 Last First Middle

Employer \_\_\_\_\_ Business Telephone \_\_\_\_\_

Address \_\_\_\_\_ I am a member of the following chapter: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Designation Year: \_\_\_\_\_

Preferred address:

Business  Home  Please check if change of address E-mail Address: \_\_\_\_\_

To qualify, you must earn 60 points during the previous two-year period. Please check the facing page prior to completing this form. area blank

Professional Development Activity	Activity Details	Date	Points Requested	Points Approved
<b>PD-1 PASS</b> Exam <ul style="list-style-type: none"> <li>AICPCU/IIA or actuarial exams—45 points each</li> <li>Other exams related to nationally known insurance designation or business-related program (40 points per exam)</li> <li>Non-designation exams—15 points. (Does not include licensing or pre-licensing P&amp;C exams)</li> </ul> Course/Exam <ul style="list-style-type: none"> <li>College or University accredited course in insurance, risk management, or business related subject (12 1/2 points per credit).</li> </ul>	Provide exam, designation associated with, and date of completion or course name, college or university, date and number credits earned.			
<b>PD-2 TEACH (other than for current position)</b> <ul style="list-style-type: none"> <li>A complete course of types shown in PD-1 (30 points for Institutes' course, 25 points all others—once per semester; pro-rata allocation of at least 1/3 taught).</li> <li>Serve as instructor, speaker, or moderator for seminars, workshops, educational meetings, etc. (points are based on number of classroom hours, maximum 25 points)</li> </ul>	Provide course name, date, and sponsor's name.			
<b>PD-3 AUTHOR OR COAUTHOR</b> <ul style="list-style-type: none"> <li>Article accepted for publication in <i>CPCUeJournal</i>, section newsletter, or similar business publication (25 points)</li> <li>Article accepted for publication in Chaptergram or chapter web site (15 points)</li> <li>Chapter research project chairman (30 points)/ participant (25 points)</li> <li>Textbook (60 points)</li> <li>Revisions of same (25 points)</li> </ul>	Provide title, edition, publication date, number of pages.			
<b>PD-4 SERVE (continued on reverse)</b> <ul style="list-style-type: none"> <li>As a national/chapter officer or committee member for a national insurance organization. (15 points per year—must complete term)</li> </ul>	Includes officers, board member, leader, coordinators, task force activities.			

Professional Development Activity	Activity Details	Date	Points Requested	Points Approved
<b>PD-4 SERVE (continued)</b> <ul style="list-style-type: none"> <li>• Program/class coordinator for CPCU Society chapter or course-sponsoring organization (15 points per year)</li> <li>• Member of State Insurance Advisory Committee (15 points per year)</li> <li>• AICPCU grader (10-15 points per exam series—maximum 45 points)</li> <li>• AICPCU question writer (10-20 points per writing assignment, overall maximum 40 points)</li> <li>• AICPCU question reviewer or Exam Review Committee service (20 points per year)</li> <li>• Other insurance organization exam question writer (15 points per year)</li> <li>• Other insurance organization question reviewer or Exam Review Committee service (15 points per year)</li> <li>• Other activities that should be considered (with explanation)</li> </ul>	Describe activity.			
<b>PD-5 ATTEND NATIONAL EDUCATION MEETINGS</b> <ul style="list-style-type: none"> <li>• CPCU Society Annual Meeting and Seminars (20 points)</li> <li>• Annual meetings of other national insurance organizations—CLU, LOMA, IIABA, IRIS, ACORD, IVANS, RIMS, ARIA, etc. (10 points)</li> </ul>	Provide sponsoring organization and dates.			
<b>PD -6 ATTEND NLI COURSES, TECHNICAL WORKSHOPS/SEMINARS/CE COURSES</b> <ul style="list-style-type: none"> <li>• NLI Course (earn 1 point per contact hour)</li> <li>• CPCU Society chapter meetings that include a speaker or educational program (15 points/year)</li> <li>• Industry Day (I-Day) earns 4 points</li> <li>• Workshop/Seminar/CE course earn 1 point per contact hour</li> </ul>	Indicate sponsoring organization, topic, and program length.  List date of seminar and number of CE credits.			
<b>PD - 7 PERFORM</b> <ul style="list-style-type: none"> <li>• Expert witness (10 points per year; 20 points maximum)</li> <li>• Personal Sponsorship (5 points; 10 points maximum); company liaison in Personal Contact Campaign (10 points maximum)</li> </ul>	Provide appropriate explanation.			

**Certificates are optional.**

The cost of a certificate is a one-time fee of \$25. Thereafter, stickers for updating qualification periods will be mailed free of charge at renewal.

- I request a certificate. Enclosed is my check for \$25 made payable to The American Institute.
- I do not want a certificate.
- I request a sticker for updating qualification periods.
- If you would prefer to have your certificate mailed to your employer for presentation, please provide us with the following information:

Company Name: \_\_\_\_\_ Attn: \_\_\_\_\_

Address: \_\_\_\_\_

Full name as you wish it to appear on your certificate: \_\_\_\_\_, CPCU  
Type or Print

I certify that the above statements are complete and true and are made in full compliance with the Codes of Professional Ethics of the American Institute for Chartered Property Casualty Underwriters and the CPCU Society. I understand that CPD applications are randomly audited and I may be asked to document any activity I submitted on this form.

\_\_\_\_\_  
Signature of applicant required Date



## Go Further in Your Career

Filed for  
CE Credits!

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

### Ethical Decision Making for Insurance Professionals

Thursday, March 22, 2007

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

Friday, March 23, 2007

Pharmacists Mutual Insurance Company  
808 Highway 18 West  
Algona, Iowa 50511

Registration: 8 – 8:45 a.m. • Program: 8:45 – 11:30 a.m.

## What You'll Learn

Today's business environment poses more and more ethical issues for both management and individual employees. In response to recent events, companies must reaffirm their commitment to ethics, consumer protection, and compliance to business standards. This half-day, interactive course focuses on ethical decision making in the context of insurance by using research, examples, and case studies from the insurance industry. Participants should leave the course with new tools on addressing ethical challenges in the workplace.

## Learning Objectives

Upon completion of this course, the participant will be able to:

- Describe how values impact real business issues/decisions and their benefits and consequences to organizations.
- Describe the current legal and regulatory environment as it relates to business ethics in general and the insurance industry specifically.
- Apply a consistent methodology for making ethical decisions.
- Identify organizational resources and other information sources to help address ethical dilemmas.

## Instructor

**James R. Jones, CPCU**, is the director of the Katie School of Insurance and Financial Services at Illinois State University and works with the dean of the College of Business, faculty, and industry representatives to help ensure that students in the insurance program at Illinois State have a world-class educational experience that prepares them for careers in the industry. Previously, Jones was director of claims education and director of Center for Performance Improvement and Innovation at the Insurance Institute of America in Malvern, PA. He has edited and written three books on insurance topics. Jones, who also holds the AIC, ARM, and AIS designations, has published articles in the *CPCU Journal*, *National Underwriter*, *Claims* magazine, *Claims Quarterly*, and *Total Quality* newsletter.

## Cost

**CPCU Society Members:** \$99

**Nonmembers:** \$129

Continental Breakfast and course materials are included.



# March 22, 2007 & March 23, 2007 West Des Moines, IA & Algona, IA Registration Form

- Yes— Please register me for the “*Ethical Decision Making*” course on March 22, 2007, in West Des Moines, IA. (EDM032207)
- Yes— Please register me for the “*Ethical Decision Making*” course on March 23, 2007, in Algona, IA. (EDM032307)

## Four Easy Ways to Register:

- **Online at [www.cpcusociety.org](http://www.cpcusociety.org).**
- **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

## 2006-2007 CPCU Events

Thursday, February 22, 2007 11:30	Glen Oaks Country Club	<b>Ed Wilson</b> , Chief Meteorologist WHO-TV—Weather forecasting techniques and global warming
Thursday, March 8, 2007 8:00— 11:30	Drake University	<b>Harry Burton</b> , former FBI agent  CE Credits Requested
Thursday, March 22, 2007 8:00— 12:00	Farm Bureau	NLI—"Ethical Decision Making" <b>Jim Jones</b> , CPCU  Registration Form Enclosed
Friday, March 23, 2007 8:00— 12:00	Pharmacists Mutual	NLI—"Ethical Decision Making" <b>Jim Jones</b> , CPCU  Registration Form Enclosed
Thursday, April 5, 2007	Farm Bureau	Technical Workshops: <b>Donald Malecki</b> , instructor 1. Contractual , Additional Insured, and Certificates 2. Course of Construction, Installation Floaters and Kindred Coverages.
Thursday, April 19, 2007 11:30	Des Moines Golf & Country Club	<b>Bob Fulwider</b> National President- Elect Independent Insurance Agents
Thursday, May 17, 2007 11:30	Hoyt Sherman Place	TBA
Thursday, May 17, 2007 5:30 p.m. (social hour) 6:30 p.m. (dinner and program)	Olmsted Center, Drake University	Iowa Insurance Hall of Fame
Wednesday, May 30, 2007 12:00	Legacy Golf Course, Norwalk	Golf Outing

## Iowa Chapter of CPCU Meeting

Date & Time	Thursday, February 22, 2007 11:30 a.m.— 1:00 p.m.
Location:	Glen Oaks Country Club
Topic:	Weather Forecasting Techniques and Global Warming
Speaker:	Ed Wilson, Chief Meteorologist, WHO TV

**DESCRIPTION:** WHO TV's Chief Meteorologist Ed Wilson will be talking about weather forecasting techniques and trends as well as his views on the impact of global warming.

### Bring a canned food item for the Food Bank of Iowa

To enable us to have an accurate count for food purposes, please call, fax or e-mail reservations by February 16, 2007 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