



# Iowa ChapterGram

CPCU Society Iowa Chapter

March 2007

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

## MESSAGE FROM THE PRESIDENT . . .

### 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

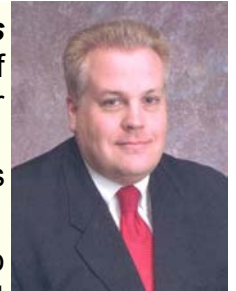
Karen Wassather  
(515) 508-4580  
Wassatk@nationwide.com

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

The month of March is designated ***Ethics Awareness*** month by the CPCU Society. This is a time when each of us is charged to take some time to think about how our own behaviors measure up. Ethical behavior is something that each of us has to strive for on a daily basis in both our professional and personal lives.



During March, the CPCU Society encourages chapters to promote and celebrate the high ethical standards that CPCU stands for.

As CPCUs, we are bound to a Professional Code of Ethics. Be proud of this commitment that you have taken and strive at all times to uphold it. As CPCUs, each of us must do all that we can to build trust and confidence in our industry. As individuals, we must strive to understand what is right and act accordingly, and as leaders, we have the responsibility to manage our businesses with the highest of ethical standards.

The Iowa Chapter has two outstanding programs this month centered on ethics. On March 8<sup>th</sup>, the Iowa Chapter in conjunction with Drake University, the Society of Financial Service Professionals, and Des Moines Association of Insurance Advisors is sponsoring the annual Ethics Day seminar. This promises to be one that you don't want to miss. The keynote speaker will be J. Harry Burton, retired special agent from the FBI. Mr. Burton will be speaking on "Truth or Consequences: Ethics is Not a Game".

Towards the end of the month, the Iowa Chapter will be sponsoring two NLI seminars on ethics. Jim Jones, CPCU who is the director of the Katie School of Insurance at Illinois State University will present a program on "Ethical Decision Making for Insurance Professionals". This will be presented in West Des Moines on the morning of March 22<sup>nd</sup> and at Pharmacists Mutual in Algona on the morning of March 23<sup>rd</sup>.

Remember, if you hold an Iowa insurance license, you are now required to have 3 hours of credits in ethics each renewal period. These programs have both been filed for ethics credits. I hope to see you at one or both of these outstanding seminars.

Have a great month and may the luck of the Irish be with you on "St. Patty's Day".

Wade Sheeler, CPCU, CIC  
President, Iowa Chapter of CPCU

***"Always do right---this will gratify some and astonish the rest".  
Mark Twain, 1901***

## Do You Know?



### David Gaulke, CPCU

**Occupation:** Senior Programmer & Information Analyst—P&T Information Systems and Reporting, EMC Insurance Companies

**Background:** Bachelors Degree in Mathematics from Central College in Pella, IA; Premium Audit Reviewer 1975-1983; Business Analyst 1983-1986; Information Analyst 1986-2000; Senior Information Analyst 2000-Present  
CPCU designation 1986

**Off-the-Job Interests:** Running and Inline Skating (marathon distances in each); golfing with my grown son and daughter; beginning ballroom dancing with my wife of 32 years.

## 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.

## Thank You

The Iowa Chapter would like to thank everyone who brought canned food items or donated money at our February meeting. We collected over 50 pounds of canned items and \$35.00 in cash donations. This was donated to the Food Bank of Iowa which serves over 280 food providing organizations in 42 Iowa counties.

## AML New Address

Please note as of February 26, 2007 AML our contracted association management company has changed addresses. Its new address is as follows:

CPCU  
c/o Associated Management Limited  
East Grand Office Park  
100 East Grand Avenue, Suite 330  
Des Moines, IA 50309

## 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.

## Current Iowa Chapter President & Our First President



I had the pleasure and honor of visiting Louis Burkhalter, Jr. CPCU, CLU on February 2<sup>nd</sup> at his apartment in Cedar Rapids. Lou was the first individual in Iowa to earn the CPCU designation. He was awarded the CPCU designation in 1949 during the national conferment ceremonies in Chicago. He told me that there were 4 designees in the entire nation that year.

Lou was a charter member of the Iowa Chapter and served as our first president in 1952. He also earned the CLU designation a few years after being awarded his CPCU. Lou has had a long and distinguished career. He attained the rank of Major General in the United States Army Reserves. In 1996 he was inducted into the Senior Army Reserve Commanders Hall of Fame. He is past president of the Cedar Rapids Association of Insurance Agents, Rotary, YMCA, and the Cedar Rapids Chamber of Commerce. He played the violin for the Cedar Rapids Symphony for over 50 years. He is an alumnus of Coe College (class of 1931). In 2005, Lou was inducted into the Iowa Insurance Hall of Fame.

Louis Burkhalter will be 98 years young in June. He told me that he still drives on occasion. During our visit Lou reminisced about all of the great people he has met through his involvement with the Iowa Chapter. Lou asked me to convey his best wishes to all of the members of the Iowa Chapter and extend his congratulations on our 55<sup>th</sup> anniversary

Wade Sheeler, Iowa Chapter CPCU President

# 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

# March is Ethics Awareness Month

Since March is Ethics Awareness Month, now is a good time to review the Canons and Rules of Professional Ethics for all CPCUs.

## **Canon 1 - CPCUs should endeavor at all times to place the public interest above their own.**

Rule R1.1—A CPCU has a duty to understand and abide by all *Rules* of conduct which are prescribed in the *Code of Professional Ethics of the American Institute*.

Rule R1.2—A CPCU shall not advocate, sanction, participate in, cause to be accomplished, otherwise carry out through another, or condone any act which the CPCU is prohibited from performing by the *Rules* of this *Code*.

## **Canon 2 - CPCUs should seek continually to maintain and improve their professional knowledge, skills, and competence.**

Rule R2.1—A CPCU shall keep informed on those technical matters that are essential to the maintenance of the CPCU's professional competence in insurance, risk management, or related fields.

## **Canon 3 - CPCUs should obey all laws and regulations, and should avoid any conduct or activity which would cause unjust harm to others.**

Rule R3.1—In the conduct of business or professional activities, a CPCU shall not engage in any act or omission of a dishonest, deceitful, or fraudulent nature.

Rule R3.2—A CPCU shall not allow the pursuit of financial gain or other personal benefit to interfere with the exercise of sound professional judgment and skills.

Rule R3.3—A CPCU shall not violate any law or regulation relating to professional activities or commit any felony.

## **Canon 4 - CPCUs should be diligent in the performance of their occupational duties and should continually strive to improve the functioning of the insurance mechanism.**

Rule R4.1—A CPCU shall competently and consistently discharge his or her occupational duties.

Rule R4.2—A CPCU shall support efforts to effect such improvements in claims settlement, contract design, investment, marketing, pricing, reinsurance, safety engineering, underwriting, and other insurance operations as will both inure to the benefit of the public and improve the overall efficiency with which the insurance mechanism functions.

## **Canon 5 - CPCUs should assist in maintaining and raising professional standards in the insurance business.**

Rule R5.1—A CPCU shall support personnel policies and practices which will attract qualified individuals to the insurance business, provide them with ample and equal opportunities for advancement, and encourage them to aspire to the highest levels of professional competence and achievement.

Rule R5.2—A CPCU shall encourage and assist qualified individuals who wish to pursue CPCU or other studies which will enhance their professional competence.

Rule R5.3—A CPCU shall support the development, improvement, and enforcement of such laws, regulations, and codes as will foster competence and ethical conduct on the part of all insurance practitioners and inure to the benefit of the public.

Rule R5.4—A CPCU shall not withhold information or assistance officially requested by appropriate regulatory authorities who are investigating or prosecuting any alleged violation of the laws or regulations governing the qualifications or conduct of insurance practitioners.

## March is Ethics Awareness Month

### **Canon 6 - CPCUs should strive to establish and maintain dignified and honorable relationships with those whom they serve, with fellow insurance practitioners, and with members of other professions.**

Rule R6.1—A CPCU shall keep informed on the legal limitations imposed upon the scope of his or her professional activities.

Rule R6.2—A CPCU shall not disclose to another person any confidential information entrusted to, or obtained by, the CPCU in the course of the CPCU's business or professional activities, unless a disclosure of such information is required by law or is made to a person who necessarily must have the information in order to discharge legitimate occupational or professional duties.

Rule R6.3—In rendering or proposing to render professional services for others, a CPCU shall not knowingly misrepresent or conceal any limitations on the CPCU's ability to provide the quantity or quality of professional services required by the circumstances.

### **Canon 7- CPCUs should assist in improving the public understanding of insurance and risk management.**

Rule R7.1—A CPCU shall support efforts to provide members of the public with objective information concerning their risk management and insurance needs and the products, services, and techniques which are available to meet their needs.

Rule R7.2—A CPCU shall not misrepresent the benefits, costs, or limitations of any risk management technique or any product or service of an insurer.

### **Canon 8 - CPCUs should honor the integrity of the CPCU designation and respect the limitations placed on its use.**

Rule R8.1—A CPCU shall use the CPCU designation and the CPCU key only in accordance with the relevant Guidelines promulgated by the American Institute.

Rule R8.2—A CPCU shall not attribute to the mere possession of the designation depth or scope of knowledge, skills, and professional capabilities greater than those demonstrated by successful completion of the CPCU program.

Rule R8.3—A CPCU shall not make unfair comparisons between a person who holds the CPCU designation and one who does not.

Rule R8.4—A CPCU shall not write, speak, or act in such a way as to lead another to reasonably believe the CPCU is officially representing the American Institute, unless the CPCU has been duly authorized to do so by the American Institute.

### **Canon 9 - CPCUs should assist in maintaining the integrity of the Code of Professional Ethics.**

Rule R9.1—A CPCU shall not initiate or support the CPCU candidacy of any individual known by the CPCU to engage in business practices which violate the ethical standards prescribed by this Code.

Rule R9.2—A CPCU possessing unprivileged information concerning an alleged violation of this Code shall, upon request, reveal such information to the tribunal or other authority empowered by the American Institute to investigate or act upon the alleged violation.

Rule R9.3—A CPCU shall report promptly to the American Institute any information concerning the use of the CPCU designation by an unauthorized person.

# Ethics Day 2007

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:** Thursday, March 8, 2007

**LOCATION:** Olmsted Center - Drake University - 29th & University - Des Moines, IA 50311

**AGENDA:** 8:00—8:30 a.m.

Registration & Continental Breakfast

8:30—8:35 a.m.

Welcome by Master of Ceremonies

Dean Brooks, CPCU, CLU

8:35—9:25 a.m.

Iowa Manager, State Auto Insurance Group

“Truth or Consequences: Ethics is Not a Game”

Part One

J. Harry Burton,

Retired Special Agent, Federal Bureau of Investigation

BREAK

9:35—10:25 a.m.

“Truth or Consequences: Ethics is Not a Game”

Part Two

BREAK

10:35—11:30 a.m.

“Truth or Consequences: Ethics is Not a Game”

Part Three

**RESERVATIONS:** Registration and payment must be received by March 2, 2007

Morning program including 3-hour CE & Continental Breakfast

\$45

**\*Note:** SFSP Members pay only \$35 for this event

**PARKING:**

Parking in the Olmsted Lot will be validated at the Registration Table

## QUESTIONS?

Doug Ireland (515) 271-2133

Clark Smith (515) 279-2185

Kevin Seward (515) 225-5699

Doug.ireland@drake.edu

dmaifa@membermgmt.com

kseward@fbfs.com

## “TRUTH OR CONSEQUENCES: ETHICS IS NOT A GAME”

### J. HARRY BURTON, Retired Special Agent, Federal Bureau of Investigation

This presentation will cover the definition of what encompasses “ethics,” actions that violate the basic tenets of ethics, and applicable laws to prosecute those who abuse their “positions of trust” via ethical shortcomings. Various sanctions and administrative actions will be discussed, and actual federal court cases will be used to illustrate what can happen when ethics go awry. You will hear it all first hand from an FBI agent who has seen directly the results of what happens when ethics takes a back seat to money, greed, and power.

While working for the FBI, Mr. Burton conducted criminal investigations in all aspects of FBI jurisdiction, with an emphasis in the areas of Economic and Financial crimes, Public Corruption, and Computer Fraud. He conducted background investigations relating to FBI employees, candidates for employment, special inquiries from the White House, and Presidential Appointments. He was responsible for the management of all computer operations in FBI offices throughout Louisiana and for administration/liaison/training associated with the Crisis Negotiation Program in Louisiana. He also managed the Economic and Financial Crimes Training program for New Agents at the FBI Academy, as well as three different squads responsible for conducting investigations of corrupt public officials, economic crime, computer crime, general and violent crimes, foreign counterintelligence, and terrorism.

**PLEASE NOTE:** This program has been submitted to the Iowa insurance Division for **three** hours of continuing education credit.

**A SPECIAL THANKS:** Mr. Burton’s appearance is made possible by the generous support of The Principal Financial Group, The Guardian Life Insurance Company of America, The Achievement Group, Inc., and APPS Paramedical Services.





## 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

## 2007 CPCU Events

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 11:30-1:45	Hoyt Sherman Place	<b>Marvin Knoot</b> —"Fish! Leadership Program"
Thursday, May 17, 2007 5:00 p.m. (social hour) 6:00 p.m. (dinner and program) 6:45 p.m. (program)	Olmsted Center, Drake University	Iowa Insurance Hall of Fame
Wednesday, May 30, 2007 12:00	Legacy Golf Course, Norwalk	Golf Outing