

CPCU

Is the abbreviation for Chartered Property Casualty Underwriter, a professional designation awarded by the American Institute for Property and Casualty Underwriters, Inc., evidencing the fulfillment of a prescribed period of satisfactory insurance experience; the successful completion of a series of comprehensive examinations in insurance, economics, law, finance and accounting; and the acceptance of a strict code of ethical conduct.

Insurance Industry Day

Is proclaimed each year to recognize persons who have completed the requirements necessary to attain the CPCU designation, and as a forum to discuss insurance topics of current interest. Participation and attendance is open to anyone.

The CPCU Professional Commitment

As a Chartered Property and Casualty Underwriter: I shall strive at all times to live by the highest standards of professional conduct; I shall strive to ascertain and understand the needs of others and place their interests above my own; and I shall strive to maintain and uphold a standard of honor and integrity that will reflect credit on my profession and on the CPCU designation.

Questions:

Contact:

Kevin M. Seward, CPCU, CSRP
Farm Bureau Mutual Insurance Co.
515-225-5699
kseward@fbfs.com

Printing courtesy of

 Farm Bureau Mutual Insurance Company

CPCU Class of 2006

Chad R. Beason

Hawkeye-Security Insurance Company

Lora L. Cline

Grinnell Mutual Reinsurance Co.

Gregory L. Feller

Pekin Insurance

Byron Frick

The Cincinnati Insurance Company

Lynette M. Hildebrand

Farm Bureau Financial Services

Michele A. Hoyne

American Family

Janelle A. Larkin

Berkley Technology Services, LLC

Kimberly J. Mouw

GuideOne Insurance

Kama Small

Grinnell Mutual Reinsurance Co.

Phyllis Steffen

Grinnell Mutual Reinsurance Co.

James R. Welch

Berkley Technology Services, LLC



THE IOWA CHAPTER OF THE



Chartered Property Casualty Underwriters

Presents

I-DAY

(Insurance Industry Day)

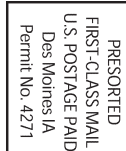


Friday, November 3, 2006

West Des Moines Marriott
1250 Jordan Creek Parkway
West Des Moines, IA

2006 CPCU Designee
Conferment Ceremony

Kevin M. Seward, CPCU, CSRP
CPCU Society--Iowa Chapter
Farm Bureau Mutual Insurance Co.
5400 University Avenue
West Des Moines, IA 50266



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<<Full Name>>

<<Company>>

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<<Alternate 1 Address>>

<<City St ZIP+4>>



AGENDA

- 8:00- 8:30 a.m. Registration
- 8:30- 8:45 a.m. Opening Remarks and Introductions
- 8:45- 9:45 a.m. Keynote Speaker
Tana Goertz
"Be Unforgettable"
- 9:45- 10:00 a.m. Networking Break
- 10:00- 11:00 a.m. Breakout Sessions
- Claims Path
Jeff Baill
Subrogation/Comparative Fault Workshop
- Technology Path
Doug Jacobson
Computer Forensics/ Network Security
- Underwriting Path
Craig Mathre
Pitfalls in Commercial Property Insurance
- 11:00- 11:15 a.m. Networking Break
- 11:15- 12:00 p.m. Breakout Sessions (continued)
- 12:00- 12:15 p.m. Networking Break
- 12:15- 1:45 p.m. Lunch
Conferment of New Designees
Betsey Brewer
CPCU Society National President

DATE AND LOCATION

Friday, November 3, 2006
West Des Moines Marriott
1250 Jordan Creek Parkway, West Des Moines, IA

COST

\$50 Seminar & Lunch
\$35 Seminar Only
\$25 Lunch only

CANCELLATION POLICY

Full refunds granted prior to October 27, 2006



Tana Goertz

You may know Tana Goertz as the energetic finalist, Tana, of NBC'S The Apprentice. Tana grew up in a suburb of Philadelphia and is one of five children. Her business savvy was first noted at the age of nine where she sold telephone accessories door to door and depleted her inventory in record time. It was at this age that she realized her gift of selling.

Since then, Tana has proven to be highly ambitious and a true entrepreneur. She currently resides in Des Moines, Iowa where she successfully balances family and career as an entrepreneur, wife to the man of her dreams, and mother of two. She has successfully started many businesses, including clothing and furniture stores, and an internet commerce business. Tana's highly competitive spirit has also led her to be one of the top saleswomen in the Mary Kay Organization.

When Tana isn't nurturing her career, she is nurturing her children. She prides herself on being a mother as her greatest accomplishment. Together, she and her family enjoy rock-climbing, yoga, and other outdoor activities.

She strives to teach her children the importance of thinking BIG and following their dreams. This philosophy has inspired Tana to write and self-publish a children's book titled I'm Bigger Than This!. I'm Bigger Than This! encourages children to reach for the stars and to love the skin they are in. Her book has been well received from children of all ages, as well as teaching professionals. The book has been described as a must-have for every classroom.

Since her appearance on The Apprentice, Tana has been in high demand to speak publicly for many types of businesses around the country. She has been praised for her motivational style, her infectious personality, and unmatched energy. Tana is grateful for this new platform and feels blessed to reach more people every day.

As one who continues to reach for the stars, Tana pursues new opportunities daily. She is currently the international spokesperson for the Bedazzler, a product she made famous from her appearance on The Apprentice. Tana also enjoys unconventional challenges earning the title of Arm Wrestling Champion of West Des Moines. Most recently, Tana battled it out with other Reality Stars on NBC's Fear Factor.

Tana's sharp instincts, talent to sell anything to anyone, and aptitude to work and lead with strength and a positive attitude have no doubt contributed greatly to her success. She will forever be proud of the challenges she faced on The Apprentice. Tana is a firm believer of creating a positive destiny through hard work and determination. Her success in all aspects of her life is proof that it works.



Jeff Baill

Jeff is a nationally recognized subrogation attorney who has handled virtually every type of subrogation matter in his 26 years of practicing law. After graduating from the University of Michigan he received his law degree from Hamline University School of Law. In addition to practicing law Jeff consults with Insurance companies' subrogation units and Self Insureds to increase their effectiveness.

Jeff has directly handled or supervised over 35,000 subrogation litigation files. He is the current managing partner at the law office of Yost & Baill in Minneapolis. In 1998 Jeff founded the National Association of Subrogation Professionals. He served as President for the first four years of the organization and has played a key role in developing their educational programs. He was the driving force behind the creation of the Certified Subrogation Recovery Professional program and also holds the designation. Jeff currently serves on the Board of Directors for the United States Tennis

Association Northern Section and has also served as the president of a prominent United Way agency. He has been named a Super Lawyer by Law & Politics magazine and other publications.



Dr. Doug Jacobson

Doug is an Associate Professor in the Department of Electrical and Computer Engineering at Iowa State University. Doug is currently the director of the Iowa State University Information Assurance Center, which has been recognized by the National Security Agency as a charter Center of Academic Excellence for Information Assurance Education. Doug also works with local law enforcement and is a certified computer forensics analyst for the Iowa State University Police department. Doug is the founder of Palisade Systems, Inc., an Ames-based company marketing Internet management and security devices. Doug has received two R&D 100 awards for his security technology and has two patents in the area of computer security.



Craig A. Mathre, CIC, CPCU, CLU, ASLI, AU, AIC, ARM, AAM, ARE

Craig is a Vice President of a specialty underwriting division of Markel Corporation, based in Glen Allen, VA. He is a graduate of the University of Iowa with a B.B.A. in Marketing and Administrative Management. Craig has been extremely active in insurance training and education throughout his career. He serves as a course instructor for various

CPCU classes and also conducts Commercial Property CIC Institutes for the National Alliance for Insurance Education and Research. He has also developed online course curriculum for the CISR program. Craig has a strong interest in the important role that agents and brokers play in our industry and is pleased to be able to participate in the Iowa Chapter of CPCU 1 Day.



Betsey L. Brewer, CPCU

Betsey is Senior Vice President of The Rule Company, a regional broker in Pasadena, CA. She received her CPCU designation in 1981 and has served the Los Angeles Chapter in various capacities including President. She has served as a CPCU Society Governor and as a third-year Governor on the Society's Executive Committee. Betsey is currently President of the CPCU Society.

Outside of the Society, Betsey is a member of the Board of Directors for IBA-West, a Trustee of the CPCU-Loman Education Foundation and Trustee of the American Institute for CPCU/Insurance Institute of America. Betsey is past president of the Independent Insurance Agents & Brokers Association of Los Angeles and has served on the Insurance Skills Center Board of Directors.

Along with her other activities, Betsey is a member of the Board of Directors for the Angeles Girl Scout Council. Betsey has been honored by her peers with the Rie Sharp Insurance Person of the Year in 1998 and with the CPCU Society Leadership Recognition Award in 1999. Betsey and her husband Don reside in Los Angeles.



Visit the
Iowa Chapter's web site at
<http://www.cpcu-iowa.org>
for meeting news, chapter
business and links
to useful sites.

REGISTRATION FORM

Name _____

Company/Agency _____

Address _____

() _____

Telephone _____

In order to have an accurate count, please call or e-mail reservations by October 27, 2006 to:

Kelly Kipping
Association Management, Ltd.
Phone: 515-243-1558
E-mail: cpcu-iowa@aml.org

_____ Seminar & Recognition Luncheon	\$50
_____ Seminar Only	\$35
_____ Luncheon Only	\$25

Which breakout session will you attend:

- Claims Path
 Technology Path
 Underwriting Path

Make check payable to:

Iowa Chapter - CPCU

Send check to:

Iowa Chapter - CPCU
c/o Association Management
431 East Locust, Ste. 300
Des Moines, IA 50309

Registration Form must be received by October 27, 2006