



**2007-2008
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Contents

Page	
2	Message from the President
3	Iowa Insurance Hall of Fame Who is Marsha Egan?
4	North Central Iowa Subchapter's Event
5	Do You Know? Grinnell Subchapter Officers
6	2007-2008 CPCU Events 2008 Membership Dues
7	Leadership Course Registration
8	Chapter Meeting

Upcoming Events

Thursday, February 21	Des Moines Golf & CC	"You're Sitting in My Seat!"
Thursday, February 21	Farm Bureau	NLI Seminar, Building Communication Strategies
Thursday, March 27	Drake - Olmsted Center	Ethics Seminar
Tuesday, April 1	Farm Bureau	Technical Workshops
Thursday, April 17	Hotel Fort Des Moines	Writing an Effective Resume in the ever changing world of on-line recruiting

I had the pleasure of attending the first meeting of the North Central Iowa Sub-Chapter in Algona on January 15. Over 50 individuals gathered to hear National Governor, Jim Jones, give a presentation on *Leading Organizational Excellence in Insurance Firms*. During this seminar, attendees learned about the current insurance environment and key issues facing our industry, how successful companies respond to this environment, and strategies for attracting, retaining and developing talent within our organizations. The program used small groups to facilitate discussion of key issues and solutions to problems faced by insurance professionals. The program was well received and was a great beginning for this sub-chapter.



I want to extend a thank you to the North Central Iowa Sub Chapter for the excellent job they did in organizing their first meeting and the hospitality they showed me during my visit to Algona. I also want to thank Jim Jones for putting together an excellent presentation, and one final thank you to Pharmacists Mutual Insurance Company for their support of the CPCU designation, the CPCU Society, and the North Central Iowa Sub-Chapter. Insurance company support remains a key ingredient in allowing us to continue our work of providing quality educational programs for our members, and I appreciate the financial support of companies like Pharmacists Mutual Insurance Company.

We have two exciting events coming up in February! Start your day off right by having breakfast with Marsha Egan on February 21. Marsha is a past president of the national CPCU Society. She has an impressive resume that includes appearances on ABC Nightly News, Fox and Friends, NBC and CNN. She has been named one of Pennsylvania's 50 best women in business, and she has been an outstanding community leader for organizations like the United Way and Easter Seals. Her list of accomplishments are far too numerous to be mentioned here, but suffice it to say you will not want to miss seeing her. We're fortunate to have Marsha speak twice on the 21st, so if you cannot join us for breakfast, make plans to join us in the afternoon for a Center for Leadership Course titled, *Building Communication Strategies*. I hope to see you there.

Do you have an idea for a speaker at one of our meetings? Do you prefer a breakfast meeting to a lunch meeting? Questions such as these will be covered in our upcoming membership survey. This is your opportunity to let us know how we're doing in providing valuable programs to increase your knowledge of insurance and community topics of interest. Watch your email during the month of February for this survey, and let your voice be heard!

We have a number of individuals who have not paid their 2008 membership dues. You may want to check and ensure you are not one of them! Membership in the CPCU Society provides valuable benefits such as continuing education opportunities, professional development programs, local and even global networking with other CPCUs, a job bank where you can post your resume and review job openings, monthly newsletters, and discounted business services. If you have not yet done so, renew your membership today, so you can continue to enjoy these and other benefits provided by the CPCU Society and your local CPCU chapter.

Kevin M. Seward, CPCU, CSRP

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

This year will mark the 12th 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 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 in you need assistance... They are Dean Brooks, Bob Conroy, Jeff Jeffus, Ted Lussem, and Susan Roberts. The dead-line for submissions is April 1, 2008 and the annual induction event will be held on May 22, 2008.

As a part of this year's induction program the first "Iowa Insurance Hall of Fame Scholarship" will be presented.

Who is Marsha Egan?

You may or may not be familiar with the speaker for our 7:30 a.m. February 21 breakfast meeting at the Des Moines Golf & Country Club; she is also the facilitator for our CPCU Society Center for Leadership Course from 1:00-4:00 that afternoon at Farm Bureau. Marsha Egan is a past CPCU Society President (the second female president of the Society), a celebrated keynote speaker, facilitator, and International Coach Federation certified coach.

Marsha's list of accomplishments is extensive, including being named one of Pennsylvania's 50 Best Women in Business in 2006, as well as appearances on ABC Nightly News, Fox and Friends, NBC and CNN. Marsha has served as Assistant Vice President of Encompass Insurance and Director of United Way of Berks County. She is the creator of the **Silent Signals™ of Success**, a program which identifies eight actions and attitudes every successful person communicates, often unknowingly, to those around them.

For those of you who have had the opportunity to hear Marsha speak, you can attest that her energy and enthusiasm are contagious. What a great way to start your day! We hope that you will be able to attend at least one of the events scheduled for February 21. Complete registration details are included at the end of this ChapterGram.

North Central Iowa Subchapter Event

On January 15, over 50 people attended the first meeting of the North Central Iowa Sub-Chapter in Algona where National Governor Jim Jones gave a presentation on Leading Organizational Excellence in Insurance Firms.



Jim Jones; Chris Bronk; Kevin Seward

Do You Know?

Kyle D. Brock, CPCU, ARC, AIM, AIC, API

Occupation: P/C Product Director
FBL Financial Group, Inc.



Background: Kyle began his insurance career while attending Washburn University in Topeka, Kansas where he worked his way through school as Supply Clerk at Trinity Universal Insurance Companies. After receiving a degree in political science, he went to work for Farmers Alliance Insurance Company in McPherson, KS, as a claims adjuster. Kyle was assigned to the northeast Kansas claims area, working as a multi-line adjuster out of his home in Topeka for eight years. In 2000 he became a Research and Development Analyst for Farm Bureau Mutual Insurance Company, Inc., in Manhattan, KS. While working in Manhattan, Kyle began pursuit of his CPCU designation and was conferred with the designation in the fall of 2002. Following a merger of the Iowa, Nebraska and Kansas Farm Bureau insurance operations, Kyle accepted a position with Farm Bureau in West Des Moines as a Senior Product Analyst and was later promoted to P/C Product Director responsible for personal lines products. Kyle sits on a number of operational task forces and teaches insurance courses over the lunch hour including API, INS and AIC. Kyle resides in Waukee, Iowa, with his wife Vonda and two children, Victoria, age 10 and Justus, age 8.

Off-the-Job Interests: Kyles favorite activity is spending time with his family. When he is not doing that, Kyle enjoys riding his motorcycle, attempting to play the guitar and coaching soccer/football for his children.

Grinnell Subchapter Officers



Ron Mitchell (Sec/Treas); Chuck Malloy (V.P); Jennie LeGates (President)

2007-2008 CPCU Events

Thursday, February 21, 2008 7:30am	Des Moines Golf & Country Club	Speaker: Marsha Eagan, Past President of the National CPCU Society Topic: "You're Sitting in My Seat!"
Thursday, February 21, 2008 1:00pm	Farm Bureau	NLI Seminar Speaker: Marsha Eagan Topic: Building Communication Strategies
Thursday, March 27, 2008	Drake - Olmsted Center	Ethics Seminar
Tuesday, April 1, 2008	Farm Bureau	Technical Workshops Speaker: Bryan Tilden
Thursday, April 17, 2008 11:30-1:00	Hotel Fort Des Moines	Speakers: Katie Roland, HR Specialist and Mekenze Bishop, Senior Recruiter Topic: Writing an Effective Resume in the ever changing world of on-line recruiting
Thursday, May 15, 2008 11:30-1:00	Blank Park Zoo	Speaker: Stan Reynolds from Reynolds & Reynolds
Thursday, June 5, 2008	Copper Creek Golf Course	Golf Outing

2008 Membership Dues

There a number of individuals who haven't paid their 2008 membership dues. Membership in the CPCU Society provides many benefits including:

- Continuing education opportunities
- Professional development programs
- Local and even global networking with other CPCUs
- Job bank where you can post your resume and review job openings

If you haven't renewed your membership yet, please renew your membership. By doing so, you can continue to enjoy these and other benefits provided by the CPCU Society and your local CPCU chapter.

CPCU SOCIETY CENTER FOR LEADERSHIP

February 21, 2008
West Des Moines, IA
Registration Form

Yes— Please register me for the “Building Communication Strategies” course on February 21, 2008, in West Des Moines, IA. (BCS022108)

Four Easy Ways to Register:

- Online at 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 members:	\$125	\$ _____
Nonmembers:	\$155	\$ _____
2007 New Designees:	\$75	\$ _____
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

Chapter Meeting

Date & Time	Thursday, February 21, 2008 7:30 a.m.
Location:	Des Moines Golf & Country Club, West Des Moines, IA
Speaker:	Marsha Egan, The Egan Group, Inc.
Topic:	"You're Sitting In My Seat!"

DESCRIPTION:

Using her signature story, "You're sitting in my seat," Marsha illustrates how human nature's resistance to change can hold us back from achieving greater success in a humorous, yet poignant way. Marsha shares secrets that will help you embrace the changes around you. You will be given practical exercises that will help you assimilate the changes happening to you. Whether at home or work, increasing your positive outlook toward the changes around you will make your life less stressful and more fulfilling! And even more fun!

**Please note that this is a breakfast meeting starting at 7:30 a.m. The presentation is an hour-long presentation.

To enable us to have an accurate count for food purposes, please mail or e-mail reservations by February 15, 2008 to:

CPCU-iowa@aml.org
or Kelly Kipping

Make checks payable to: Iowa Chapter – CPCU

Mail checks to:

Iowa Chapter CPCU
c/o Association Management Ltd.
100 East Grand
Suite 330
Des Moines, Iowa 50309

Name(s): _____

Company: _____ Total Enclosed: \$ _____
Cost: \$25 per person

To register by credit card go to our chapter's web site (www.cpcu-iowa.org) and click on the link on the main page under News and Hot Topics.

For questions about the meeting, not concerning reservations, please call Jody Ochsner at 515-345-2456.