

### 2007-2008 Officers

---

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

**Vice President:**  
 Jody Ochsner  
 (515) 345-2456  
 Jody.L.Ochsner@EMCIns.com

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

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

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

### Directors

---

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

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

Connie Doud  
 (515) 237-7389  
 connie@fmh.com

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

## Contents

Page	
2	Message from the President
3	2008 Iowa Chapter of CPCU Golf Outing
4	Survey Results
5	Burkhalter Award
6	Burkhalter Award Nomination Form
7	Do You Know? Scholarship Winners
8	April's Technical Workshop Blank Children's Hospital
9	2007-2008 CPCU Events Iowa Insurance Hall of Fame Ceremony
10	Chapter Meeting

## Upcoming Events

Thursday, May 15	Blank Park Zoo	Speaker: Stan Reynolds from Reynolds & Reynolds Note: Installation of new officers
Thursday, May 22	Olmsted Center Drake University	Iowa Insurance Hall of Frame Ceremony
Thursday, June 5	Copper Creek Golf Course	Golf Outing

Thank you to everyone who completed our membership survey. An abridged version of the survey results can be found on our website ([cpcu-iowa.org](http://cpcu-iowa.org)). We had 106 responses, and we already have several ideas for improvement based on your comments and suggestions. To begin, an article appears in this issue of the Chaptergram addressing a question we received from a member about membership directories. We are also looking at adding a suggestion box to our website as well as photos of all board members. Look for these and other changes in the coming months.



Our April meeting featured Katie Roland and Mekenze Bishop, both of Nationwide Insurance. Katie and Mekenze provided useful information to attendees about what to put in a resume, what to omit from a resume, and how to get your resume noticed. If you happen to be looking for a job, remember to check out the CPCU Society's job network for a list of available job openings. A link to the job network can be found on our website.

Your generosity was apparent at our April meeting where many people donated non-perishable food items and money in support of our food drive to benefit the Food Bank of Iowa. I'm not sure how many items were donated, but it took several of us to carry out all of the food! Thank you for your support of this good works project!

While we're on the subject of good works, I want to tell you about another exciting initiative. Our chapter recently donated twelve child safety seats to Blank Children's Hospital as part of a community outreach program. These safety seats will be given to families who have a financial need. All the car seats were labeled with stickers noting the car seat was furnished by the Iowa Chapter of the CPCU Society. So in addition to providing a life-saving car seat, we're able to spread the word about the CPCU Society.

Vice President Jody Ochsner and I recently attended an awards ceremony at Blank Children's Hospital where individuals, companies and organizations who give to Blank Children's Hospital are recognized for their contributions. The Iowa Chapter of CPCU was singled out for our cumulative contributions exceeding \$10,000. We are very proud of our partnership with Blank Children's Hospital. For years we have supported and continue to support their work with the Fire Safety Trailer. Blank is involved in a multitude of incredible projects to improve the health and well-being of many children and families in Iowa, and we're proud to be partnering with Blank on these important programs. Proceeds from our golf outing in June will again benefit Blank Children's Hospital, so please be certain to participate.

Join us on May 14 at Blank Park Zoo when Stan Reynolds of Reynolds & Reynolds will be speaking to us about giving back to the community, and how it can pay huge dividends in your life and career. During this meeting, Wade Sheeler will also be installing our 2008 – 2009 chapter officers.

I want to close this, my final President's Letter, by thanking you for the privilege of serving as your Chapter President. It's been a great deal of work being an officer over the past four years, but I can honestly say I have gotten back far more than what I put into it. I have thoroughly enjoyed all of the wonderful individuals I have had the opportunity to meet, and have been honored to be involved in the wonderful work the Iowa Chapter is doing. Challenge yourself to become more involved. There are over 600 members in our chapter, so don't wait for someone to ask. Approach one of your board members and volunteer to help! You will be amazed at what a difference your service can make in your own life and in your career.

Have a great summer!

Kevin M. Seward, CPCU, CSRP

# 2008 Iowa Chapter of CPCU Golf Outing

## JOIN US FOR THE 2008 ANNUAL CPCU GOLF OUTING

Thursday, June 5th, 2008  
Copper Creek Golf Course – Pleasant Hill, Iowa

12:00 PM Shotgun Start

Please mark your calendar for an afternoon of golf. Our outing is a Best Ball tournament open to not only CPCU's, but all insurance industry employees, family, friends and business associates.

The entry fee includes green fees for 18 holes, range balls prior to tee time, use of a cart with GPS, real time scoring, and dinner. There will be prizes for the place winners in 3 flights, contest holes (longest drive, closest to the pin...), door prizes, and more.

If you prefer, you can join us for GOLF ONLY or DINNER ONLY as well. If you do not have a complete foursome, let us know and we will match you up. Dinner will begin at 5:00 p.m. Prizes will be awarded during dinner.

This year our chapter will be raising money to support the **Blank Children's Hospital Fire Safety House**.

Fees may be paid by credit card by **registering at [www.CPCU-iowa.org](http://www.CPCU-iowa.org)** or by mailing registration form with a check for full payment to:

CPCU of Iowa Golf Outing c/o AML  
100 E. Grand Suite 330  
Des Moines, IA 50309

For Questions, please call Dortohy Holden, CPCU at 515-508-7348 or email me at [holdend@nationwide.com](mailto:holdend@nationwide.com)

Golfer #1: \_\_\_\_\_

Agency/Company \_\_\_\_\_

Email: \_\_\_\_\_

Phone No: \_\_\_\_\_

Golf & Dinner \$65       Golf only \$55

Dinner only \$20

Golfer #2: \_\_\_\_\_

Agency/Company \_\_\_\_\_

Email: \_\_\_\_\_

Phone No: \_\_\_\_\_

Golf & Dinner \$65       Golf only \$55

Dinner only \$20

Golfer #3: \_\_\_\_\_

Agency/Company \_\_\_\_\_

Email: \_\_\_\_\_

Phone No: \_\_\_\_\_

Golf & Dinner \$65       Golf only \$55

Dinner only \$20

Golfer #4: \_\_\_\_\_

Agency/Company \_\_\_\_\_

Email: \_\_\_\_\_

Phone No: \_\_\_\_\_

Golf & Dinner \$65       Golf only \$55

Dinner only \$20

Thank you to those 106 members who participated in our recent membership survey. Your responses will be used to guide the chapter board in planning future activities. The accumulated survey results can be found on our website: [www.cpcu-iowa.org](http://www.cpcu-iowa.org).

---

One of our members asked the following question in our recent member survey:

***“While you have the officers and directors of our chapter on the website, it would be nice to have an on-line version of our chapter's membership directory. That would save you from having to print it each November. There have been instances where I needed an email address but couldn't locate my book. I think an on-line suggestion box would be great too. Some people have great ideas, they just don't want to be an officer in order to implement them!”***

There are two reasons why a membership directory is not part of our website. The first and most important is privacy. The membership directory contains personal information that should only be made available to Society members. Publishing the directory on our website is not possible unless changes were made to secure the directory from view of the general public. Securing the website would be both costly and time consuming.

The second reason why we do not publish a membership directory on our website is because membership information is accessible through the CPCU Society's website, and in a secure environment where members must sign into the website in order to access the information. Instructions for accessing the membership directory on the CPCU Society's website follow.

- Go to our website: [www.cpcu-iowa.org](http://www.cpcu-iowa.org)
- You will find the CPCU Society Membership Directory information under the Hot Topics heading with a link that states, *“Click here for more information.”* Clicking on this link will take you to the CPCU Society's website.
- You must login using a login id and password prior to being allowed access to the membership directory. The pre-established login id for each member is the member's last name and the last three digits of their member number (ie. Jones123). (Your member number also appears above your name on any mailing you receive from the Society). The pre-established password is the year you received your designation, a slash, and your complete member number. (ie. 2007/1234567).
- If you have forgotten your login id and/or password, there is a link below the signon area where you can request to have your login id and password emailed to you.
- Once you have signed onto the website, use the “Directory Search” link to pull up the directory search form.
- Complete any of the fields on the search form to locate any CPCU Society member.
- If you experience problems, contact the Member Resource Center at 800-932-CPCU.

With regard to the question about a “suggestion box” on our website, watch for this link to show up on our website soon! We're always looking for ways to improve the meetings and services we provide to our members, so we look forward to your suggestions. Thank you!

The **Burkhalter Award** will be presented to individuals for outstanding achievements and contributions to the insurance industry in Iowa. The impact and effect of the contribution and achievements of the recipient will be recognized and broad based in the community.

The **Burkhalter Award** is designed to recognize people who have made a contribution to the property and casualty insurance industry and their community through civic involvement.

The **Burkhalter Award** is named after Major General Louis D. Burkhalter, Jr. who was the first individual in Iowa to attain the CPCU designation; a charter member of the Iowa Chapter of CPCU; and the first president of the Iowa Chapter. Mr. Burkhalter had a long and distinguished career in the insurance industry, military and through his civic activities.

The fields of achievements to be evaluated include the following:

Promoting the field of insurance within the business community through civic and non-civic activities; achievements beyond primary professional responsibilities; innovation within the industry; specific achievements which benefit the industry; research efforts; volunteer work in the industry and community; and leadership activities in the governmental arena.

## **GOALS OF THE BURKHALTER AWARD**

- Recognize outstanding service rendered to the community and insurance industry.
- Give community visibility to the recipient and his/her achievements and contributions.
- Generate interest and motivation within the Iowa insurance industry to aspire to this award.
- Contribute to the public image and visibility of the Iowa property and casualty insurance industry.

## **YOUR NOMINATION FOR THIS YEAR'S AWARD IS ENCOURAGED**

The Iowa Chapter seeks qualified recipients for the prestigious **Burkhalter Award**. If you know of someone who has made an outstanding contribution to our profession and their community, we encourage you to submit a nomination.

To nominate an individual for the Burkhalter Award:

1. Obtain a nomination form...one appears in this newsletter.
2. Complete the form.
3. Return to: Iowa Chapter CPCU Burkhalter Award  
c/o Nancy Green, CPCU  
EMC Insurance Companies, E11S  
717 Mulberry St  
Des Moines, IA 50309
4. Nomination deadline is October 1, 2008.
5. The award will be presented at the annual I-Day seminar.

# Burkhalter Award Nomination Form

## IOWA CHAPTER CPCU "BURKHALTER AWARD" NOMINATION FORM

### PLEASE TYPE OR PRINT ALL INFORMATION

NAME OF NOMINEE: \_\_\_\_\_

COMPANY/ORGANIZATION OF NOMINEE: \_\_\_\_\_

NOMINEE'S ADDRESS: \_\_\_\_\_

TELEPHONE NUMBER IF KNOWN: ( \_\_\_\_\_ ) - \_\_\_\_\_ - \_\_\_\_\_.

PLEASE INDICATE THE AREA, OR AREAS, OF THE NOMINEE'S CONTRIBUTION:

- (  ) **CONTINUING EDUCATION**: Advancing the professionalism of insurance through participation and improvement of the instructional process.
- (  ) **PROMOTING INSURANCE**: Enhancement of the industry within the business community by involvement in either civic or other activities.
- (  ) **EXTERNAL ACHIEVEMENT**: Voluntary work or accomplishments in the industry or community outside the scope of one's normal job responsibilities.
- (  ) **RESEARCH EFFORTS**: Activities, which have led, or will lead, to major improvements in the insurance environment such as, but not limited to, published works.
- (  ) **INNOVATION WITHIN THE INDUSTRY**: Accomplishments that have added to the overall creative excellence of the industry.
- (  ) **SPECIFIC ACHIEVEMENTS WHICH BENEFIT THE INDUSTRY**: Those milestones specifically targeted to improve the industry's general welfare.
- (  ) **LEGISLATIVE ACTIVITIES**: Participation in government affairs leading to positive insurance legislation.
- (  ) **LEADERSHIP**: Providing guidance and direction resulting in a better insurance climate.
- (  ) **OTHER**: Please specify \_\_\_\_\_

BRIEF SUMMARY OF NOMINEE'S ACCOMPLISHMENTS: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

NAME OF PERSON (NOMINATOR) COMPLETING THIS FORM: \_\_\_\_\_

YOUR ADDRESS: \_\_\_\_\_

PHONE NUMBER: ( \_\_\_\_\_ ) - \_\_\_\_\_ - \_\_\_\_\_.

PLEASE RETURN THIS FORM TO: Iowa Chapter CPCU Burkhalter Award  
c/o Nancy Green, CPCU  
EMC Insurance Companies, E11S  
717 Mulberry St  
Des Moines, IA 50309

Deadline for submission: October 1, 2008

## Do You Know?

### Kimberly D. Smetzer, CPCU

**Occupation:** Assistant Vice President of Underwriting  
-Marsh U.S. ConsumerConnexions

**Background:** Kim began her insurance career in 1992 as an underwriting trainee for Bituminous Insurance Company in Rock Island, IL. She worked as a multi-line production underwriter in the Richmond, VA branch office handling WC, GL, Crime, Inland Marine, Property, Auto, and Umbrella coverages for the logging/sawmill and construction industries. In 1997 Kim began underwriting Professional Liability coverage for hospitals, physicians, chiropractors, lawyers, miscellaneous medical facilities, allied health professionals, and dentists at The Virginia Insurance Reciprocal. In July 2003 Kim, her husband, two daughters, and yellow lab moved to Iowa and Kim began working at Marsh. Kim and her husband, Dave, are both originally from Eastern Iowa. She continues to handle Medical Professional Liability as Assistant Vice President of Underwriting at Marsh. Kim received her CPCU designation in 2007 and looks forward to many years of involvement with the Iowa Chapter.



**Off-the-Job Interests:** Kim enjoys participating in and watching all types of sports. She loves to spend time with Dave, their two daughters, Lauren (9) and Sydney (6), and their dog, Haley. She also enjoys photography and exercising whenever the family schedule permits!

## Scholarship Winners

The Iowa Chapter of CPCU Society recently awarded two \$1,500 scholarships in recognition of the recipient's achievements and to continue with their education. Mike McGinn and Brad Adams were chosen by the committee as the recipients.



**Mike McGinn, CPCU**

Mike is a graduate of the University of Iowa with a major in Spanish. He also obtained an International Business Certificate while at the University of Iowa. Since his college career, he has obtained the CPCU designation and is currently working on his MBA through The University of Iowa. In his free time, Mike volunteers for several organizations and is active as a bike instructor, Capital Strider, and involved with The Triathlon Racers of Iowa. Mike works for EMC Insurance as an Assistant Programmer Analyst.



**Brad Adams**

(Ted Lussem Achievement  
Scholarship)

Brad is a graduate of Valley High School in the class of 2007. At Valley, he was active in football, baseball, and soccer, as well as receiving several honors and awards for academics. Brad is currently a freshman at Iowa State University as a pre-Business major. He is involved with the Junior Creek Council and is active as a member of the Tau Kappa Epsilon Fraternity.

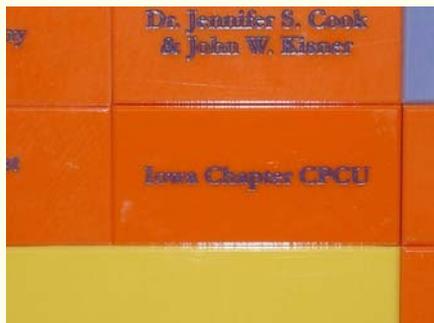
## April's Technical Workshop

On April 1, over 70 people attended the technical workshops at Farm Bureau in West Des Moines. The morning session was titled "The 2007 Commercial Liability Policy" and the afternoon session was titled "Commercial Property Policy Changes".



## Blank Children's Hospital

President Kevin Seward and Vice President Jody Ochsner recently attended an awards ceremony at Blank Children's Hospital where individuals, companies and organizations who give to Blank Children's Hospital are recognized for their contributions. The Iowa Chapter of CPCU was singled out for our cumulative contributions exceeding \$10,000. Our chapter also recently donated twelve child safety seats to Blank Children's Hospital as part of a community outreach program. All the car seats were labeled with Iowa Chapter of the CPCU Society stickers.



## 2007-2008 CPCU Events

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

## Iowa Insurance Hall of Fame Ceremony

*You*

*are cordially invited to*

*attend the Twelfth Annual*

### **IOWA INSURANCE HALL OF FAME CEREMONY**

Honoring these inductees for 2008

Willard D. Classen   Cleo F. Edwards   \*R. W. "Mickey" Forshay  
Gerald M. Kirke   William A. Van Orsdel

*\*Awarded Posthumously*

**Thursday, May 22, 2008 • Olmsted Center, Drake University**

Social 5:00 - Dinner 6:00 - Program 6:45

\$30 per person - Business Dress - Reserved Tables of 8 available for \$300

Submit reservations by May 15th to



[www.ihof.org](http://www.ihof.org)

**Melissa Meiners**

**Iowa Insurance Hall of Fame**

% Independent Insurance Agents of Iowa

4000 Westown Parkway

West Des Moines, IA 50266

Phone (515) 223-6060

E-mail [Melissa@IIAIowa.org](mailto:Melissa@IIAIowa.org)

# Chapter Meeting

Date & Time	Thursday, May 15, 2008, 11:30 a.m.
Location:	Blank Park Zoo
Speakers:	Stanley J. Reynolds, President of Reynolds & Reynolds Inc.
Topic:	Giving Back

**DESCRIPTION:**

Stanley J. Reynolds has spent much time working for charitable endeavors, most notably the Variety Club. He is one of the four founders and the producer of the Variety of Iowa Telethon. He will be sharing how giving back to your community can pay huge dividends to you personally and in your career.

Please note that the installation of the 2008-09 chapter officers will take place at the May meeting.

To enable us to have an accurate count for food purposes, please mail or e-mail reservations by May 9, 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](http://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.