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# Iowa ChapterGram

CPCU Society Iowa Chapter

September 2002

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

## MESSAGE FROM THE PRESIDENT.....

### 2002-2003 Officers

President:

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Vice President:

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(515) 226-6702  
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Secretary:

Nancy Green  
(515) 280-2850  
[Nancy.D.Green@EMCIns.com](mailto:Nancy.D.Green@EMCIns.com)

Treasurer:

Jeff Baker  
(515) 237-0106  
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Past President:

Judy Brannon  
(515) 267-5346  
[Jbrannon@guidemail.com](mailto:Jbrannon@guidemail.com)

### Directors

Kevin Seward  
(515) 225-5699  
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Wade Sheeler  
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Dan Crew  
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Barb Sullivan  
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Welcome back from a hot and humid summer! It is exciting to look forward to the coming CPCU year after such a successful year last year. Thanks again to **Judy Brannon** our immediate past president for all of her leadership and guidance. She successfully revamped our board structure to match the national's new strategic plan and the Circle of Excellence awards criteria and I'm proud to announce that we achieved the Gold level in the Circle of Excellence Recognition Program which is the highest award level available. Judy has indicated that she is looking forward to her year as immediate past president where her main duty is to 'dispense wisdom'. We all welcome Judy's input from her many years of CPCU involvement and knowing Judy, she'll be busy doing things for the chapter in addition to offering her expertise!

Our chapter will continue to strive toward the top recognition level of the Circle of Excellence and you have elected a great group of officers and directors to lead your chapter this coming year: **Dennis Forsythe**, vice president, **Nancy Green**, secretary and **Jeff Baker**, treasurer along with

directors, **Kevin Seward**, **Dan Crew**, **Wade Sheeler** and **Barb Sullivan**. They will continue to help deliver value to all of our members in the areas of technical education, leadership development, and career management along with committee chairs **Jennie LeGates**, **Karen Was-sather** and **Judy Brannon**. We are all committed to making our chapter one of the best chapters in the nation!

Vice President **Dennis Forsythe** and his program planning committee have planned many interesting meetings. Be sure to check our chapter calendar on our website ([www.cpcu-iowa.org](http://www.cpcu-iowa.org)). You'll be able to see all of the great topics and meeting locations for the coming year, so you can get chapter activities on your calendar before it fills up with other activities. Thanks to our web team: **Bob Conroy**, **Nancy Green** and **Kevin Seward** for their hard work on updating our site over the summer.

Be sure to mark your calendars now for I-Day on November 14<sup>th</sup>. The panel of speakers being assembled is quite impressive



and we'll be welcoming 14 new designees into our chapter.

Our chapter truly is one of the strongest chapters in the nation and we couldn't do it without you! We hope you will take advantage of the chapter meetings and educational events we offer throughout the year. We are always looking for additional committee members and committee chairs, so we'd love to have you get involved. If you're interested in personal and professional development, community service, or professional camaraderie, becoming a volunteer member of our board and/or involvement at our chapter meetings is for you!

I look forward to seeing you at our first meeting on September 19<sup>th</sup>.

## SPEAK-OFF WINNER

Jennie L. LeGates, CPCU, CPIW, DAE, is the winner of NAIW's 2002 National Communicate With Confidence Speak-off. The Speak-off, held at NAIW's 61st Annual Convention in Anchorage, AK in May, featured eight regional winners. Each contestant presented a three minute prepared speech on insurance or association issues. This was followed by a one minute impromptu speech. Jennie's prepared speech was on mold and its impact on the property/casualty insurance industry.

Communicate With Confidence is a public speaking course developed by the National Association of Insurance Women, International and is frequently offered by the Insurance Association of Greater Des Moines. Participation is open to all interested insurance professionals.

Jennie is employed by Grinnell Mutual Reinsurance Company as a Senior Development Specialist in Corporate Development and is an Ames resident.

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### IN MEMORIAM

J. Wesley Sticken, CPCU passed away on July 13, 2002. He was President of the Iowa Chapter of CPCU from 1975-1976. Mr. Sticken was a retired Assistant Vice President of Employers Mutual Insurance Companies. He had also been employed by Continental Western Insurance. He is survived by his wife, Joan Breiter and two sons, Craig of Des Moines and Kirk of Plano, Texas.

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### GOLD AWARD

The Iowa Chapter received notification from National of its attainment of the Gold level for the Circle of Excellence. Thank you to everyone for their hard work and support of our Chapter.

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### NATIONAL CPCU WEB SITE

The Society has launched a new and improved web site, and you can find it at the same, old address: [www.cpcusociety.org](http://www.cpcusociety.org).

Check out the bolder look, simpler navigation and enhanced features, including insurance industry news, updated daily.

You can now also register online for the Annual Meeting and Seminars, but you'd better hurry! Rooms are filling up fast for this top-notch educational event being held in Orlando, October 19-22. Full Annual Meeting info is also available on the web site.

There's a new Job Network with links to career counselors, recruiters and companies, along with more than 100 job postings. If your company needs a CPCU, tell HR about the CPCU Society web site!

And, don't miss the latest additions to the "eJournal." The new web site allows you to subscribe to the eJournal; when updates are posted, you're notified instantly by e-mail.

To take advantage of all the new features, be sure to register when you visit the site. Follow the simple instructions on the home page, right under "What's New."

And come back often! The CPCU Society web site is your source for the latest news for Society members.

**FUTURE MEETING DATES, LOCATION, AND TOPIC**

September 19, 2002	Hy-Vee Conference Ctr.	Corporate Risk Management
October 11, 2002	Parents Hall—Olmsted Ctr. Drake University	Revised ISO BOP and CGL Forms
October 17, 2002	The Embassy Club	Mold
November 14, 2002	University Park Holiday Inn	I-Day
December 19, 2002	Glen Oaks Country Club	TBD
January 16, 2003	Christopher's	Career Management
February 20, 2003	Wakonda Club	Special Investigation Units
March 6, 2003	Olmsted Center Drake University	Spring Seminar
April 17, 2003	Des Moines Golf & CC	Leadership
May 2003	TBD	Golf Outing & Installation of Officers

**2002 CPCU ANNUAL MEETING  
ORLANDO, FLORIDA  
OCTOBER 19-22**

The Annual CPCU Meeting is being held in Orlando, Florida from October 19 to October 22. The meeting has 45 Insurance, Leadership and Career Development Seminars. There are more CE credits available than in the past. In addition, there are new Leadership and Career Development Tracks. For additional information regarding topics and registration go to the CPCU National web site at [www.cpcusociety.org](http://www.cpcusociety.org). Finally, the Iowa Chapter will be hosting a reception for the new designees at the annual meeting. The reception will take place Monday, October 21 from 7:00—10:00 p.m. in the Walt Disney World Swan. Hope to see you there!



## 2002-2003 Officers, Directors and Committee Chairs

		<u>Phone</u>	<u>E-mail</u>	<u>Fax</u>
President	JoAnn Olson	(515) 225-5931	Jaolson@fbfs.com	(515) 226-6549
Vice President	Dennis Forsythe	(515) 226-6702	Dforsythe@fbfs.com	(515) 453-3659
Secretary	Nancy Green	(515) 280-2850	Nancy.D.Green@emcins.com	(515) 237-2016
Treasurer	Jeff Baker	(515) 237-0106	Jeffb@lmcins.com	(515) 244-9535
Immediate Past President	Judy Brannon	(515) 267-5346	Jbrannon@guidemail.com	(515) 267-5546
<b>Director Member Activities</b>				
	Kevin Seward	(515) 225-5699	Kseward@fbfs.com	(515) 226-6311
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<b>Director Internal Operations</b>				
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Fire Safety Trailer	Pam Heilskov	(515) 280-2951	Pam.J.Heilskov@emcins.com	(515) 237-2128
Photographer	Russ Greenwood	(515) 237-2075	Russ.E.Greenwood@emcins.com	(515) 237-2016
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<b>Director Professional Development</b>				
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Ethics	Bruce Kelley	(515) 280-2950	Bruce.G.Kelley@emcins.com	(515) 280-2895

**IOWA CHAPTER CPCU SOCIETY  
Seminar**

Co-sponsored by Kelley Insurance Center, Drake University \*

We have applied for **CE credits**

**Gary Grasmann, Asst Vice President, General Liability Division, ISO**

**Commercial General Liability Revisions: A Review of the Policy Changes and Endorsements.** Topics include internet liability, employee benefits coverage, product withdrawal coverage, mold endorsements, and terrorism exclusion

**Businessowners policy (7/02 edition): A Review of the Businessowners Coverage Form (BP 00 03).** Topics include factor-based rating, expansion of eligibility, Businessowners Classification Table, and new optional coverage endorsements.

**Friday, October 11**

Registration:	7:30 a.m. to 8:00 a.m.
Commercial General Liability Revisions:	8:00 a.m. to 10:00 a.m.
Businessowners Policy Program (7/02 edition)	10:00 a.m. to 12:00 noon

Location: Parents Hall, Olmsted Center, Drake University

Cost: \$ 40.00

Questions to: Judy Brannon (515) 267-5346      jbrannon@guidemail.com

\*Note: The Kelley Insurance Center is advertising this seminar as its **CPCU Friday**, part of Drake's Fall 2002 Continuing Education Series. If you are also on Drake's mailing list, be careful not to register twice!

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 CPCU-Drake University BOP-CGL Seminar  
**October 11, 2002**

Method of Payment: \_\_\_\_\_ Cost: \$40.00

Check payable to Drake University enclosed

Discover  Mastercard  Visa Card number: \_\_\_\_\_

Expiration date: \_\_\_\_\_

Name \_\_\_\_\_  
(As it appears on your license, if CE credits are requested)

Social Security Number \_\_\_\_\_  
(Needed only if CE credits requested)

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_

Daytime phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Kelley Insurance Center - Drake University  
212 Aliber Hall, Des Moines, IA 50311-4505  
Phone: (515) 271-2134  
Fax: (515) 271-2001

## CHAPTER SURVEY RESULTS

What did we learn from last spring's survey?

**Top things CPCU's want from our Chapter:**

1. Education/Information
2. Career Development
3. Networking

**What was least wanted from the Chapter by our members?** Community service opportunities

It appears we want professional development and industry information from the Chapter. We are able to find our own outlets for community involvement and do not look to the Chapter for that.

**Meeting topics with the most interest:**

1. Career/Job Development
2. Technology for Insurance; Management (tied)
3. Insurance Legislation; Leadership Development (tied)
4. General Business issues
5. Insurance Regulation

These results will guide the officers, directors and committee chairs who put together our programs. Specifically, we will continue to offer programs in technical insurance matters, career development and leadership development.

**Communication:**

Over 90% said the Chapter should communicate with them electronically. Specifically, 56.2% want to receive the ChapterGram electronically and another 10.9% want it both electronically and by mail. Looking at our most active members, over 75% want electronic distribution. This September we will begin sending the ChapterGram by e-mail, beginning with CPCUs at our 5 largest companies. This will deliver the ChapterGram to our members 7 to 10 days earlier, give our members more notice of future meetings, and save the Chapter over \$500 each month, which will help keep down the state portion of our annual CPCU dues.

The **Iowa Chapter CPCU member** is, most commonly, a male Commercial Lines underwriter, between the ages of 41 and 50, who comes to 4 or more CPCU meetings each year. He may or may not look at the Chapter website, but he often or always reads the ChapterGram. When he doesn't come to a meeting, it's because his work kept him too busy or because of scheduling conflicts. The usual meeting time – lunch – works well for him. **Want to know more?** Full results of the survey and comments to write-in questions, are posted on our website.

**CHAPTERGRAM GOES ELECTRONIC**

Starting in September, we will begin phasing in electronic distribution of our ChapterGram.

- Results from the survey done in the spring indicate strong support from our membership for getting the ChapterGram electronically.
- When sent electronically, the ChapterGram will reach our members 7 to 10 days earlier than snail mail, as it eliminates print, assembly and mailing time.
- The ChapterGram costs over \$500 to print and mail each month – and that was before the most recent postal rate increase. This is the largest single item in our chapter's budget.

If you work for Allied, EMC, Farm Bureau, Grinnell or GuideOne . . . you will receive your September ChapterGram electronically, via a link that is e-mailed to you. More CPCUs will be added to the electronic distribution each month.

Take time now to make sure your email address is up-to-date on Society records. Go to [www.cpcusociety.org](http://www.cpcusociety.org) and log on as a member. Click on membership on-line quick link, then click on your name and you'll be able to edit your membership data.

Questions? Contact Judy Brannon, [jbrannon@guidemail.com](mailto:jbrannon@guidemail.com) or Nancy Green, [nancy.d.green@emcins.com](mailto:nancy.d.green@emcins.com) or Don Shafer, [dshafer@guidemail.com](mailto:dshafer@guidemail.com)

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**25 YEARS OF SERVICE**

Theodore D. (Ted) Lussem, CPCU, Vice President, Brooks-Lussem Insurance, Inc., Des Moines, Iowa, has been awarded an etched crystal bowl and plaque by the American Institute for CPCU and the Insurance Institute of America (IIA) for 25 years of educational leadership in the field of insurance.

In announcing this award, Terrie E. Troxel, Ph.D., CPCU, Institute President and CEO, noted that in addition to the CPCU designation, Mr. Lussem has earned IIA's Certificate in General Insurance and all 19 designations that IIA confers. "He is one of only two people to have achieved this amazing educational goal," said Dr. Troxel. "And he has given generously of his time to share his extensive knowledge with others through his teaching and mentoring."

Mr. Lussem started his insurance career with Crum & Forster Group in 1955 and joined Hawk-eye-Security Insurance in 1957. He has been associated with Brooks-Lussem Insurance since 1968 and currently serves as Vice President. His industry activities include serving as a member, historian, and past president of the Iowa chapter of the CPCU Society and as a member and past president (two terms) of the Independent Insurance Agents of Des Moines.

His civic activities include having served as a citizen member of the Police and Fire Pension Board for the city of Des Moines, as a trustee and chairman of the board of Broadlawns Medical Center, and as a member of the Iowa Lutheran Hospital E.R. Campaign Cabinet (2001-2002).

**IOWA CHAPTER CPCU SOCIETY MEETING**

Topic: Corporate Risk Management  
Speaker: Michael S. Smith, GROWMARK Inc.  
Date & Time: Thursday, September 19, 2002 11:30 a.m.  
Location: Hy-Vee Conference Center, 5820 Westown Parkway, West Des Moines  
Cost: \$18.00 per person

Have you ever wondered what businesses go through when deciding how to handle their risk? What do they insure, what do they retain, what safety programs are needed and who does what to who? Wonder no more! Michael S. Smith, CPCU, ARM, AIAF, ALCM - Director of Safety and Insurance Services for GROWMARK, Inc. will talk with us about risk management from a corporate point of view. GROWMARK, Inc. is a farm supply cooperative that does business in several midwestern states. Mike manages GROWMARK's and its member cooperatives' insurance and risk management needs, negotiates coverage and premium on their behalf, and encourages safety programs for the system. He will share with us the many risk management details that must be reviewed annually to address corporate risk.

Questions to: Dennis Forsythe (515) 226-6702  
dforsythe@fbfs.com

To enable us to have an accurate count for food purposes, **please call, fax, or e-mail reservations by** September 13, 2002 to:

Jeff Baker  
Phone: (515) 237-0106  
Fax: (515) 244-9535  
E-mail: CPCU@lmcins.com

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Make checks payable to: Iowa Chapter – CPCU

Mail checks to: Jeff Baker, CPCU  
Lamair-Mulock-Condon  
808 5<sup>th</sup> Ave.  
Des Moines, IA 50309-1315

Name(s): \_\_\_\_\_

Company: \_\_\_\_\_ Total Enclosed: \$ \_\_\_\_\_  
Cost: \$18 per person