



# Iowa ChapterGram

CPCU Society Iowa Chapter

December 2005

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

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## Directors

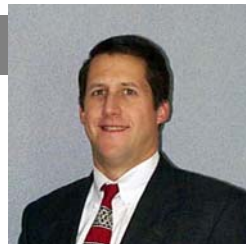
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## MESSAGE FROM THE PRESIDENT . . .



**Jeff Baker**

Thanks to all who participated in and attended I-Day on November 10th at Embassy Suites here in Des Moines. One hundred forty people attended the event. The chapter also had many favorable comments on the visibility of the Des

Moines Register ad honoring the chapter new designees. This ad is made possible by insurance industry donations from the agencies and companies that receive recognition in the ad. Many thanks go out to these sponsors. They generate visibility for the chapter and the CPCU designation in the community. Also, thanks to Bob Conroy for coordinating the assembly and printing of the chapter directories which were available at I-Day.

December's monthly lunch meeting will be held at the Temple For the Performing Arts in downtown Des Moines on Thursday December 8th. We will feature the director of the Vaughan Institute of Insurance at the University of Iowa Larry Hershberger. Lunch is at 11:30 and the speaker to follow. We will have a drawing for some nice prizes, so sign up soon.

Plan now to attend a CPCU national workshop on Tuesday January 24th at Farm Bureau in West Des Moines. Two workshops will be offered. The morning session has the topic "Insuring the E-Commerce account", and the afternoon session is entitled "2004 Commercial General Liability". The speaker is Bryan Tilden who is a national lecturer and expert witness. He also has his own consulting firm Tilden and Associates. The workshop is worth 4 CE credits in Iowa and is in addition to our normal monthly meeting. You should be receiving more information on this workshop shortly.

Happy Holidays to all. Enjoy time with your families.



## 2005 CPCU Meeting Dates, Locations, and Topics

Thursday, December 8, 2005	Temple for Performing Arts	Larry Hershberger, Director of the Vaughan Insurance Institute University of Iowa
Thursday, January 19, 2006	Des Moines Botanical Center	Jewelry Appraisals & Claims Settlement—Toby Joseph
Tuesday, January 24, 2006 am	Farm Bureau-(Technical Workshop)	Insuring the E-Commerce Account
Tuesday, January 24, 2006 pm	Farm Bureau-(Technical Workshop)	2004 CGL - Bryan Tilden
Thursday, February 16, 2006	Allied Insurance	Marketing Trends & Contingent Commissions, Jim Hagenbucher, VP Marketing, Allied
Thursday March 9, 2006	Drake University	Ethics
Wednesday, March 29, 2006	Farm Bureau-NLI Workshop	Strategic Thinking and Planning
Thursday, April 20, 2006	Blank Park Zoo	Pat Griffin, Dale Carnegie Training
Thursday, May 11, 2006	EMC Insurance	Iowa Workers' Compensation Marketplace—Bob Skow
Tuesday, May 16, 2006	Farm Bureau-NLI Workshop	Building Highly Effective Teams
Wednesday, June 7, 2006	Legacy Golf Course, Norwalk, IA	Golf Outing

## Jolly Holiday Lights

Volunteers still needed. Sunday, December 11th (5:00 p.m. - 8 p.m.) or (7:30 - 10:30 p.m.), the Iowa Chapter of CPCU will hand out programs, collect fees, and turn off displays for Jolly Holiday Lights. The light displays are located in Water Works Park and have been a family favorite ever since their inception in 1996. Every year this event gets bigger and better.

Help put some sparkle in a child's eyes, contact Carol Bowers at EMC Ins. Cos. , (515) 237-2009 or via e-mail - J.Carol.Bowers@EMCIns.com. Volunteers **must** be at least 18 years of age and a release form must be signed.

## New Designee Dinner in Atlanta



Your Iowa Chapter of CPCU sponsored a dinner honoring our new designees during the National CPCU Convention in Atlanta, Georgia. A restaurant called Max Lager's served as the setting for this occasion. Judy Brannon, National Governor and Iowa Chapter past president, and Kevin Seward, current Iowa Chapter Secretary attended the event. If you see any of our new designees, be sure to congratulate them on a job well done.

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## Increasing the Visibility of the CPCU Designation

We recently received a letter from the CPCU Society National Governor for the North Central Region. The following is an excerpt from his letter:

Just wanted to let you know how impressed I was when I saw the full page ad on page 10D of the Monday, November 7 edition of The Des Moines Register. I was traveling that day to an I-Day/local conferment event for the Omaha chapter. I stopped for lunch on the west side of Des Moines and happened to notice a copy of the local newspaper near my table. As I began reading the Business & Career section, the Congratulations to the 2005 CPCU Designees page kind of jumped out at me!

It appears you had a lot of contributors for the ad (and I-Day). I took that section of the paper with me and proudly showed it to 2 of the chapters I'm assigned to be the liaison - they were equally impressed! Great job on promoting the visibility of the CPCU designation.

Glen Schmidt, CPCU  
CPCU Society National Governor  
North Central Region

# CPCU Society Workshops

**When:** January 24, 2006

**Where:** Farm Bureau Financial Services  
5400 University Avenue  
West Des Moines, IA 50266  
(515) 225-2004

## Insuring the E-Commerce Account

Registration 8:00 a.m.  
Program 8:30 a.m. - 12:05 p.m.

### Who's it For?

This program is designed for all insurance professionals and other professionals who must protect the interests of their "customers," including agents, brokers, underwriters, adjusters, reinsurers, risk managers, and attorneys, and who have at least three years of experience.

### What You'll Learn

At the conclusion of this workshop, the attentive learner will be able to:

1. Identify the changes in the marketing of products to consumers and business.
2. Discuss the mechanics of operation of the e-commerce account.
3. Explore the exposures faced in the electronic commerce community.
4. Understand the importance of an effective risk management program.
5. Discuss the coverages available and deficiencies of the standard industry forms.
6. Introduce the new specialty forms available for the e-commerce account.

## 2004 Commercial General Liability

Registration 12:30 p.m.  
Program 1:00 p.m. - 4:35 p.m.

### What's it About?

Get the lowdown on the new Commercial General Liability program. You will learn about changes that reflect the new mobile equipment definition; pollution, war, and electronic data exclusions that have been modified or added; new ISO policies, such as the Electronic Data Liability Coverage Form and Product Withdrawal Coverage Form; and the new additional insured endorsements and modified definition of "insured contract."

### Who's it For?

This program is designed for all insurance professionals and other professionals who must protect the interests of their "customers," including agents, brokers, underwriters, adjusters, reinsurers, risk managers, and attorneys; and who have at least three years of experience.

### What You'll Learn

At the conclusion of this workshop the attentive learner will be able to:

1. Scrutinize the impact of the revised definition of mobile equipment that considers mobile equipment subject to motor vehicle statutory requirements as autos.
2. Identify the need for the Electronic Data Liability Coverage Form.
3. Discover how the new Product Withdrawal coverage Form operates, along with the new endorsement that covers goodwill.
4. Review the new additional insured endorsements, and how the definition of insured contract can be changed.
5. Understand why the pollution exclusion has been revised.
6. Examine the new endorsements excluding exterior insulation and finish systems.

# CPCU Society Workshops

## Speaker For Both Workshops

**R. Bryan Tilden, CPCU, CLU**, is a national lecturer and expert witness in the field of insurance. Prior to starting his own firm, Tilden and Associates, he was the director of technical affairs and director of education for IIANC.

Tilden has been active in insurance education as a grading panel member for the Insurance Institute of America and the American Institute for Chartered Property Casualty Underwriters. In 1988, IIANC presented him with the Ernest F. Young Education Award, and in 1989 Agent of the Year. Tilden has taught in schools for both the PIA and IIAA, been a speaker at RIMS and CPCU meetings, and has spoken at various conventions.

*The views and opinions of the speaker are his own and not necessarily shared by the officers, members, or staff of the CPCU Society.*

## Continuing Education Credits

Each workshop has been filed for four (4) continuing education credits in Iowa

Each workshop has been approved for three (3) CPD units by the AICPCU.

*These programs may be rejected and no credit given. Please call (800) 932-2728, ext. 2767 for updated CE Information.*

## CE Certificates

Registration fee includes one CE certificate per workshop. Additional certificates are available as follows:

\$4 each—CPCU member & CPD Qualified

\$8 each—CPCU member NOT CPD Qualified

\$12 each--Nonmember

## Registration information for EACH Workshop

Fees: for nonmembers	\$99 for one workshop \$189 for both workshops
for Farm Bureau employees	\$89 for one workshop \$169 for both workshops
for CPCU Society members	\$79 for one workshop \$149 for both workshops

**For More Program Information** contact John Kelly, CPCU, the Society's continuing education coordinating manager, at (610) 251-2773

**To Register** call the CPCU Society's Member Resource Center at (800) 932-2728, option 4.

**Registration Fee** includes one CE certificate per workshop, all handout material, and refreshment breaks.

**Cancellations** if received 2 weeks prior to the program will be allowed and the registration fee less \$20 will be refunded.

**Tax Deductions** for educational expenses are permitted in accordance with current U.S. Treasury regulations.

## Registration Form

**Yes** - Please register me for the “*Insuring the E-Commerce Account*” workshop on January 24, 2006 in West Des Moines, Iowa. (ECA012406)

**Yes** - Please register me for the “*2004 CGL*” workshop on January 24, 2006, in West Des Moines, Iowa. (4CGL012406)

Name (Mr./Ms.)

Company

Street

City/State/Zip

Phone

Fax

Name on Badge

E-Mail

**Please pay registration fee in advance**

Fee includes one CE certificate per workshop, all handout material and refreshment breaks.

Check enclosed payable to: CPCU Society

Charge my credit card:

MasterCard  Visa

American Express  Diner's Club

Nonmember: \$99/\$189 \$ \_\_\_\_\_

Farm Bureau employees: \$89/\$169 \$ \_\_\_\_\_

CPCU Society member: \$79/\$149 \$ \_\_\_\_\_

CPD Qualified until 20 \_\_\_\_ less \$5 \$ \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

ACCT NO.

EXPIRATION DATE

NAME AS IT APPEARS ON CARD

SIGNATURE (Required)

**Send registration to:**

CPCU Society, 720 Providence Road, Malvern, PA 19355-0709

**Phone:** (800) 932-CPCU, Option 4

**FAX:** (610) 251-2780

# Iowa Chapter CPCU Society Meeting

Date:	Thursday, December 8, 2005 11:30 a.m.
Location:	Iowa Temple for Performing Arts 1011 Locust St. Des Moines, IA
Speaker:	Larry Hershberger, Director of the Vaughan Insurance Institute - University of Iowa
Cost:	\$20.00 per person

Join us for lunch Thursday, December 8, 2005, at the Iowa Temple for the Performing Arts at 1011 Locust St. in Des Moines. Larry Hershberger, the Director of the Vaughan Insurance Institute, will be our speaker. He will speak on the current initiatives of the Vaughan Insurance Institute.

To enable us to have an accurate count for food purposes, please call Kelly Kipping at 515-243-1558, fax to 515-243-2049 or e-mail reservations to [CPCU-iowa@aml.org](mailto:CPCU-iowa@aml.org) by December 05, 2005.

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Make checks payable to: Iowa Chapter – CPCU

Mail checks and registrations to:

Iowa Chapter CPCU  
c/o Association Management Ltd.  
431 East Locust Suite 300  
Des Moines, Iowa 50309

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

Company: \_\_\_\_\_ Total Enclosed: \$ \_\_\_\_\_  
Cost: \$20 per person