



Iowa ChapterGram

CPCU Society Iowa Chapter

October 2006

www.cpcu-iowa.org

2006-2007 Officers

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MESSAGE FROM THE PRESIDENT . . .

Fall is upon us and that means that the Iowa Chapter of CPCU and its activities are at full speed. I had the pleasure of representing the Iowa Chapter at the CPCU Society Annual Seminar held in Nashville on September 9 – 12. It was a real honor to accept our Circle of Excellence/Gold Level at the Circle of Excellence luncheon. We were also honored for having more than 20% of our membership CPD qualified.



October promises to be a busy month for the Iowa Chapter. We have a lot of upcoming activities:

- October 11 Technical Workshops with Bryan Tilden, CPCU, CLU, CIC Commercial Auto and Business Income
- October 19 Monthly Chapter Meeting at the Des Moines Public Library "Big Brother is Watching You"
- October 24 NLI Workshop on "Strategic Brand Thinking"

All these activities promise lots of great information. I hope to see each of you at one or all of them.

I would like to take this opportunity to congratulate the Independent Insurance Agents of Iowa on the occasion of their 100th Anniversary. Special congratulations to Ted Lussem for receiving a Presidential Citation in recognition of his work on writing the history of the Big "I". Way to go Ted!

Have a great month and I'll look forward to seeing you at an upcoming CPCU event.

"Learn as if you were going to live forever. Live as if you were going to die tomorrow."

Mahatma Gandhi

Wade Sheeler, President, Iowa Chapter of CPCU

Do You Know?



Rod Miner, CPCU, AIC

Occupation: Asst Vice President-Risk Management Division
Claim Account Executive
Holmes Murphy & Associates

Background: Bachelors degree in Sociology, The University of Iowa; Federated Mutual Insurance, Claim Representative, 1990-1999; Holmes Murphy & Associates, Claim Account Executive, Assistant Vice President-Risk Management Division, 1999-Present. CPCU designation, 2000.

Off-the-Job Interests: Enjoys spending time with his family, including three daughters: 11 years, 7 years and 18 months old. Coaches soccer, softball and basketball. Supports Hawkeye sports and likes traveling with family.

Congratulations to our New 2007 Members Earning Their Designations in July

New Designee	Company
David Benson	EMC Insurance Companies
Terry Burkle	Continental Western
Thomas Connor	EMC Insurance Companies
Amy Eckert	Allied
Dean Miller	EMC Insurance Companies
Greg Murphy	EMC Insurance Companies
Heather Norman	National Truck Underwriting
Thomas Norris	Petroleum Marketers Mutual
Debra Sanford	Auto Owners

Congratulations to Steven R. Crawford

Congratulations to Steven R. Crawford for being named Senior Vice President for Reinsurance and Chief Operating Officer at Grinnell Mutual Reinsurance Co., effective Jan. 1. Steven will be involved with strategic planning and daily business activities with Dan Agnew, the CEO of Grinnell Mutual.

Congratulations to Big I

The Iowa Chapter of CPCU would like to congratulate the Big I on its 100th anniversary.

2006-2007 CPCU Events

Wednesday, October 11, 2006 8:30-12:05 & 1:00-4:35	Farm Bureau	Technical Workshops Commercial Auto and Business Income Coverages— Bryan Tilden
Thursday, October 19, 2006	Des Moines Central Library	Big Brother is Watching you Drive— Kevin Cholakian , J.D. and William Woodruff , Ph.D
Tuesday, October 24, 2006 8:30—12:30 p.m.	Farm Bureau	National Leadership Institute (NLI) - “Strategic Branding”
Friday, November 3, 2006 8:30— 1:45 p.m.	West Des Moines Marriott	I-Day - Keynote speaker: Tana Goertz , Topic: “Be Unforgettable” Underwriting Path: Craig A. Mathre , CPCU,CIC, CLU, Vice President Markel Re Excess & Umbrella Division Claims Path: Jeff Baill Technology Path: Dr. Douglas W Jacobsen , Director Information Assurance Center, Iowa State University Conferment Address: Betsey L. Brewer , CPCU National President-Elect—CPCU Society, Senior Vice President & Partner— The Rule Company
Thursday, January 25, 2007 11:30	Embassy Club	55th anniversary celebration. Susan Voss , Iowa Insurance Commissioner and James Marks , Executive Vice President—CPCU Society
Thursday February 22, 2007 11:30	Glen Oaks Country Club	* Ed Wilson , Chief Meteorologist WHO-TV—Weather forecasting techniques and global warming
Thursday, May 17, 2007 5:30 p.m.	Olmsted Center, Drake University	Iowa Insurance Hall of Fame
Wednesday, May 30, 2007	Legacy Golf Course, Nor- walk	Golf Outing

Toys for Tots



The Iowa Chapter of the CPCU Society will be collecting toys for the United States Marine Corps Reserve "Toys for Tots" program at I-Day on November 3rd.

Please bring either a toy or a cash donation to help out with this worthwhile goodworks project.

Jolly Holiday Lights



You can help make a dream come true for a seriously ill child by helping with Jolly Holiday Lights. This fundraiser for the Make-A-Wish foundation of Iowa has provided many wishes to children with a life threatening illness.

CPCU members can help by volunteering for Sunday, December 10th from 5:00 p.m. to 8:00 p.m. Volunteers will hand out programs and collect fees. These 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 Insurance Companies at (515) 345-2009 or J.Carol.Bowers@EMCIns.com. Volunteers must be at least 18 years of age and a release form must be signed.

2005 Tax Return Available for Inspection

The 2005 Federal Income Tax Return has been completed and filed with the Internal Revenue Service. Any member who wishes to inspect the tax return for the Iowa Chapter may contact Barb Sullivan at (515) 225-5445 or via e-mail at: Bsullivan@fbfs.com and a copy will be provided for inspection.

2006 I-Day Contributors

Ahrold Fay & Co.
Allied Insurance, A Nationwide Company
Arthur J. Gallagher & Co. of Iowa, Inc.
Asset Protection Agency
Bilbrey Insurance Services, Inc.
Bituminous Insurance
Brooks-Lussem Insurance
C Mac Chambers Agency
CGA Insurance Services
Chubb Group of Insurance Companies
Continental Western Group
Davis Insurance Agency, Inc.
Donaghy-Kempton Insurors
Drive Insurance From Progressive
EMC Insurance Companies
EMC Risk Services
Farmers Mutual Hail Insurance Company of Iowa
FBL Financial Group
First Western Insurance, Inc.
Fiserv Insurance Solutions
Freedom Financial Bank
GAB Robins, North America, Inc.
General Casualty Companies
Grinnell Mutual Reinsurance
GuideOne Insurance
Hawkeye-Security Insurance Company
Holmes Murphy and Associates
IMT Insurance Company
Independent Insurance Agents of Des Moines
Independent Insurance Agents of Iowa
Insurance Association of Greater Des Moines
Insurance Management Group, Altoona

Integrity Mutual Insurance Company
Iowa Bankers Insurance & Services, Inc.
Iowa Insurance Hall of Fame
Iowa Mutual Insurance Company, De Witt
Kelley Insurance Center – Drake University
Krist Insurance Services
LaMair-Mulock-Condon Co.
Le Mars Insurance Company
Merchants Bonding Company
MetLife Auto and Home
Montgomery St. John Insurance
Motor-Ways Inc.
Nationwide Agribusiness Insurance Company
Nationwide Insurance
NCMIC Group
NOEL Insurance, Inc., Ottumwa
Old Republic Surety Company

Partners Mutual Insurance Company
Pekin Insurance
Philadelphia Insurance Company
Rain and Hail, LLC
Reynolds & Reynolds, Inc.
SECURA Insurance Companies
Society Insurance
State Auto Insurance Companies
Taylor Insurance Services
Truckers Insurance Associates, Inc.
TrueNorth Companies
United Fire and Casualty Company
West Bend Mutual Insurance Company
Willis and Moore, Inc.

Identity Theft

By Judy Brannon, CPCU
Member, Senior Resource Section Committee
CPCU Society



Identity theft – I thought I was pretty educated about it. I've been to several seminars; I even organized one for our local CPCU chapter a few years back. And as a former personal lines underwriting vice president, I thought I was familiar with credit reports. But when my college-age son's identity was stolen last year, I didn't pick up on what should have been the first warning.

The lesson I learned – don't assume things that are incorrect on a credit report are mere errors.

Many personal lines insurers now incorporate statistically significant data derived from credit histories into their pricing. Consumer advocates sometimes object to this practice, and cite statistics about the high percentage of credit reports that contain inaccuracies. I may have listened a bit too much to the claims of inaccuracies because when an account that was not my son's turned up on his credit report, my first reaction was to assume it was a mistake. My son sent a certified letter to the creditor, but he received no response and we did not follow up.

It was six months later, when a collection agency called regarding this same account, that he obtained copies of credit reports from all three agencies and we realized his identity had been stolen. By that time, there were 5 fraudulent accounts opened in his name and all had delinquent payments, or had been turned over to collection agencies. Two had been closed for non-payment. There were also eleven inquiries where someone tried – unsuccessfully – to open other accounts.

What did this person do? He simply used my son's name and social security number to apply for credit. We never did learn how he obtained Bill's social security number.

I worked actively with my son to clean up his credit. Arguably, as a retiree, I have more time than he has as a college student. Certainly with my business experience, I was less apprehensive tackling this – and it was a big job to tackle. I looked at my involvement as a chance to both teach my son and help him resolve the problem.

Current law is really favorable to the victim trying to correct his/her credit record, though it helps to be knowledgeable about just what the law says when dealing with the occasional recalcitrant creditor. We now have this pretty much resolved. There remains only one inquiry that is not my son's that has not been removed from his credit report. It took four and a half months, hours of my time and my son's time, a lot of persistence, and several hundred dollars in postage (certified mail), photocopying, paper and printer ink cartridges. We spent less than the average cost to resolve identity theft issues. Neither of us was losing salary while working on this, and we also didn't need to use an attorney. We were lucky in that way.

Bill's credit score was abysmal for awhile. It affected the premium on his HO-4, but I believe we both discovered and resolved it between renewals of his auto insurance and that policy was not affected. As Bill said, "I don't have much credit but what I have is good." He's now back to a record reflecting only his own credit-related actions.

My biggest mistake was assuming the first account was a mere error and not fraud. We might have headed off more problems, and resolved this more quickly, had we acted more aggressively immediately.

On the other hand, my son recently told me that when he and some friends rented a volleyball, the vendor asked for their social security numbers. Bill said his friends gave their numbers; he refused. He told me he thinks he is more aware of these issues now than others his age may be. My goal of teaching him important lessons may have been fulfilled.

Our two most useful sources of information were an FTC publication, "Take Charge: Fighting Back Against Identity Theft" which contains some twenty pages of what to do (www.ftc.gov) and a link to a copy of the Fair Credit Reporting Act itself at www.ftc.gov/os/statutes/fcra.doc.

This article was published in the September 2006 issue of the Senior Resource Quarterly, published by the CPCU Society.



Go Further in Your Career!



The CPCU Society and the Iowa Chapter Present a
National Leadership Institute Course

Strategic Brand Thinking

Tuesday, October 24, 2006

Farm Bureau Insurance Company
5400 University Avenue
West Des Moines, IA 50266

• Strategic Brand Thinking

Registration: **8 – 8:30 a.m.** • Program: **8:30 a.m. – 12:30 p.m.**

What You'll Learn

Are you thinking about the big ideas of "brand" and "strategy" and how they apply to your insurance business, responsibilities, and career? If so, then this half-day course will help you "think" more clearly about the merger of these powerful subjects, to actively participate and influence the thinking of others in designing a brand strategy that works in the new insurance economy. Based on research by leading experts in corporate strategy and branding, you will learn new ways to create innovative strategies that build and leverage brand value, including the "brand value" of your CPCU designation. Facilitated by a leading expert in strategy and branding, you will apply powerful concepts, principles, and processes to real business situations.

Instructor

Kent Jackson, Ph.D., CPCU, is the director of research, training, and strategic planning for Lance Jackson & Associates, Inc., a full-service branding firm in Denver, Colorado. He is an adjunct graduate professor with Regis University. Prior to joining Lance Jackson & Associates, he was an internal consultant in agency management, new products introduction, and regional planner for State Farm Insurance. Jackson earned his bachelor's and master's degrees from the University of Northern Colorado, and his Ph.D. from Oregon State University. He obtained the CPCU designation in 1996.

Cost

CPCU Society Members: \$99
Nonmembers: \$129

This course has been approved for 4 CPD units by the AICPCU.

Course materials, Continental breakfast, and refreshments are included.

To Learn More

[The CPCU Society National Leadership Institute \(NLI\)](#) is the CPCU Society's premier educational program for insurance industry professionals looking to advance their careers or take on leadership roles within their organizations. Both CPCU Society members and nonmembers are invited to attend NLI sessions. For further information on this course, call the Society's Member Resource Center at (800) 932-CPCU, option 4.

Yes—Please register me for the “Strategic Brand Thinking” course on October 24, 2006, West Des Moines, IA. (SB102406)

Four Easy Ways to Register:

- *Online at www.cpcusociety.org* (CPCU Society members only).
- *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 member: \$99 \$ _____
Nonmember: \$129 \$ _____
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



Attend the CPCU Society's Workshops in West Des Moines, Iowa!

Commercial Auto *and* Business Income Coverages

Wednesday, October 11, 2006

Farm Bureau Financial Services
5400 University Avenue
West Des Moines, IA 50266

Two half-day workshops—Presented by the CPCU Society
Co-sponsored by the CPCU Society's Iowa Chapter

Registration: 8 a.m. Program: 8:30 a.m. - 12:05 p.m.	Registration: 12:30 p.m. Program: 1- 4:35 p.m.
What You'll Learn	What You'll Learn
At the conclusion of this workshop, the attentive learner will be able to:	At the conclusion of this workshop, the attentive learner will be able to:
<ul style="list-style-type: none"> Understand the basic coverage forms of the ISO Commercial Auto program. 	<ul style="list-style-type: none"> Examine the components of a disaster plan and how it affects the limits selected.
<ul style="list-style-type: none"> Identify and analyze the 2006 changes to the ISO Commercial Auto program. 	<ul style="list-style-type: none"> Examine the Business Income (and Extra Expense) Coverage Form in detail.
<ul style="list-style-type: none"> Identify the appropriate uses of several commercial auto endorsements and coverages that frequently cause confusion for insurance professionals. 	<ul style="list-style-type: none"> Discuss the process of settling a business income loss.
	<ul style="list-style-type: none"> Discuss the coinsurance provision.
	<ul style="list-style-type: none"> Examine alternatives to coinsurance.
	<ul style="list-style-type: none"> Discuss various endorsements.

CE Credits

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

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

Each workshop has been approved for four (4) CPD units by the AICPCU.

Speaker for Both Workshops

R. Bryan Tilden, CPCU, CIC, 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 Society 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

Costs

CPCU Society members: \$79 for one workshop; \$149 for both workshops

Farm Bureau employees: \$89 for one workshop; \$169 for both workshops

Nonmembers: \$99 for one workshop; \$189 for both workshops

To Register

These workshops are open to both CPCU Society members and nonmembers. Mail or fax the completed registration form and return it to the Society. CPCU Society members can also register online.

Questions?

Contact the Member Resource Center at (800) 932-CPCU, option 4, or send an e-mail to membercenter@cpcusociety.org.

Registration Form

Yes - Please register me for the “*Commercial Auto*” workshop on October 11, 2006 in West Des Moines, Iowa. (CA101106)

Yes - Please register me for the “*Business Income Coverages*” workshop on October 11, 2006 in West Des Moines, Iowa. (BIC101106)

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 \$ _____

ACCT NO.

EXPIRATION DATE

NAME AS IT APPEARS ON CARD

SIGNATURE (Required)

TOTAL \$ _____

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 & Time	Thursday, October 19, 2006 11:30 a.m.
Location:	Des Moines Central Library
Topic:	Big Brother is Watching You Drive
Speakers:	Kevin Cholakian, J.D. and William Woodruff, Ph.D

DESCRIPTION: BIG BROTHER IS WATCHING YOU.....DRIVE!

Most people do not realize their car is monitoring their driving, secretly recording data on speed, braking and acceleration. Time Magazine reports that 64% of 2006 vehicles contain an Event Data Recorder (EDR) or "black box". As these devices make their way into more vehicles, the controversy over use of the data they provide is heating up. Law enforcement agencies, prosecutors and insurance companies are rushing to make use of EDR technology in accident investigation, criminal prosecution and underwriting of insurance while privacy advocates are working to restrict the use of what they fear could lead to real-time surveillance. Join us for a historical overview of EDR technology, including: What data is available and how it is accessed, the legal issues regarding the use of EDR data and how this data can be used.

Kevin K. Cholakian, a native Californian, attended North Carolina School of the Arts in Winston-Salem, North Carolina his senior year of high school 1971-72 on a full scholarship. Mr. Cholakian then attended San Francisco Conservatory of Music on a Ford Foundation Scholarship from 1972-1973. He graduated magna cum laude with a B.A. in Philosophy from California State University in 1977. From 1976 to 1978, he served as Chief Administrative Assistant to California State Senator Rose Ann Vuich (the first woman elected to the California State Senate), wherein he was responsible for the Central California field offices and Sacramento legislative office. He received his law degree from the University of California, Hastings College of the Law in 1981 where he was Executive Editor of the Hastings Communications and Entertainment Law Journal and was a law review scholarship recipient.

Mr. Cholakian has successfully defended approximately 25 jury trials, each with exposures in excess of \$100,000, and is regularly asked to defend cases that have exposures in excess of \$1,000,000.00. He has never lost a jury trial. His first trial as an attorney was a subrogation case venued in Santa Clara County that resulted in a \$1.1 million dollar verdict in favor of AIG, and his firm continues to specialize in subrogation efforts on behalf of a number of major carriers doing business in California. Although exclusively representing defendants in civil litigation over the years, he tried, in 1994, Crow v. State of California, a 9 week Alameda Superior Court trial in which the jury awarded his client, Mr. Crow, a \$6.5 million dollar verdict, the largest verdict in Alameda County by a non plaintiff attorney in the last 20 years. Mr. Cholakian, on behalf of his insurance clients, has also recovered in excess of 10 million dollars in subrogation recoveries.

William H. Woodruff, Ph.D., is an engineer with InSciTech, Inc., where he practices mechanical engineering and accident reconstruction. He has investigated numerous vehicle accidents and failures, which have encompassed a broad range of issues including vehicle speed and timing, impact severity, vehicle and driver performance, and automotive design and technology. Dr. Woodruff is also a Lecturer in the Mechanical Engineering Department at Santa Clara University where he teaches a class in vehicle accident reconstruction.

Prior to joining InSciTech, he worked in the accident reconstruction group at Exponent Failure Analysis Associates, Inc. and ProAnalysis, Inc.. Dr. Woodruff obtained his doctorate in aerospace engineering from the University of Michigan. His thesis research, completed in conjunction with NASA Langley Research Center, examined combustion in very high speed propulsion systems.

InSciTech, Inc. is a consulting engineering firm with offices in San Francisco, CA and Atlanta, GA. Dr. Woodruff is president and one of three founding partners in InSciTech. Dr. Woodruff and InSciTech are building a new data services division that focuses on providing black box, or EDR, data reports from vehicles. The data services division is intended to offer rapid, cost-effective, nationwide coverage for large clients to obtain EDR data as part of their initial claims process and to preserve evidence for future criminal and civil litigation.

To enable us to have an accurate count for food purposes, please call, fax or e-mail reservations by October 13, 2006 to:
CPCU-iowa@aml.org
or Kelly Kipping at 515-243-1558

Make checks payable to: Iowa Chapter – CPCU

Mail checks 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