

Iowa ChapterGram

CPCU Society Iowa Chapter

March 2010

www.cpcu-iowa.org

2009-2010 Officers

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Contents

Page

2	Message from the President
3	In Memoriam
4	Do You Know? 2010 Scholarship News
5	Graduate Scholarship Application
6	Undergraduate Scholarship Application
7	Ethics Day — 2010
8	Ethics Day Registration Form
9	2010 CPCU Events North Central Iowa Sub-Chapter

Upcoming Events

Tuesday, March 23	Drake University	Ethics Day
Tuesday, April 6	Farm Bureau West Des Moines	Leadership Workshops
Thursday, April 15	Embassy Club	Dan Agnew, Retired CEO of Grinnell Mutual Reinsurance
Thursday, May 20	Des Moines Golf & Country Club	Julie Rochman, CEO from IBHS

As many of you know, March is Ethics Month for the CPCU Society. Ethical behavior or lack thereof, remains a hot topic and in combination with a challenging economy, makes for much attention in the media. The insurance industry, right or wrong, has dealt with some undesirable attention and has been held to close scrutiny. Fortunately, the CPCU Society helped create Ethics Awareness Month more than 20 years ago to focus attention on this important subject each year.



The Iowa Chapter will co-sponsor an Ethics presentation on March 23rd at Drake University. "Character Counts" will provide the program and ethical guidance as well as an opportunity to achieve 3 CE credits. We each have a responsibility as a CPCU to be bound by a code of ethics and act accordingly to provide the utmost of professional commitment and embrace ethical behavior in all circumstances. The heart of any business relationship is trust. We hope that you will join us in March!

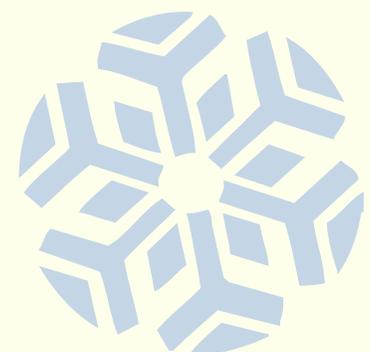
If you haven't already, make plans to attend the Leadership Summit from April 29-May 1, 2010 in Phoenix, AZ and take advantage of the exciting new courses that will explore leadership strategies that really work! The Iowa Chapter is co-sponsoring "How to Expand Your Mental Model to Create Success". The Leadership Summit is the largest annual gathering of Society volunteers focusing on strategic issues affecting the Society and its chapters and interest groups.

Speaking of Interest Groups, have you taken advantage of all your new Interest Group Member Benefits? Read newsletters filled with hot topics, join online discussion boards, initiate idea exchanges, make valuable connections and much more. Just go to www.cpcusociety.org, and indicate your primary area of interest.

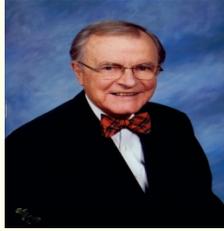
Check the website often for updates on meetings and educational opportunities at www.cpcu-iowa.org. The Iowa Chapter has an excellent reputation, and we are consistently recognized by the Society for our leadership and educational programs. Obviously, it takes dedication and hard work by many volunteer members to achieve and maintain this status. If you would like to be part of this process and get acquainted with other insurance professionals in our area, please contact me or any board member. You will be amazed by the rewards!

Barb Sullivan, CPCU, AIC

***"Always do right---this will gratify some and astonish the rest".
Mark Twain, 1901***



Lawrence W. "Larry" Matthews, CPCU, ARM
August 31, 1921 – January 28, 2010



Larry Matthews was born on August 31, 1921 in Middleton Springs, Vermont and passed away on January 28, 2010 at Iowa Methodist Medical Center in Des Moines, Iowa.

Larry graduated from high school in Rutland, VT in 1939. During his high school days he was active in cross country track and tennis. He came to Drake University on academic and athletic scholarships. He was a member of the first tennis team at Drake.

As with many of his generation, World War II interrupted his college studies. In January 1942, he enlisted in the United States Navy, eventually becoming a Naval Flight Officer. Larry spent his naval career serving as a flight instructor. He was discharged in 1946 and returned to Drake University, earning a degree in Finance.

Larry married the love of his life, Ruthie Evans on October 7, 1945. They shared 58 years together before her passing in 2003. Shortly after graduating from college, Larry joined his father-in-law in the Witmer-Kaufman-Evans agency. This agency was founded in 1867 and was rumored to be the oldest insurance agency west of the Mississippi River. Larry eventually became president and major owner of the firm. The Witmer-Kaufman-Evans agency was sold to Kirke Van Orsdel in 1982. Larry served as a consultant to KVI until his retirement in 1987. The Witmer-Kaufman-Evans agency was primarily a commercial agency. It counted among its clients the Younkers Department Store, the Des Moines School District, and the Iowa Soybean Association. At one time, the agency wrote the group accident policy on all of the school children in Iowa.

Larry was first introduced to the CPCU program during a visit to the Wharton School at the University of Pennsylvania. During that visit in 1948, he met Dr. Solomon Heubener and Harry J. Loman, who Larry said were affectionately known as "Dr. Life" and "Mr. Fire and Casualty". Both of them encouraged Larry to start working on his CPCU designation, which he earned in 1951. He and nine other men formed the Iowa Chapter of CPCU on January 25, 1952. Larry served as the first secretary/treasurer and as the third president in 1954-1955. He was the last surviving charter member of the Iowa Chapter of CPCU. He received the Burkhalter Award from the Iowa Chapter in 2008 and was inducted into the Iowa Insurance Hall of Fame in 2009.

Larry Matthews' life was one of service to his industry, his clients, and his community. His many community activities included the following: Drake Relays Committee, "D" Club; United Way of Central Iowa, Visiting Nurse Services, Moingoina Girls Scouts Council, YMCA, Camp Fire Girls, and Wesley Acres Retirement Services. Larry served for 37 years as a volunteer at the Drake Relays, the last 15 as Chief Clerk of the Course. He was a 50 year member and past president of the Des Moines Rotary Club. He had been elected a Paul Harris Fellow. Larry was a 68 year member of Plymouth Congregational Church, having served on a variety of boards and committees. He was a very gifted athlete throughout his life and enjoyed skiing and golf. He was a member of the Des Moines Club and Wakonda Club. He enjoyed skiing well into his 70s and golfing into his 80s.

Larry was a friend and mentor to many in the insurance industry. He particularly sought out those individuals just starting their careers in the industry. Larry said many times that he felt the CPCU designation gave him the opportunity to exchange ideas with other insurance professionals. His advice to younger individuals was to be life long learner..."get all the education you can. Use it to further your professional and personal goals."

Larry is survived by his two sons: Dr. Lorn (Dorothy) Matthews of Des Moines and Bob (Jodi) Matthews of Rockford, IL; a sister, three grandchildren and one great-grandson. Memorial services were held on February 3rd at Plymouth Congregational Church in Des Moines.

This quote by Lorn Matthews sums up what a remarkable man Larry Matthews was: "He truly engaged in insurance in a day when it was very much a personalized service. I remember countless nights that he would leave the dinner table and go make house calls on people to look at their properties, their prize possessions, and reassure them about their safety. I know of no man who exhibits a greater deal of ethical conduct than my father and I believe his influence on the business community in Des Moines through his years of service has been significant."

Marilyn Paul, CPCU, AIT, AAM, CPIW

Occupation: Membership Services Coordinator
-Independent Insurance Agents of Iowa

Background: After high school, Marilyn attended college at GrandView and Simpson. She earned her AAM (Associate in Automation Management) in 1989, AIT (Associate in Information Technology) in 1999 and CPCU in 1999. Marilyn also has her CPIW (Certified Professional Insurance Woman), a designation presented by NAIW (National Association of Insurance Women). Marilyn works with the Agents Professional Liability Program, assists agents with other IAI programs, i.e. Big I Markets, ASP, E & O Happens and answers miscellaneous questions from their member agents. She is the liaison for the Technical Affairs Committee. Behind the scenes, Marilyn works with the back office accounting for IASC (Independent Agents Service Corp).



Off-the-Job Interests: Marilyn likes to spoil her 5 nephews & 1 niece, all in Arkansas, as much as she can. She attended Clown Camp in LaCross, WI and although no longer clowning, might take it up again in retirement. Her clown name was "Poppy". She loves movies, theatre, and all live entertainment. Marilyn is active in 2 organizations, IAGDM (Insurance Association of Greater Des Moines) and Kappa Chi Chapter of Phi Tau Omega Sorority (National Social & Philanthropic Organization). In October 2008, Marilyn walked and finished the Des Moines IMT 1/2 Marathon.

2010 Scholarship News for Iowa Chapter Members

This spring the Iowa Chapter of CPCU will again be awarding two \$1,500 scholarships, one of which is the Ted Lussem Scholarship, to Iowa Chapter members and/or their dependents. This has been a very successful program and we are glad to continue to offer this opportunity to our members.

The scholarships will be available to graduate and undergraduate students. To be eligible, graduate applicants must be an Iowa Chapter of CPCU member and attend an accredited graduate college or university. For undergraduate applicants to be eligible, they must be sophomores, juniors, or seniors attending a four-year accredited college or university in the state of Iowa and maintain an overall GPA of at least 2.75 on a 4.0 scale. Preference will be given to students majoring in insurance or an insurance related area of study. NOTE: The undergraduate scholarship can also be used by a current Iowa Chapter member that is pursuing a four-year degree.

Please use the applicable form provided in this ChapterGram. The forms are also available on our website at www.cpcu-iowa.org. Applications should be sent to Doug Nuehring by Friday, March 12, 2010.

Graduate Scholarship Application

Iowa Chapter of CPCU
2010 Graduate Scholarship Application

Scholarship Amount: \$1,500 toward tuition at an accredited graduate college or university. Amount may be applied to spring, summer, or fall tuition.

Eligibility:

- a. Iowa Chapter of CPCU members only; and,
- b. Attending an accredited graduate college or university

Applicant Name: _____

Mailing Address: _____

City/State/Zip Code: _____ Phone: _____

Permanent Mailing Address: _____

City/State/Zip Code: _____ Phone: _____

Email Address: _____ Graduate Program: _____

Please complete and return this form and the following information by Friday, March 12, 2010:

1. A résumé that includes information regarding applicant's scholastic honors, extracurricular activities, employment history, and other information you believe is important for consideration.
2. A statement explaining your career goals and your thoughts about why you are deserving of consideration for this scholarship award. Please state why your graduate degree will help you on your path to your career goals. Also, please list graduate level insurance courses you have taken or plan to take.

Please mail the completed application, résumé and statement to:

Doug Nuehring, CPCU
Iowa Chapter of CPCU
c/o EMC Insurance Companies
Box 712
Des Moines, IA 50306-0712

Alternatively, you can email the documents to "Doug.W.Nuehring@EMCIns.com".

Undergraduate Scholarship Application

Iowa Chapter of CPCU
2010 Undergraduate Scholarship Application

Scholarship Amount: \$1,500 toward tuition during recipient's sophomore, junior or senior year.
Amount may be applied to spring, summer or fall tuition.

Eligibility:

- a. Iowa Chapter of CPCU members or one of their dependents; and,
- b. Sophomores, Juniors or Seniors attending a four-year accredited college or university in the state of Iowa; and,
- c. Maintaining an overall G.P.A. of at least 2.75 on a 4.0 scale. Preference will be given to students majoring in business and/or insurance related area of study.

Applicant Name: _____

Mailing Address: _____

City/State/Zip Code: _____ Phone: _____

Permanent Mailing Address: _____

City/State/Zip Code: _____ Phone: _____

Email Address: _____ CPCU Member Name _____

Year in school: Sophomore / Junior / Senior

Major: _____

Minor: _____

Grade Point Average: _____ Anticipated Graduation Date: _____

Please complete and return this form and the following information by Friday, March 12, 2010:

1. A résumé that includes information regarding applicant's scholastic honors, extracurricular activities, employment history and other information you believe is important for consideration.
2. A statement explaining your career goals and your thoughts about why you are deserving of consideration for this scholarship award. Also, if you are majoring in or have an emphasis in insurance, please explain your interest in that career path and list the insurance courses that you have taken or plan to take.

Please mail the completed application, résumé and statement to:

Doug Nuehring, CPCU
Iowa Chapter of CPCU
c/o EMC Insurance Companies
Box 712
Des Moines, IA 50306-0712

Alternatively, you can email the documents to "Doug.W.Nuehring@EMCIns.com".

ETHICS DAY – 2010

Kelley Insurance Center – Drake University

In cooperation with

The Iowa Chapter, CPCU Society; Society of FSP, Central Iowa Chapter; NAIFA – Central Iowa; and the Iowa Area Association of Health Underwriters



DATE: Thursday, March 23, 2010

LOCATION: Olmsted Center ♦ Drake University ♦ 2875 University Ave ♦ Des Moines, IA 50311

AGENDA:

7:45 — 8:25 AM	Registration & Continental Breakfast
8:25 — 8:30 AM	Welcome by Master of Ceremonies Bruce Kelley, CPCU, CLU CEO, EMC Insurance Companies
8:30 — 9:20 AM	“Ethical Decisions and Performance Character” PART ONE Scott Raecker, Executive Director, and Staff Institute for Character Development, Drake University ♦ ♦ BREAK ♦ ♦
9:30 — 10:20 AM	“Ethical Decisions and Performance Character” PART TWO ♦ ♦ BREAK ♦ ♦
10:30 — 11:30 AM	“Ethical Decisions and Performance Character” PART THREE

RESERVATIONS: Registration and payment must be received by **March 18, 2010**.

COST: The program including three hours of Ethics CE and Continental Breakfast **\$45.00**

PARKING: Parking in the Olmsted Lot will be validated at the Registration Table

QUESTIONS?

Doug Ireland (515) 271-2133 or douq.ireland@drake.edu

“Ethical Decisions and Performance Character”

J. Scott Raecker, Executive Director, Institute for Character Development, Drake University
Eric D. Martin, Director of Outreach, Institute for Character Development, Drake University
Mark Wills, Director of Education, Institute for Character Development, Drake University

Ethics is not only a requirement for renewing your producer's license, it is an integral part of all that we do. Each of us has a code of ethics that we live by. Our respective associations and organizations all have some type of code of ethics or professional code of conduct to which we adhere as members in good faith. Many of our agencies and companies have adopted a standard code of professional and/or ethical conduct in the workplace. In recognition of these facts, the sponsoring organizations have contracted with the Institute for Character Development at Drake University to conduct this three-hour workshop to explore ethics in our world of insurance, risk management, and financial services. Through a series of thought provoking exercises, participants will learn about making ethical decisions as they relate to Performance Character and the Six Pillars of Moral Character: **Trustworthiness, Respect, Responsibility, Fairness, Caring, and Citizenship**. Demonstrating good character and making good decisions in the workplace has a direct impact on your customers, employees, business, and community.

Character Counts everywhere – all the time!

PLEASE NOTE: THIS PROGRAM HAS BEEN SUBMITTED TO THE IOWA INSURANCE DIVISION FOR **THREE** HOURS OF **ETHICS** CONTINUING EDUCATION CREDIT.

CHARACTER
COUNTS!
IN IOWA

2010 CPCU Events

Tuesday, March 23, 2010	Drake University	Ethics day
Tuesday, April 6, 2010 8:00-4:30	Farm Bureau West Des Moines	Leadership Workshops
Thursday, April 15, 2010 11:30-1:00	Embassy Club	Dan Agnew, Retired CEO of Grinnell Mutual Reinsurance
Thursday, May 20, 2010 7:30-9:00am	Des Moines Golf & Country Club	Julie Rochman, CEO from IBHS (Institute for Business and Home Safety)
Friday, June 11, 2010	Copper Creek Golf Course in Pleasant Hill	2010 CPCU Golf Outing

North Central Iowa Sub-Chapter

On October 30, 2009, Jon Grether, from the North Central Iowa Sub-Chapter of IA CPCU Society, presented a program for the local High School business class on "Careers in insurance".

Program was to present the different careers with insurance that young people may not have known existed or thought about. He presented the different aspects of insurance such as property & casualty, Life/Health/Benefits, Reinsurance and Broker/Agent. Also described were the various fields within the insurance industry such as Accounting, Finance Planning, Investments, Actuary and Auditing for math persons. Becoming an Agent, Human Resources, Underwriting, Claims or Management if you are a people person. Becoming a General Counsel, Compliance, Claims Litigation specialists for those interested in the legal side. And many more options were presented. Helping him with the presentation, were two Algona High School Alumni and current Insurance professionals, Laci Erpelding and Justin Davis.

