

Iowa ChapterGram

CPCU Society Iowa Chapter

May 2010

www.cpcu-iowa.org

2009-2010 Officers

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Upcoming Events

Wednesday, May 19	Olmsted Center Drake University	Iowa Insurance Hall of Fame Ceremony
Thursday, May 20	Des Moines Golf & Country Club	Julie Rochman, CEO from IBHS
Friday, June 11	Copper Creek Golf Course in Pleasant Hill	2010 CPCU Golf Outing

Greetings! It's hard to believe that another CPCU year, as well as my term as President, is coming to a close. I hope you are all enjoying the unusually beautiful spring we are having, or does it merely seem that way because the winter was so monstrous?

Although our chapter year is winding down, we still have several activities on the May calendar. Plan to join us on May 19th for a celebration at Drake University as we honor the following new inductees into the Insurance Hall of Fame: William J. Ambrisco, Robert Jester, Graham Cook, Robert Dee, and William Koch (awarded posthumously). If you have never attended a Hall of Fame Celebration, you should. It is truly a memorable event!



The May meeting finds us having breakfast at the Des Moines Golf and Country Club on May 20th at 7:30 am and features a presentation by Julie Rochman, President and CEO of the Institute for Business & Home Safety. This meeting also includes our installation of officers for the 2010-2011 chapter year. We are honored to have our Regional Governor, Elizabeth Lupetini, to perform the installation ceremony.

On June 11th, we will be hosting our Annual Charity Golf Outing at Copper Creek Golf Course in Pleasant Hill. Proceeds will be going to Blank Children's Hospital. Plan to join your fellow CPCUs for a round of golf to benefit this worthwhile project! Registration can be found on the website at www.cpcu-iowa.com.

Our officers, directors, committee chairpersons, and many other volunteers deserve a huge round of applause for the energy, time and dedication to the work of the Chapter this year. Special thanks go to Russ Greenwood in arranging an excellent selection of chapter meetings and to Dean Miller for work as Chaptergram editor. Thanks also to Past President Jody Ochsner for her advice and guidance and to my former science teacher, generous sponsor, and all around knowledgeable guy, Richard Keith. We greatly appreciate the work of Bob Conroy and Jim Bowers for keeping the website up to date. Last, but certainly not least, please be assured that I couldn't have completed my Presidential year without the constant guidance and support from the Chapter Historian and mentor, Ted Lussem.

I have just completed my 14th year on the CPCU board. Looking back, I realize how truly fortunate I have been to have been allowed the opportunity to serve such a great organization and connect with so many insurance professionals. The Iowa Chapter of the CPCU Society is a leader among chapters and provides exemplary education, leadership, and opportunities for the insurance industry throughout Iowa. I have been richly rewarded beyond my expectations and I thank you all kindly and sincerely.

Barb Sullivan, CPCU, AIC

Anita Novak, CPCU

Occupation: Director of Investor Relations
-EMC Insurance Group Inc.

Background: Anita Novak is the Director of Investor Relations for EMC Insurance Group Inc. of Des Moines, Iowa. She has held this position since June 1998. She has undergraduate degrees in Accounting and Paralegal Sciences as well as an MBA (emphasis in finance and marketing) from the University of Iowa and an Investor Relations certification from the University of California, Irvine. She holds a number of industry certifications including Associate of Risk Management (ARM-2001), Chartered Property Casualty Underwriter (CPCU-2009), HIAA, LOMA, and CFP. Previous employers include Principal Financial Group; Mass Mutual Insurance; Nyemaster Law Firm; Lawyer, Lawyer, Dutton & Drake Law Firm; and Consultec, Inc. (Iowa Medicaid Project).



Off-the-Job Interests: Anita Novak is a devoted mother, grandmother and great-grandmother. She and husband, Ron, enjoy their large extended family in addition to their interest in classic cars. They currently own and show a pristine 1958 Corvette. Other interests include extended weekend stays at the family cabin, reading and golf.

Scholarship Winners

The Iowa Chapter of CPCU Society recently awarded two \$1,500 scholarships in recognition of their achievements to Renae Mauk and Joe Cate.



Renae Mauk
(Ted Lussem Achievement
Scholarship)

Renae (daughter of Greg Mauk, CPCU, who works at Nationwide Allied General Agency) is a graduate of Valley High School. At Valley, she was a four year Academic Letter Award winner, a four year Silver Cord Volunteer Award winner, and won the Belin Award in 2008 for outstanding achievement and potential in business education. Renae is currently a sophomore at Central College and is a Business Management major. Her activities include membership in the Art Club, volunteer at the Knoxville Animal Rescue League, and horseback riding.



Joe Cate

Joe (son of Alison Cate, CPCU, who works at EMC Insurance Companies) is a graduate of Johnston High School. At Johnston, he was in the top three percent of his graduating class and won the Business Department Award. Joe is currently a junior at the University of Iowa. He is majoring in Accounting with a minor in History. While at Iowa, he has been named to the Dean's List four semesters, named a University of Iowa Tippie Scholar, and is in the University of Iowa Honors Program. His hobbies include travel, history, and disc golf.

**Join us for the 2010 Annual CPCU Golf Outing
Friday, June 11th, 2010
Copper Creek Golf Course – Pleasant Hill, Iowa
1:30 PM Shotgun Start
Registration and golf range opens at 12:30**

Please mark your calendar for an afternoon of great golf. Our outing is a Best Ball tournament open to CPCU's along with 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 and real time scoring plus dinner after the golfing. There will be prizes for the place winners in 2 flights along with contest holes such as longest drive, closest to the pin 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 we will try to match you up. Dinner will begin at 6:00 p.m. Prizes will be awarded during dinner.

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

Fees may be paid by credit card by registering at www.CPCU-Iowa.org or by mailing the registration form with a check with full payment to:

**CPCU of Iowa Golf Outing
C/o Association Insight
1255 SW Prairie Trail Parkway
Ankeny, Ia. 50015**

Registration deadline is Friday June 4th.

Any questions please contact:

Brian Wright, CPCU, AIAF at 515-345-2686 or e-mail him at brian.w.wright@emcIns.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

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 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 Association Insight
1255 SW Prairie Trail Parkway
Ankeny, IA 50015
4. Nomination deadline is October 1st.
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 Association Insight
1255 SW Prairie Trail Parkway
Ankeny, IA 50015

Deadline for submission: October 1st.

www.cpcu-iowa.org

The next *Earthquake Insight Field Trip* will be held on October 6-8, 2010. This annual outreach event, hosted by the US Geological Survey, will start and end in Memphis, Tenn. Field trip participants will learn about the earthquake history of the central US and current exposures to earthquake hazards in this area.

It is **especially for non-scientists**, such as insurers, risk managers, transportation and logistics professionals, infrastructure managers, business leaders, elected officials, media, finance, portfolio managers, lenders, and business continuity planners. The field trip will be led by geoscientists, engineers, and emergency planners who are active in current research and private state-of-the-practice.

The field-trip route will cross the heart of the New Madrid fault zone and will include parts of Tennessee, Arkansas, and Missouri. Stops will be made at sites that show geologic evidence of past large earthquakes as well as cost-effective engineering solutions that minimize earthquake risk to certain structures. There will also be discussion of several industries that have concentrated exposure to earthquake risk in the central US.

Much of the value of past *Earthquake Insight Field Trips* was from the candid, one-on-one discussions between earthquake professionals and field-trip participants, who have mostly been from private-sector leadership.

Past participants have represented State Farm Companies, Pfizer, FM Global, the Missouri State Senate, Wal-Mart, Chubb, AON, AG Edwards, ABC/Disney, General Reinsurance, Time-Warner, Dillard's, Odyssey Re, The Republic Group, Shelter Insurance, Edward Jones, St. Paul/Travelers, Enbridge, Swiss Re, and many others.

For more information or to register, please contact Phyllis Steckel at psteckel@charter.net or 636-239-4013 as soon as possible. Due to logistical constraints, the group is strictly limited to 35 participants. Registration cost for the field trip is \$495.

The final report of the first *Earthquake Insight Field Trip*, which was in 2005, is posted at <http://earthquake.usgs.gov/research/external/reports/05HQGR0014.pdf>. The route and content of each *Earthquake Insight Field Trip* since then has been unique.

2010 Annual Meeting & Seminars




Join CPCUs, new designees and insurance industry leaders in Orlando, Fla., to sharpen your competitive edge and create smart business connections that last a lifetime. This year's meeting will be held at the Orlando World Center Marriott. Register online at www.cpcusociety.org.

You are cordially invited to attend the Fourteenth Annual
IOWA INSURANCE HALL OF FAME CEREMONY

Honoring these inductees for 2010:
 William J. Ambrisco *William Koch Graham J. Cook
 Robert A. Dee Robert E. Jester
 *Awarded Posthumously

Wednesday, May 19, 2010 • 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 13th to
 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

www.iihof.org

2010 CPCU Events

Wednesday, May 19, 2010 6:00pm	Olmsted Center Drake University	Iowa Insurance Hall of Fame Ceremony
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 1:30pm shotgun start	Copper Creek Golf Course in Pleasant Hill	2010 CPCU Golf Outing

Chapter Meeting

Date & Time	Thursday, May 20th 2010, 7:30 a.m.—9:00 a.m.
Location:	Des Moines Golf & Country Club
Speaker:	Julie Rochman, CEO of IBHS (Institute for Business and Home Safety)
Topic:	Property Loss Mitigation Initiatives that Benefit Insurers and Policyholders

DESCRIPTION:

Ms. Rochman will describe the IBHS' applied research programs focused on hail, high winds, severe winter weather and water intrusion, as well giving attendees an overview of the plans for the unique, world-class IBHS Research Center, which will open later this year.

ABOUT OUR SPEAKER:

Our speaker Julie Rochman joined IBHS in November 2007 with more than 20 years of public affairs and advocacy experience representing major corporations, research and safety organizations, and issue-based coalitions. She is regularly consulted and quoted by national print, broadcast and electronic media on a wide variety of topics. IBHS is an independent, nonprofit, applied research and communication organization supported by the property insurance industry. IBHS is dedicated to reducing societal and economic effects of natural disasters and other causes of residential and commercial property loss. IBHS conducts field and laboratory research to identify and advance improved construction, maintenance, and preparation practices.



Julie joined IBHS from The Glover Group, a leading Washington D.C.-based strategic communication consulting firm, where she was senior vice president of public affairs, managing a portfolio primarily comprising financial services sector clients. Prior to that, Ms. Rochman was senior vice president of public affairs for the American Insurance Association (AIA), a national public policy advocacy organization for property-casualty insurance companies. As a member of AIA's management team for six years, Ms. Rochman was responsible for developing and executing integrated communication campaigns to achieve AIA's public policy goals at both the state and federal levels.

To enable us to have an accurate count for food purposes, please mail or e-mail reservations by May 14, 2010 to:

cpcu-iowa@associationinsight.com

Make checks payable to: Iowa Chapter – CPCU

Mail checks to: Iowa Chapter CPCU
c/o Association Insight
1255 SW Prairie Trail Parkway
Ankeny, IA 50015

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) and click on the link on the main page under News and Hot Topics.

For questions about the meeting, not concerning reservations, please call Russ Greenwood at 515-345-2075.