



# Iowa ChapterGram

## Iowa CPCU Society Chapter

March 2013

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

### 2012-2013 Officers

President:  
Connie Doud  
(515) 724-5092  
Connie@fmh.com

Vice President:  
Erin Osier  
(515) 223-6998  
eosier@yourcaptive.com

Secretary:  
Kim Smetzer  
(515) 365-4340  
kim.smetzer@marshpm.com

Treasurer:  
Rose Nwaturuocha  
(515) 508-3386  
Nwaturr@nationwide.com

Past President:  
Richard Keith  
(515) 327-2755  
Richard.Keith@theimtgroup.com

### Directors

Dalith Wells  
(515) 345-2542  
Dalith.M.Wells@EMCIns.com

Jon Williams  
(515) 345-2671  
Jon.D.Williams@EMCIns.com

Adam Haugerud  
(515) 508-3435  
haugera@nationwide.com

Stephanie Wells  
(515) 508-2497  
Wellss5@nationwide.com

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## Upcoming Events

March 6, 2013 8:00 am	Drake University	Ethics Day
April 18, 2013 11:30 am	Embassy West Jordan Creek	Speaker: John Flahaut Topic: Credit Insurance
May 16, 2013 7:30 am	Des Moines Golf & Country Club	Speaker: Laure Mardis Topic: Investment Management



CPCU Society Social Media



## Message from the President

March blows in many things this month. We start off with Ethics Day, March 6th, at Drake University. The speaker will be Jeff Lanza, a retired FBI agent. He will be speaking on "Leadership Integrity: How to Prevent the Extinction of the Ethical Business Leader." Our chapter's Ethics Chair, Bruce Kelley, will be the Master of Ceremonies. Complete program details can be found in this issue of the ChapterGram.

As CPCUs, we hold ethics very high and have a responsibility to be ethical business leaders in our workplace and in our community. Insurance is a business of utmost trust. Our insureds pay us premium and trust that when the time comes and they need our help to be made whole or defended, we will be there providing the coverage they trusted we would. I'm sure this will be a worthwhile half-day spent reflecting on how to be the best ethical representatives we can be. It is also worth three CE credits towards ethics.



Another learning opportunity is coming up April 25 – 27 in Phoenix, Arizona at the CPCU Society Leadership Summit. It is a three-day seminar hosted by the CPCU Society to develop your leadership skills. Plan now to attend. Complete seminar details can be found on the Society's web site at [www.cpcusociety.org](http://www.cpcusociety.org).

We had an interesting meeting in February at Glen Oaks. Our speaker was Bob Skow of the Big I. He updated us on the goings on at the Capitol as they relate to insurance: 400 bills in legislation, Workers Compensation rates have skyrocketed due to rich benefits in our state, auto insurance related bills, effects of Affordable Care Act and likelihood of Iowa having an Health Insurance Exchange, confirmation of Nick Gerhart as Insurance Commissioner, Life Insurance beneficiary rights, subrogation regarding criminal activities, and marketing of insurance by non-licensed agents. You don't want to miss our chapter meetings, as they can be very informative.

Become involved, learn and grow; take advantage of the opportunities available to you this month and next. May you have the luck of the Irish with you as we welcome spring and celebrate Easter. March is going to be a busy month, make CPCU part of it!

*"We ought always to deal justly, not only with those who are just to us, but likewise to those who endeavor to injure us; and this, for fear lest by rendering them evil for evil, we should fall into the same vice."* Hierocles

- Connie Doud, CPCU, CCP

President, Iowa CPCU Society Chapter



Bob Skow, CPCU  
February 2013 Speaker

## New Designee Spotlight

**Shawn Miner, CPCU, CIC, ARM**  
**Iowa/Nebraska Territory Manager**  
**SFM Insurance**

A lot of people in the insurance industry have different paths their careers take from one discipline to another. Some start in audit and move to claims, some from loss control to underwriting. My path took me from eleven years of sales experience with two direct writers and an independent agency to an underwriting position. The experience has been eye-opening in that I went for the longest time laying awake on Sunday night worrying about my next sale. Now I lay awake worrying about my next lower back injury claim.



After graduating from the University of Iowa in 1998, I went through Federated's nine-month insurance training program in Owatonna, MN, and worked for them in Cedar Rapids until 2001. My wife and I then moved to Kansas City, where I had a great time working for Liberty Mutual. We loved our time down there but decided we wanted to raise our kids as Iowans. In what must've been divine intervention, Liberty Mutual happened to have their sole Des Moines sales position open and moved us back. Shortly thereafter, I went to work for LaMair-Mulock-Condon Insurance and worked on some of their program business. In 2009, I helped SFM Mutual Insurance (a Minnesota-based, mono-line workers compensation carrier) start writing business in Iowa and Nebraska. As my first job on the underwriting side, I feel like I need to apologize to all the underwriters I've worked with over the years. It's been an incredibly rewarding move and part of that was their support in me getting my CPCU. The company promotes personal and professional development in a way that's beneficial to the industry. I've always been drawn to workers' compensation because there's a single focus of keeping the employee safe and get them back to work as soon as possible. If we can make this happen, the employees, employers, carriers and agencies all win. What could be better than that?

I live in Johnston with my wife Carolyn and our three children - Allison (8), Claire (6) and Sam (3). I'm a loyal Hawkeye fan (although the Lickliter era was trying). My hobbies pretty much consist of my family at this time, although I do try to relax by reading and exercising. I have to relax because I have a masochistic addiction to following politics. I'm also a big fan of a few television shows like Mad Men and Breaking Bad.

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## 2013 Golf Outing - Save the Date

Be sure to save the date of June 13, 2013, in your calendar so you'll be able to join us for the Annual Charity Golf Outing. This year we will once again be at the Legacy Golf Club in Norwalk for a great afternoon of golf and networking with your fellow CPCUs. We will tee off at 11 am and have a meal and prizes after the event. Look for more information about the golf outing in upcoming ChapterGrams. [Click here](#) to view photos from the 2012 golf event.

***Get ready to tee it up with Iowa CPCU Society Chapter!***



## 2013 CPCU Events

March 6, 2013 8:00 am	Drake University	Ethics Day
April 18, 2013 11:30 am	Embassy West Jordan Creek	Speaker: John Flahaut Topic: Credit Insurance
May 16, 2013 7:30 am	Des Moines Golf & Country Club	Speaker: Laure Mardis Topic: Investment Management
May 22, 2013 5:00 pm	Drake University	Iowa Insurance Hall of Fame 2013 Induction Ceremony
June 13, 2013 11 am	Legacy Golf Club	CPCU Charity Golf Event

## 2013 Scholarship News for Iowa Chapter Members

This spring, the Iowa CPCU Society Chapter will again be awarding up to 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 are available to graduate and undergraduate students. To be eligible, graduate applicants must be an Iowa CPCU Society Chapter member and attend an accredited graduate college or university. For undergraduate applicants to be eligible, they must be an Iowa CPCU Society Chapter member or a dependent of a member, be a sophomore, junior, or senior attending a four-year accredited college or university, 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 CPCU Society 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](http://www.cpcu-iowa.org) and at the links below. Applications should be sent to Doug Nuehring by March 8, 2013.

- [Undergraduate Scholarship Online Application](#)
- [Graduate Scholarship Online Application](#)

## Undergraduate Scholarship Application

Iowa CPCU Society Chapter  
2013 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 CPCU Society Chapter members or one of their dependents; and,
- b. Sophomores, juniors, or seniors attending a four-year accredited college or university; 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 8, 2013:

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 CPCU Society Chapter  
c/o EMC Insurance Companies  
Box 712  
Des Moines, IA 50306-0712

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

## Graduate Scholarship Application

Iowa CPCU Society Chapter  
2013 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 CPCU Society Chapter 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 8, 2013:

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 CPCU Society Chapter  
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 – 2013

The Kelley Continuing Education Program – Drake University

*in cooperation with*

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



**DATE:** Wednesday, March 6, 2013

**LOCATION:** Parents Hall, the Olmsted Center, Drake University

**AGENDA:** 7:45 — 8:25 AM Registration and Continental Breakfast

8:25 — 8:30 AM

**Welcome by Master of Ceremonies**

Bruce G. Kelley, CPCU, CLU

President and CEO, EMC Insurance Group, Inc.

8:30 — 10:00 AM

**“Leadership Integrity: How to Prevent  
the Extinction of the Ethical Business Leader”**

**(Part ONE)**

**Jeff Lanza**

Retired FBI Special Agent

10:00 — 10:10 AM

◆ ◆ B R E A K ◆ ◆

10:10 — 11:30 AM

**“Leadership Integrity: How to Prevent  
the Extinction of the Ethical Business Leader”**

**(Part TWO)**

**Jeff Lanza**

Retired FBI Special Agent

11:30 — 11:35 AM

**Closing Comments**

Bruce G. Kelley, CPCU, CLU

President and CEO, EMC Insurance Group, Inc.

**RESERVATIONS:** Registration and payment must be received by **March 1, 2013.**

**COST:** \$50.00 For All Attendees

**QUESTIONS:** Doug Ireland (515) 271-2133 or [doug.ireland@drake.edu](mailto:doug.ireland@drake.edu)

## **“Leadership Integrity: How to Prevent the Extinction of the Ethical Business Leader”**

**KEYNOTE SPEAKER:** Jeff Lanza was an FBI Agent for more than 20 years in which he investigated corruption, fraud, and organized crime. He served as chief of internal security for the FBI’s Kansas City region. *He has provided over one thousand presentations on risk management to associations, corporate boards, and employees of major corporations around the world.* His presentation on leadership ethics has been utilized to train future leaders in numerous organizations, including the University of Kansas, Blue Cross Blue Shield, the Kansas Association of Health Underwriters, and the Helzberg Entrepreneur Leadership program. His program on ethics was made available to a worldwide audience of the American Records Management Association. He holds a Master’s Degree in Business Administration.

# Ethics Day – 2013 Registration Form

Kelley Continuing Education Program ♦ CPCU ♦ FSP ♦ IAHU ♦ NAIFA

Name \_\_\_\_\_  
First MI Last

NPN# \_\_\_\_\_

Official [Home] Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Company/Agency \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Ph: Office \_\_\_\_\_ Home \_\_\_\_\_ Fax \_\_\_\_\_

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

**I am a member of: [Check only one]**

- CPCU  
  IAHU  
  NAIFA  
  FSP  
  NAIFA & FSP  
  **UNAFFILIATED**

**Ethics Day – 2013** consists of a three-hour presentation on Ethics titled: *“Leadership Integrity: How to Prevent the Extinction of the Ethical Business Leader”*. The cost is \$50.00 (\$60.00 at the door). The program has been **approved by** the Iowa Insurance Division for **three (3) hours** of Ethics CE Credit. The Iowa course number is 83056.

**Go to <https://events.cbpa.drake.edu> and register today!**

(Must have Explorer 7 or above or compatible browser.)

You may pay by one the following major credit cards: **VISA, MasterCard, or Discover**  
**or** by making your check payable to: **Drake University**.

FAX: (515) 271-2187          e-mail: [insurance.center@drake.edu](mailto:insurance.center@drake.edu)          Phone: (515) 271-2134

Mailing Address: **Kelley Continuing Education Program – Drake University**  
**ATTN: Doug Ireland – 212 Aliber Hall**  
**2847 University Avenue**  
**Des Moines, IA 50311-4034**

Cancellation Policy: If you must cancel your registration, you must do so in writing by FAX, e-mail, or letter prior to the day of the session.

**Please note that this year's event will be held at the**  
**Parents Hall in the Olmsted Center on the Drake Campus**  
**Proud Sponsors of Ethics Day – 2013 Thursday, March 6, 2013**

