



**CPCU**  
SOCIETY

# ChapterGram

Iowa CPCU Society Chapter

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CPCU Society Social Media



March 2014

www.cpcu-iowa.org

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## Upcoming Events

March 5, 2014 7:45 am	Drake University	Ethics Day
April 17, 2014 11:30 am	Smokey D's BBQ Restaurant	Speaker: Darren Warth Topic: Food Preparation & Loss Control
May 15, 2014 11:30 am	Des Moines Embassy Club	Speaker: William Howell Topic: Alternative Energy

## Message from the President

On February 13, the Iowa Chapter was treated to a presentation by Brenda Criswell, Employment Specialist for the Iowa Department for the Blind. Needless to say, it was an eye-opening experience. Not only did we learn about the services provided to our fellow Iowans, Ms. Criswell shared ways in which her department can help our employers retain workers who may develop vision impairment. For Ms. Criswell's contact information, [click here](#). You can also view several photos from the meeting below, and even more on our [website](#).



Your chapter volunteers worked very hard this winter. They have planned numerous events for you to enjoy this coming spring.

- **Volunteer.** There are four Good Works volunteer projects scheduled. Sign up for one or for all. See page 6 of this ChapterGram for more information.
- **Learn.** Continuing Education courses are in the works. Keep an eye on the ChapterGram and website for more information. Or, help someone else learn. If you know someone interested in pursuing CPCU and they are looking for an on-site class, CPCU 520 is being offered at Drake University starting March 29. Visit the [Drake website](#) for course dates and to register.
- **Celebrate.** The Iowa Chapter is a big supporter of the Iowa Insurance Hall of Fame. The 2014 inductees will be recognized on May 20 at the Hall of Fame dinner.
- **Support.** Applications for the Ted Lussem Scholarship are being accepted through March 14.
- **Network.** The annual golf tournament will be held the afternoon of July 17 at the Tournament Club of Iowa (TCI). All golfers, non-golfers, new designees, and chapter members are invited to a networking function that evening at Jethro's BBQ in Ankeny.

We are fortunate to have CPCUs who give their time and talents to improve our chapter and your experience with the CPCU designation. Their enthusiasm is contagious. I hope you can join us at an upcoming event. Get involved, get connected.

"We make a living by what we get, but we make a life by what we give." – Winston Churchill

- Erin Osier, President, Iowa Chapter



Brenda Criswell discusses the many services provided by the Iowa Department for the Blind



Tanya Wentzel, Iowa CPCU Board Member and February meeting coordinator, introduces Brenda and gives fun facts about Valentine's Day

## New Designee Spotlight

**Joe McCollum, CPCU, AIC**  
**Fire Claim Representative**  
**State Farm Fire & Casualty Co.**



I grew up in Storm Lake, IA. My parents consisted of a Judge and a DCI agent, so naturally I could not get away with much. Growing up in a small community provided me a great value system; honesty, integrity, loyalty, and work ethic, among many other values. It also gave me plenty of opportunities to be involved in sports, plays, and music.

Like most young college students, I was not sure what professional field I wanted to pursue. Halfway through, I was inspired by a professor in my Real Estate and Insurance class. I was intrigued with the principles of insurance and how they provide stability to the economy. When I graduated in 2006, I started working for State Farm and never looked back.

During my first year on the job, I knew I wanted to pursue my CPCU. It was apparent that my colleagues who had their CPCU or were pursuing it had more development opportunities and held leadership positions, something I strive to attain. Being a claim professional, I first obtained my AIC and then went on to complete my CPCU. I am very grateful for all the support I received from my friends, family, co-workers, and State Farm throughout my CPCU journey. I could not have attained this prestigious designation without their support.

On a personal note, I recently got engaged to my lovely fiancée Emily. After marriage, we plan to buy a house and start a family. In my free time, I like to golf, play volleyball, travel, and support the Hawkeyes. My oldest sibling is a basketball coach at Northwest Missouri State; he has built a great career thus far and has been a source of inspiration for me. I also have a younger sister in college and two nephews and one niece who are a ton of fun and exhausting to be around.

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## 2014 Scholarship for Iowa Chapter Members

This spring, the Iowa CPCU Society Chapter will be awarding up to one \$1,000 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 scholarship is 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 14, 2014.

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

## Undergraduate Scholarship Application

Iowa CPCU Society Chapter  
2014 Undergraduate Scholarship Application

Scholarship Amount: \$1,000 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 14, 2014:

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  
2014 Graduate Scholarship Application

Scholarship Amount: \$1,000 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 14, 2014:

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".

## 2014 Good Works Events

We appreciate your contribution to the insurance industry and to the Iowa CPCU Society Chapter. Now, let's volunteer together to make a difference in central Iowa. So far in 2014, we have committed to the following volunteer events:

- **Food Bank of Iowa** (March 27th from 1 pm to 4 pm). We will be assisting the food bank in inspecting, cleaning, sorting, boxing, and making distributions available to partner agencies and their clients. We have committed to at least 10 volunteers.
- **Jester Park** (May 22nd from 1 pm to 4:30 pm). We will be assisting with a yet to be determined project at Jester Park. There is a tremendous amount of spring maintenance required, such as trash pickup, painting, trail clearing, etc. We have committed to at least 10 volunteers.
- **Meals from the Heartland** (August 28th from 2:30 pm to 4:30 pm). This will be our fourth year participating as a team to package food for needy individuals around the world. This event is held annually at Hy-Vee Hall and we have committed to at least 30 volunteers.
- **Combat Hunger** (tentative November date). More details on this event are forthcoming, but our intent is to coordinate a group to receive donations for the local food pantry.

Don't worry about having a lack of skills or experience for any of these volunteer events. No experience is necessary and you will have a great opportunity to learn new skills and have fun in the process! Get to know your colleagues on a whole new level! Sign up for one event or all of the events right away!

If you are interested in volunteering or have any questions about these opportunities, contact Craig Green ([green36@nationwide.com](mailto:green36@nationwide.com)) or Jeff Wilson ([jeff.wilson@theimgroup.com](mailto:jeff.wilson@theimgroup.com)). Thank you for considering these Good Works opportunities!

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## Ethics Month

*By: Stephanie Wells, CPCU - Director of Professional Development*

What is ethics and what does this really mean for us in our personal and professional lives? For me, it means behaving in a way that treats others as I would want to be treated, doing the right thing even when it isn't the easy thing, and thinking about how my actions represent my company and industry.

As a CPCU, we have each promised to "abide by the ethical practices set forth in the Bylaws of the CPCU Society and only engage in practices which reflect well on the Society and the business of insurance and risk management." (From the [CPCU Society Creed](#)). We also promised to uphold the CPCU Code of Professional Conduct, a set of minimum standards of conduct to support performing our professional activities ethically.

As we head into March, which is ethics month, I encourage each of you to think about what ethical behavior means to you, to review the Canons, Rules, and Guidelines of the [CPCU Code of Professional Conduct](#), and to attend Ethics Day on March 5.

Additional information about Ethics Day can be found on page 8 of this ChapterGram, or by visiting the event page on our [website](#).



## 2014 CPCU Events

March 5, 2014 7:45 am	Drake University	Ethics Day
April 17, 2014 11:30 am	Smokey D's BBQ Restaurant	Speaker: Darren Warth Topic: Food Preparation & Loss Control
May 15, 2014 11:30 am	Des Moines Embassy Club	Speaker: William Howell Topic: Alternative Energy
July 17, 2014 1:00 pm	Tournament Club of Iowa	2014 CPCU Charity Golf Outing
September 18, 2014 3:00 pm	Exile Brewery	Topic: Equipment Breakdown
October 16, 2014 7:30 am	Des Moines Golf & Country Club	Speaker: Ann Weber Topic: Legislative Update
November 7, 2014 (Friday) 8:00 am	Prairie Meadows	I-Day 2014
December 11, 2014 3:00 pm	Wakonda Club	Speaker: TBD

Need to update your schedule magnet? [Click here](#) to download our 2014 schedule!

## Iowa Chapter CPCU Excellence Award Nominations

The Iowa Chapter Excellence Award is presented to an individual or business that exemplifies CPCU excellence through dedication to insurance education and professionalism, and through continuous support and contributions to the members of the Iowa CPCU Society Chapter.

Do you know a person or business that should be recognized for this award at our May meeting? If so, please let us know! Your nomination can be completed on our website by [clicking here](#).

For more information about the Excellence Award, and to view a list of previous recipients, visit our [website](#). Thank you for your help in recognizing our talented CPCUs!



2013 Recipient Chris Murphy and Chapter President Connie Doud

# ETHICS DAY – 2014

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 5, 2014

**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

***“Ethics and the Dark Side of Success”***

**(Part ONE)**

**John Borbi**

Corporate Ethics Consultant

10:00 — 10:15 AM

◆ ◆ B R E A K ◆ ◆

10:15 — 11:45 AM

***“Ethics and the Dark Side of Success”***

**(Part TWO)**

**John Borbi**

Corporate Ethics Consultant

11:45 — 11:50 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, 2014.**

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

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

## ***“Ethics and the Dark Side of Success”***

**KEYNOTE SPEAKER:** We all know **John Borbi**. We worked with him, entrusted our savings to him; perhaps we could have been John Borbi, or maybe we're on our way. A true American success story, John became a successful financial advisor and then, in a time of stress, a financial thief. He lost everything and endured 24 months in federal prison. We'll hear John's story, and think about our own. How easy is it to make the wrong decision...and where is the point of no return?

Be captivated by a story exposing pride, ego, greed, excess, and how each consumed John to the point of destroying his life. Experience the intense extremes as he quickly became a top financial advisor, managing close to \$100 million dollars for his clients and generating an income of \$500,000, but then paid the ultimate price when he committed a federal crime and lost everything. John, broken down to his core, was sent to prison and learned to live on \$0.12/hr. He spent countless hours alone determined to recognize what went wrong. With a new purpose and \$50 in his pocket, John returned to society and started his life again. Because of his life experiences, John is uniquely qualified to share techniques on managing moral and ethical dilemmas.



# Ethics Day – 2014 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 – 2014** consists of a three-hour presentation on Ethics titled: “*Ethics and the Dark Side of Success*”. The cost is \$50.00 (\$60.00 at the door). The program has been submitted to the Iowa Insurance Division for **three (3) hours** of Ethics CE Credit.

**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 in  
Parents Hall at the Olmsted Center on the Drake Campus  
Proud Sponsors of Ethics Day – 2014 Wednesday, March 5, 2014**

