



**CPCU**  
SOCIETY

# ChapterGram

Iowa CPCU Society Chapter

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CPCU Society Social Media



February 2015

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

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## Upcoming Events

February 19, 2015  
11:30 am

Glen Oaks  
Country Club

February 2015  
Chapter Meeting

March 4, 2015  
8:00 am

Drake University

Ethics Day

## Message from the President

I'd like to take this opportunity to recognize Erin Osier as Past Chapter President and thank her for her dedication and commitment to the success of the Iowa CPCU Society Chapter! Under Erin's leadership we increased participation on the board and achieved new milestones in community outreach. Thank you Erin on behalf of the Iowa Chapter!

I would also like to thank Stephanie Wells, Sarah Middendorf, and Craig Green for hosting a successful charity golf outing last summer. As a result of their hard work and preparation we were able to present a \$2,500 donation to Blank Children's Hospital on January 9th.

On the morning of January 15<sup>th</sup>, over 50 CPCUs gathered at the Des Moines Golf Country Club to hear a presentation from Scott Leighter of Farm Bureau on Leveraging Technology to Fight Fraud. Scott spoke to the intriguing methods used by claims personnel to fight fraud, how technology continues to evolve, and how it enhances the ability to detect fraud.

Our next meeting will be held at the Glen Oaks Country Club at 11:30am on Thursday, February 19<sup>th</sup>. We will hear from a panel of agents providing "Agent Perspectives". The panel will be moderated by Bob Skow and our panelists will be Greg LaMair, Beth Orr, and Trent Middendorf.

I encourage you to consider nominating an individual for induction into the Iowa Insurance Hall of Fame (IIHOF). IIHOF is looking for individuals that have contributed to the strength of the insurance industry in the State of Iowa. Nominations are being accepted now through March 1<sup>st</sup>. Please take a few minutes and visit [www.iihof.org](http://www.iihof.org) for additional information and nomination instructions.

- Kimberly D. Smetzer, CPCU, President, Iowa CPCU Society Chapter

*"Keep in mind that the true measure of an individual is how he treats a person who can do him absolutely no good." ~ Ann Landers*



Left to Right: Kim Smetzer; President, Alissa McKinney, Blank Children's Hospital; Stephanie Wells, Golf Event Chairperson and Director of Professional Development; and Adam Haugerud, Treasurer.



The Iowa Chapter tile on the donation wall at Blank

## New Designee Spotlight

**Christy Bellinger, CPCU, AIS, AIC, API, AINS, ACS, PLCS**  
**Claims Manager**  
**Grinnell Mutual Reinsurance Company**

My passion for lifelong learning stems from a Chinese proverb: “Never make the mistake of thinking that you know everything about anything.”

I can’t think of a more accurate statement when it comes to insurance. The industry in which we’ve chosen to work is ever-changing. It’s one of the most complex, interesting fields out there. No matter how much formal education or experience we have, we can always strive to learn more.



In the ten years I’ve been in insurance, my career has been a winding road of opportunity. I have worked as a CSR in a small-town agency, a personal lines producer, and adjusted a variety of both personal & commercial lines. At Grinnell Mutual, I also served as a Development Specialist. In that role I had the privilege to teach Institute courses and help others work toward their own goal of earning a professional designation.

I have thoroughly enjoyed all of the things that have come along with being a CPCU and I look forward to many more experiences in the future. The new designee events, chapter meetings, and I-Day have all been excellent opportunities. I am happy to be a part of the Iowa Chapter and Grinnell Sub-Chapter – each of which are networks of thriving and supportive professionals.

I took the non-traditional route through college. I completed my undergraduate degree in 2009, and my Masters in Business Leadership in 2014, at age 34. It was an ambitious goal to finish my CPCU and balance Masters coursework at the same time, but the trip to Anaheim for the 2014 CPCU Society Annual Meeting, which doubled as a family vacation, was definitely worth it.

My family is most important to me. My husband and I have one ten-year-old son, who is an avid bowler and Boy Scout. Much of our time is spent traveling and supporting him in his extra-curricular activities. In my spare time, I enjoy volunteering, reading, and entertaining.

One fun fact about me is that as a “military brat” the majority of my childhood was spent living in a variety of destinations – ranging as far as Okinawa, Japan. When people ask me where I am from, I will say, “The East Coast” or “All Over.” Yet, Iowa has been my home for over 20 years. I also bleed black & gold – cheering for the Iowa Hawkeyes on Saturdays and the Pittsburgh Steelers on Sundays.

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## Renew Your Membership with the Iowa Chapter

If you haven’t done so already, please consider renewing your membership with the Society, which automatically renews your membership with the Iowa Chapter. As a Society and Chapter member, you have access to many benefits including more than \$2,000 worth of technical education resources such as interest group webinars, subscriptions to CPCU Society publications.

For more information about CPCU Society membership benefits, [click here](#).

## Ethics Day 2015

Ethics Day 2015 will be Wednesday, March 4 at Parent's Hall, in the Olmsted Center at Drake University. Registration and continental breakfast will be served beginning at 7:45 am and the program will begin at 8:25. The three-hour program will conclude at 11:55 am, and includes a 10-minute break each hour. The program has been submitted to the Iowa Insurance Division for three hours of Ethics CE credit.



This year's program is titled "Take the High Road" and will be presented by Frank Bucaro, an ethics expert and a leading advocate for the power of ethics, values and ethical leadership. Coming from a background in teaching with a Master's Degree in Religious Studies, Frank's career in business spans over two decades, with the message that good ethics is not only good business, it is also good *for* business. As an author of numerous articles, and author of the book *[Trust Me! Insights into Ethical Leadership](#)*, Frank has developed unique and humorous insights into the challenges of being ethical. He provides practical ideas to help with difficult decisions as well as strategies for combating the sometimes blurred lines between right and wrong. A member of the National Speakers Association, he has earned the designation of CSP which stands for Certified Speaking Professional. This award has been earned by less than 20% of the 3800 members of NSA. He was also presented with NSA's prestigious CPAE Speaker Hall of Fame Award for excellence and professionalism, an award currently held by fewer than 200 people worldwide. Working with organizations to support their ethical culture, Frank's program reminds participants that *TAKING THE HIGH ROAD* is the surest and best path to success and profitability.

The cost is \$50 per attendee or \$60 at the door. Registration and payment must be received by March 1, 2015. Please contact Doug Ireland (515) 271-2133 or [doug.ireland@drake.edu](mailto:doug.ireland@drake.edu) if you have any questions about Ethics Day.

Download the agenda and registration form at our [website](#) or register today at: <https://events.cbpa.drake.edu>. We hope to see you there!

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## Iowa Chapter Donates to Blank Children's Hospital

Thanks to our 2014 CPCU golf outing sponsors and participants, the Iowa Chapter was able to donate \$2,500 to Blank Children's Hospital. The Iowa Chapter also has a tile on the donation wall at Blank due to our years of support. Attending the donation event were Kim Smetzer, President; Alissa McKinney, Blank Children's Hospital; Stephanie Wells, Golf Event Chairperson and Director of Professional Development; and Adam Haugerud, Treasurer. Photos from the event are on page 2.

We hope you'll join us at our 2015 golf outing. Keep an eye on the website and ChapterGram for more information.

## Nominations for the Iowa Insurance Hall of Fame – Now Open

The Iowa Insurance Hall of Fame (IIHOF) inducted its first members in 1997. In the 17 years since, the IIHOF has recognized over 80 insurance industry leaders. These individuals represent property/casualty companies, life companies, agencies, attorneys and regulators that have made significant contributions not only to our Industry, but to our communities, states and nation.

Not only does the IIHOF honor the contributions of past and present members, but we also are looking for and assisting two future insurance professionals with a scholarship each year.

The only way to have someone considered for inclusion is for you to nominate them. Who do you know that has made a significant contribution to our industry that is worthy of nomination? The IIHOF Board relies on your submissions of individuals to be considered. If you don't take the step to nominate someone, who will?

It is easy to make a nomination. Go to the web site at [www.iihof.org](http://www.iihof.org) and click on "nominations". The nomination form lists the information needed to submit.

The nomination deadline is March 1, 2015, and the induction ceremony will be held on May 19, 2015, at Drake University. Also, be sure to check us out at [www.iihof.com](http://www.iihof.com) and on Facebook (be sure to 'like' us while you're there).

If you have any questions, please contact Jeff Jeffus at [jeff.jeffus@stateauto.com](mailto:jeff.jeffus@stateauto.com) or 515-330-7636.



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## 2015 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 13, 2015.

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

## Undergraduate Scholarship Application

Iowa CPCU Society Chapter  
2015 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:

- Iowa CPCU Society Chapter members or one of their dependents; and,
- Sophomores, juniors, or seniors attending a four-year accredited college or university; and,
- 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 13, 2015:

- A résumé that includes information regarding applicant's scholastic honors, extracurricular activities, employment history and other information you believe is important for consideration.
- 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  
2015 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 13, 2015:

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".

## 2015 CPCU Events

February 19, 2015 11:30 am	Glen Oaks Country Club	Speakers: Greg LaMair, Beth Orr, Trent Middendorf Topic: Agents' Perspectives
March 4, 2015 8:00 am	Drake University	Ethics Day
April 16, 2015 11:30 am	Des Moines Embassy Club	Speakers: Kevin Hovick and the Des Moines Fire Marshal Topic: The Younkers Fire: A Year Later
May 21, 2015 7:30 am	Des Moines Golf and Country Club	Speaker: Kurt Pearson Topic: Personal Investments, Elder Care, Wills & Trusts
September 17, 2015 11:30 am	Hilton Garden Inn - West Des Moines	Speaker: Gary Slater Topic: The Iowa State Fair - Risk Controls and Behind the Scenes Perspectives
October 15, 2015 7:30 am	Greater Des Moines Botanical Center	Speaker: Dr S. Elwynn Taylor Topic: Weather Trends
November 12, 2015 8:00 am	Marriott Hotel - Downtown Des Moines	I-Day 2015
December 17, 2015 3:00 pm	Wakonda Club	Speaker: Callista Gould Topic: Business Meals and Meeting Etiquette

2015 Iowa CPCU Society Chapter Schedule		
January 15	11:30 am	DSM Golf and Country Club
February 19	11:30 am	Glen Oaks Country Club
March 4	8:00 am	Drake University
April 16	11:30 am	Des Moines Embassy Club
May 21	7:30 am	DSM Golf and Country Club
September 17	11:30 am	Hilton Garden Inn WDSM
October 15	7:30 am	Des Moines Botanical Center
November 12	8:00 am	Marriott Hotel Downtown DSM
December 17	3:00 pm	Wakonda Club

**Update your schedule magnet and save the dates for our 2015 meetings. We look forward to seeing you soon.**



## Chapter Meeting

Date & Time February 19, 2015, 11:30 am

Location Glen Oaks Country Club

Speaker Bob Skow, Greg LaMair, Beth Orr, Trent Middendorf

Topic Agents' Perspectives

Bob Skow is the CEO of the Independent Insurance Agents of Iowa. Bob started his insurance career the day after graduation from Drake University. His first job was with Employers Mutual Insurance Companies in claims.

Beth Orr is currently a Senior Commercial Underwriter with the United Fire Group in Cedar Rapids. Beth started her career as a commercial underwriter for Federated Insurance and then spent more than 20 years at True North Companies LLC.

Greg LaMair is the President and CEO of LaMair-Muluck-Condon Co, which is the 73rd largest insurance agency in the United States. Greg is a graduate of Iowa State University and has a master's degree from Florida State University.

Trent Middendorf is the Executive Vice President for Middendorf Insurance. Trent is a graduate of the University of South Dakota and he started his insurance career in underwriting for NSI, a division of West Bend Insurance in Madison, Wisconsin.

Visit our [website](#) for more information about our speakers.

To enable us to have an accurate count for food purposes, please mail or e-mail reservations by **February 16, 2015** to:

debbie.conroy@cpcu-iowa

Or make checks payable to: Iowa CPCU Society Chapter  
 Mail checks to: Iowa CPCU Society Chapter  
 Attn: Debra R. Conroy, CIIP, CIC  
 1000 73rd St Ste 18  
 Windsor Heights, IA 50324

Name(s): \_\_\_\_\_

Company: \_\_\_\_\_ Total Enclosed: \$ \_\_\_\_\_  
 Cost: \$25 per person

To register by credit card, visit our chapter website ([www.cpcu-iowa.org](http://www.cpcu-iowa.org)) and click on the link on the main page under Events. For questions about the meeting, not concerning reservations, please call Rose Nwaturuocha, (515)508-3386.