



CPCU
SOCIETY

ChapterGram

Iowa CPCU Society Chapter

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CPCU Society Social Media



March 2015

www.cpcu-iowa.org

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Upcoming Events

March 4, 2015 8:00 am	Drake University	Ethics Day
March 31, 2015 1 pm	Blank Park Zoo	Good Works Event
April 16, 2015 11:30 am	Des Moines Embassy Club	April 2015 Chapter Meeting

Message from the President

On February 19th, nearly 90 CPCU's attended our meeting at Glen Oaks Country Club. We heard from a panel of individuals, Greg LaMair, Beth Orr, and Trent Middendorf, on "Agent Perspectives".

The panel was moderated by Bob Skow, CPCU. The panel and moderator provided great insights on topics such as relationship building, educating and retaining younger workers, and challenges faced by the insurance industry. Thank you to everyone who attended.

March is Ethics Month for the CPCU Society. More than 20 years ago, the CPCU Society helped create Ethics Awareness Month to focus attention on this important topic each year. Ethics is a critical component of the CPCU designation, and we should always keep in mind the nine canons that make up the CPCU Professional Code of Ethics. We strive to hold ethics in the forefront of our minds, and have a responsibility to be ethical business leaders in our workplace and in our communities. Additional information about Ethics Day registration can be found on page 4 of this month's ChapterGram.



The Iowa CPCU Society Chapter will co-sponsor an Ethics presentation on March 4th at Drake University from 8:30 to 12:00pm. The keynote speaker is Frank Bucaro, an ethics expert and a leading advocate for the power of ethics, values and ethical leadership. The program is worth three CE credits towards ethics. There is still time to sign up, we hope that you will join us!

If you haven't already, make plans to attend this year's National Leadership Summit April 22-25th in Fort Lauderdale, FL. The Leadership Summit is the largest annual gathering of Society volunteers focusing on strategic issues affecting the Society, its chapters and interest groups. Here are some of things you can expect as an attendee at the Leadership Summit:

Complimentary registration to 15 strategic leadership training sessions

General session speaker **Erik Wahl**, an internationally recognized artist, author, entrepreneur and philanthropist

Networking opportunities with other Society volunteer and leadership council members

Complete Leadership Summit details can be found on the Society's web site at www.cpcusociety.org. I hope that you can join us at an upcoming event. Stay connected! Remember to check out the Iowa CPCU Society Chapter web site, www.cpcu-iowa.org, for updates on meetings and educational programs.

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

"Nothing can stop the man with the right mental attitude from achieving his goal; nothing on earth can help the man with the wrong mental attitude."

~ Thomas Jefferson

New Designee Spotlight

Jessica Bartello, CPCU, AINS, AAI, AIS
Associate Underwriter
IMT

Shortly after graduating from Iowa State University, I began my insurance career with IMT. I had no idea what I wanted to do after college, but having grown up around the insurance industry, I found this to be the logical choice.

While working as an underwriting assistant in the farm department, my supervisor at the time mentioned the CPCU designation, among others, and advised that the company offered a bonus for completing designations.

Having recently graduated college where I had to pay to take exams, I found this idea to be much more appealing. I originally set my sights on Hawaii, but once I started taking the exams it was difficult to stop. I've completed four designations and am currently working towards my fifth.

The CPCU designation has been an exciting journey and I'm relieved to have completed it. I look forward to utilizing the information I have learned and furthering my insurance knowledge.

In my free time, I enjoy spending time with my husband and two dogs, running and watching Iowa State athletics.



Iowa 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!

Photos from the February Chapter Meeting



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 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!

Follow Us On Twitter

The Iowa Chapter is now live on Twitter!! Follow us at @iowacpcus for our latest news and event information.

Looking for other ways to engage with us on social media? You can also like us on Facebook (www.facebook.com/cpcu.iowa) or join us on LinkedIn (Iowa CPCU Society Chapter) for discussions on CPCU and industry news.

Ethics and the CPCU

As insurance professionals, we often interact with people when they are at their most vulnerable due to both financial and personal struggles. Our clients and customers rely on our ethical responses to their concerns and inquiries to place them on sure footing for the future. Our CPCU ethics training promotes placing client and customer welfare in the forefront of our thoughts at all times.

As the insurance industry shifts further from a face-to-face business to an electronic environment, it is important to recognize that there is still an individual, business, or family who will rely on our products at a difficult time. Many of the products and services we offer are complicated and difficult to understand. Our CPCU training allows us to engage with our customers and clients to ensure that they understand these products through whatever communication channels are appropriate. Though the industry continues to change, the need to effectively communicate ethical responses to our clients and customers does not.

As we move into Ethics Month in March, I encourage each of you to reflect on your own ethical standards and how they impact your interactions with your clients and customers each day. Also, please consider attending Ethics Day on March 4. Additional information about Ethics Day can be found on page 4 of this month's ChapterGram, or by visiting the event page on our website.

Good Works Opportunity at Blank Park Zoo

On Tuesday, March 31st our chapter will be volunteering at the Blank Park Zoo from 1:00-4:00 in the afternoon. More details will follow about the specific project but we'll be helping the zoo prepare for the Eggstravaganza Event that is held on Saturday, April 4th.

If you'd like to volunteer please email Brad Soma at brad.soma@theimgroup.com by Tuesday, March 24th. Sign-up today as we only have 20 volunteer spots available!

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 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

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 Garden	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 Garden
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.