



Iowa ChapterGram

CPCU Society Iowa Chapter

March 2012

www.cpcu-iowa.org

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CPCU Society Social Media



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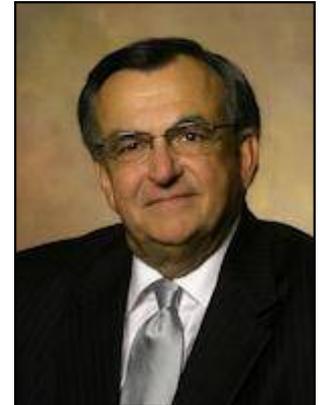
Upcoming Events

March 7, 2012 8:00 am	Drake University	Ethics Day
April 19, 2012 11:30 am	Holiday Inn - Mercy Campus	Speaker: Frank Bigley, Farmers Mutual Hail Insurance Reinsurance & Catastrophes
May 17, 2012 7:30 am	Des Moines Golf & Country Club	Speaker: Barbara Cox P&C Guaranty Funds

Message from the President

Thanks to everyone who attended our February meeting at the Embassy Suites. For the past few months, I have been challenging you to help me bring a crowd of 80 to a meeting - and we made it! Our speaker was Aaron Brandenburg, and he spoke about some of the hot topics at the National Association of Insurance Commissioners (NAIC).

March is a big month for the CPCU Society. For over 20 years, March has been declared "Ethics Awareness Month." As we know, ethics is a critical component of the CPCU designation, and we should always keep in mind the nine [canons](#) that form the CPCU Professional Code of Ethics. Ethical behavior is the backbone of being a CPCU, and ethics is the critical, structured examination of how we should behave.



The 2012 CPCU Ethics Day will take place on March 7 from 8:30 am – 12:00 pm at Drake University. The keynote speaker is Jim Lindell, President of Thorsten Consulting Group, Inc. There is still time to sign up, and more details are available on pages 8-9.

If you really want to have some fun, make plans to attend the Leadership Summit from April 26-28, 2012, in Miami, Florida. Here are some of the things you can expect:

- Informative session on Chapter governance and compliance.
- Chapter training breakout sessions covering Membership Development, Chapter Activities, and Chapter Best Practices, among others.
- Leadership insights from world-renowned Wharton professor Micheal Useem.

See the [Society website](#) for a full listing of speakers and topics.

Lastly, remember to check our [Chapter website](#) often for updates on meetings and educational opportunities.

"It is curious – curious that physical courage should be so common in the world and moral courage so rare." Mark Twain

-- Richard Keith, President, Iowa Chapter

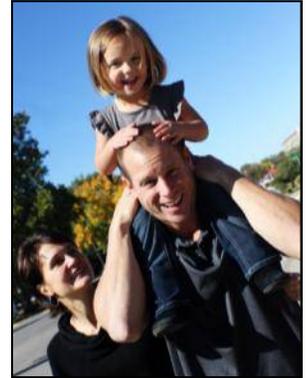


New Designee Spotlight

Chris Coleman, CPCU
Commercial Underwriting Specialist
Berkley Agribusiness Risk Specialists

“The CPCU - Making Dreams Come True...(Kind Of)”

I fell into my path toward the CPCU designation much like I did my insurance career. Surprisingly, I did not dream of a cubicle life candied with Hawkeye posters and news talk radio waves. No, as a kid, I was going to be the next Michael Jordan. I had all the Air Jordan shoes, wore the knee pad, and worked on my leaping ability daily. Then, I hit my personal 5' 9" high water mark and stopped growing...vertically anyhow.



All right, no sweat, I loved golf, too. I will make it on the PGA Tour. I played practically year-round, save some of the winter season. After countless buckets of balls, lessons, hours on the practice green, my handicap never dipped below a 2 on my own home and municipal golf course. Hmm, now what?

“No worries,” I told myself, “I will become a writer.” I was (and still am) going to write a novel, a children’s book, a collection of short stories; who knows, maybe all of them. Though, a writer has to eat so I needed a back-up plan. I attended the University of Iowa (Go Hawks!) and earned my English degree. While searching for something to do with it, I painted houses. During the summer of 2000, a friend asked me, “You ready to get out of the hot sun and into some air conditioning?” It was that question that dropped me in the insurance industry like some avatar on a Google map in search of a street view.

My answer led me to a rating trainee desk where I would calculate insurance premiums using some sort of a series of computer programs. I figured I could handle those tasks even though the extent of my knowledge of insurance was then limited to the fact I knew I needed it on my car. About nine and a half months later, I had the opportunity to be promoted into Underwriting, which, at the time, meant I was going to be speaking with demanding and sometimes rude agents, but with the reward of being given the liberty to make decisions and tell them ‘no’ (it was a hard market then). It was not long after I accepted the position that another friend and manager asked, “Do you want to make better decisions?” Of course I did, and hence, my journey for the CPCU designation.

I do enjoy the insurance industry and specifically the underwriting position. I never thought I would speak those words, let alone write them, but they are true. I find myself sharing with others what it means to be an underwriter. Basically, I tell them it has the word ‘writer’ in the title, so see, I did accomplish my dream.

In all seriousness, life is more than working, being employed, being career driven. Though being professionally motivated is undoubtedly an excellent attribute, family comes first. I love my time with my wife, daughter, other family, and friends. I like taking our dog for a run. I am passionate about being healthy; physically, mentally, and spiritually. I am addicted to searching for new bands and music. You will often find me tuned into a Hawkeye sporting event either on TV or in the stands. I still lace up those Jordan basketball shoes that were at one time so promising to me. And, I tee up the Titleists as often as I can because, hey, there is always The Champions Tour. If that doesn’t pan out, I trust the insurance industry, with the help of the CPCU, will allow me to one day retire and at least become a professional golfer in my own mind. Yes, the CPCU does make dreams come true.

2012 CPCU Events

March 7, 2012
8:00 am

Drake University

Ethics Day

April 19, 2012
11:30 am

Holiday Inn - Mercy Campus

Speaker: Frank Bigley, Farmers
Mutual Hail Insurance Co.
Reinsurance & Catastrophes

May 17, 2012
7:30 am

Des Moines Golf &
Country Club

Speaker: Barbara Cox
P&C Guaranty Funds

June 14, 2012

Legacy Golf Course

CPCU Golf Outing

Cindy Adams Retirement and New Position

Cindy Adams, the Iowa CPCU Chapter's 46th President during the [1997-1998 year](#), has retired from Holmes Murphy and has joined the Iowa Society of CPAs as their executive director. Cindy was at Holmes Murphy for over 25 years, where she provided leadership and made significant contributions in accounting and IT. We wish Cindy luck in her new position.



Volunteer Opportunities For Iowa Chapter Members

The success of the Iowa Chapter is due in large part to the hard work of the many volunteers who take on officer, director, and other committee positions. If you'd like to get involved in the Iowa Chapter, visit the [Volunteer Page](#) of our website and complete the form indicating your level of interest. A link is also provided to our Job Descriptions document, where you can learn more about the responsibilities of each position. If you have any questions about volunteering for the Iowa Chapter, contact Chapter President Richard Keith.

Chapter Volunteer Opportunities

[Click here for Iowa Chapter Job Descriptions](#)

Job Categories

- Chapter Officer
- Chapter Director
- Committee Chair
- Committee Member
- Personal Sponsor

Other Areas of
Interest /
Comments:

Larry Jansen Named Grinnell Mutual President and CEO

Larry Jansen, CPCU, has been named President and Chief Executive Officer at Grinnell Mutual Reinsurance Company located in Grinnell, Iowa. For the past 10 years, Jansen has served as the company's senior vice president of Direct Underwriting and Production.

During Jansen's 33-year career at Grinnell Mutual he has served in a variety of roles, including personal lines underwriting manager, regional underwriting manager, and regional vice president. He also serves as president of Grinnell Select Insurance Company and Big M Insurance Agency. Prior to Grinnell Mutual, Jansen worked for the Maryland Casualty Insurance Company and Hawkeye-Security Insurance Company.



He has served the insurance industry as a past president of the Mutual Insurance Association of Iowa, a trustee of the Iowa Automobile Insurance Plan, and he is currently the chairman of the Iowa FAIR Plan.

"We believe that Larry's experience at Grinnell Mutual and insight with our agents and farm mutual companies will bring a new focus on relationships with those customers," said Grinnell Mutual Board Chairman Dale Bartelt. "With the challenges of a changing marketplace, we are confident that Larry will provide the leadership Grinnell Mutual needs and we are excited about the possibilities moving forward."

Jansen is a graduate from the University of Iowa and he holds the Chartered Property Casualty Underwriter (CPCU) designation from the American Institute for Chartered Property and Casualty Underwriters. He replaces Steve Crawford, who retired in December as Grinnell Mutual's president and CEO due to health concerns.

2012 Scholarship News for Iowa Chapter Members

This spring, the Iowa Chapter of CPCU 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 Chapter of CPCU member and attend an accredited graduate college or university. For undergraduate applicants to be eligible, they must be an Iowa Chapter of CPCU 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 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. Applications should be sent to Doug Nuehring by **March 9, 2012**.

Please note: An important change was recently made to the scholarship criteria, and the applicant is no longer required to attend a college or university in the state of Iowa.

Undergraduate Scholarship Application

Iowa Chapter of CPCU
2012 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:

- Iowa Chapter of CPCU 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 9, 2012:

- 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 Chapter of CPCU
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 Chapter of CPCU
2012 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 Chapter of CPCU 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 9, 2012:

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 Chapter of CPCU
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 – 2012

The Kelley Insurance Center – 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 7, 2012

LOCATION: Olmsted Center – Parents Hall North

AGENDA: 7:30 — 7:55 AM	Registration and Continental Breakfast
7:55 — 8:00 AM	Welcome by Master of Ceremonies Douglas M. Ireland, CLU, ChFC, LUTCF Manager, Kelley Insurance Center
8:00 — 9:00 AM	“Ethics – A Line in the Sand – Part I” James T. Lindell, CPA, MBA Thorsten Consulting Group, Inc. Dousman, Wisconsin
	◆ ◆ B R E A K ◆ ◆
9:15 — 10:30 AM	“Ethics – A line in the Sand – Part II” James T. Lindell, CPA, MBA Thorsten Consulting Group, Inc. Dousman, Wisconsin
	◆ ◆ B R E A K ◆ ◆
10:45 — 11:55 AM	“Ethics – A line in the Sand – Part III” James T. Lindell, CPA, MBA Thorsten Consulting Group, Inc. Dousman, Wisconsin
11:55 — 12:00 PM	Closing Comments Douglas M. Ireland, CLU, ChFC, LUTCF Manager, Kelley Insurance Center

RESERVATIONS: Registration and payment must be received by **March 5, 2012.**

COST: \$55.00 (Includes free parking and continental breakfast)

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

“Ethics – A Line in the Sand”

KEYNOTE SPEAKER: James (Jim) T. Lindell is the President of a Wisconsin based provider of strategic and financial consulting, professional speaking, training, and executive coaching. Jim has an extensive background in senior management including positions as Chief Financial Officer and Corporate Assistant Controller. Jim has worked with a variety of industries including: manufacturing, health care, not for profit, distribution and food processing. He has been involved in more than fifty merger and acquisition projects. James Lindell is a Certified Public Accountant with public accounting experience at several local and regional accounting firms. He is a TEC Chairman (The Executive Committee). He is a member (and instructor) of the American Institute of PA's and the Wisconsin Institute of CPA's and a member of Wisconsin Chapter of National Speaker Association.

Jim is the author of the AICPA course “AICPA’s Annual Update for Controllers”, “Strategic Planning: A Simplified and Workable Approach for Private Companies” and “AICPA's Controllershship: 25 Critical Lessons from the Trenches.” Jim also authored and was part of the AICPA video and course, “Minimizing the Effects of a Recession on Your Business”. He is a contributing author of the AICPA course “The Fast Close, Soft Close, Virtual Close? Now Days not Weeks”. Jim is a 2-time recipient of the AICPA’s Outstanding Discussion Leader award.

