



CPCU
SOCIETY

ChapterGram

Iowa CPCU Society Chapter

2013-2014 Officers

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

Vice President:
Kim Smetzer
(515) 365-4340
kim.smetzer@mercer.com

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

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

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

Directors

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

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

Stephanie Wells
(515) 276-5614
SWells@guideone.com

Chris Murphy
(515) 345-2493
Chris.D.Murphy@EMCIns.com



CPCU Society Social Media



October 2014

www.cpcu-iowa.org

Contents

Message from the President	2
New Designee Spotlight CPCU 2014 I-Day Preview	3
Burkhalter Award	4
October Professional Development Seminar September Chapter Meeting Photos	5
Are You Prepared by Justin Bohardt, CPCU, AIS, API, AINS	6
October 2014 Chapter Meeting	7

Upcoming Events

October 16, 2014 7:30 am	Des Moines Golf and Country Club	October 2014 Chapter Meeting: Legislative Update
October 21, 2014 4:00 pm	Wellman's Pub & Rooftop	2014 New Designee Meet & Greet
October 23, 2014 8:30 am	EMC Insurance	Prof. Development Seminar: Water Damage and National Flood Insurance Program
November 7, 2014 7:00 am	Prairie Meadows	CPCU I-Day 2014

Message from the President

September was a very busy month for our chapter. On Wednesday September 17th, board members volunteered to run The Institutes/CPCU Society's information booth at the Independent Insurance Agents of Iowa (IIAI) 108th Annual Convention Tradeshow. While it was a great opportunity to spread the word and encourage agents to work on the designation, the most fulfilling aspect was seeing all the CPCUs representing their companies, working the room, and networking. The insurance industry is huge in Iowa, yet it feels like such a small community.

The next day at our September Chapter meeting, I was able to enjoy a beer while learning about the boiler and machinery breakdown hazards that craft brewers face today. It was a great experience for our underwriters and claims personnel to see how our industry's products can help businesses (like our very own Exile Brewing Company) in a time of need.

To cap off the busy month, on September 24th at Glen Oaks, the chapter hosted a Professional Development seminar "Who's Pushing Your Buttons?" - a look at the Myers-Briggs Personality Type Indicators and how to apply them to your job. It was a wonderful presentation with useful information.

Our chapter Vice President Kim Smetzer also traveled to Anaheim, CA to support the induction of our 36 New Designees. We will get our own opportunity to recognize these high achievers at the upcoming Insurance Industry (I-Day) on Friday November 7th at the Prairie Meadows Event & Conference Center in Altoona, IA.

With such a busy September, is there anything left for the year? You bet! Keep reading the Chaptergram and checkout the website for all the upcoming events. We hope to see you soon!

Erin Osier, CPCU, CRM



Hello Fall!



Photos from the September Chapter meeting at Exile Brewery by Brice Musgrove

New Designee Spotlight

Wesley St. Clair, CPCU, AINS, AIT, API, PFMM
Director of Software Services
IMT Computer Services - The IMT Group



I have been programming computers in some fashion since I was twelve years old, so making a career of it was a natural fit for me. As I looked for jobs during my last year of college, I had one goal in mind: no insurance companies. Everyone else in my class was going to work for an insurance company, and I wanted something different... something cooler.

I landed a job with CSC, and was ecstatic! Computer Sciences Corporation. It sounded awesome. I didn't request a lot of details outside of a broad overview of the company, clearly I would be writing software for satellites or something.

Turns out my job was actually in the "Financial Services" division of CSC, meaning I went straight to work maintaining software for mutual life insurance companies. 16 years later, I am still working in insurance and my perception has changed completely.

Insurance isn't a glamorous topic, but there are a lot of interesting concepts in the industry, and a lot of unique challenges to be solved with automation. My long-found love for working in insurance is what drove me to pursue my CPCU. I read every book cover to cover!

I now lead the IMT Computer Services division of IMT. We provide software for other insurance companies. Our primary customers are small mutual insurance companies across the country, often called Farm Mutuals because they write primarily farm property insurance. Working with the small mutuals has given me a unique perspective on the insurance business. We get to be involved with every aspect of the business, and have many opportunities to write software that greatly impacts the success of these insurance companies.

I appreciate everything I have learned from the CPCU curriculum, and look forward to becoming more involved with the Iowa CPCU Society Chapter.

CPCU 2014 I-Day Preview

Save the date to join us for I-Day 2014, which will take place this year on Friday, November 7, at Prairie Meadows in Altoona.

This year's program, "How Financial Ratings and Markets Affect Insurance Companies," will include a presentation from Lawrence Cunningham entitled "Berkshire Beyond Buffet: The Enduring Value of Values."

We will also formally recognize our 36 new designees and install the 2014 chapter officers to finish out the day's events.

You can view the full schedule and find a link to the on-line registration [here](#).

Burkhalter Award

The **Burkhalter Award** is presented to individuals for outstanding achievements and contributions to the insurance industry in Iowa. The impact and effect of the contribution and achievements of the recipient will be recognized and broadcasted in the community.

The **Burkhalter Award** is designed to recognize people who have made a contribution to the property and casualty insurance industry and their community through civic involvement.

The **Burkhalter Award** is named after Major General Louis D. Burkhalter, Jr. who was the first individual in Iowa to attain the CPCU designation; a charter member of the Iowa Chapter of CPCU; and the first president of the Iowa Chapter. Mr. Burkhalter had a long and distinguished career in the insurance industry, military and through his civic activities.

The fields of achievements to be evaluated include the following:

Promoting the field of insurance within the business community through civic and non-civic activities; achievements beyond primary professional responsibilities; innovation within the industry; specific achievements which benefit the industry; research efforts; volunteer work in the industry and community; and leadership activities in the governmental arena.

GOALS OF THE BURKHALTER AWARD

- Recognize outstanding service to the community and insurance industry.
- Give community visibility to the recipient and his/her achievements and contributions.
- Generate interest and motivation within the Iowa insurance industry to aspire to this award.
- Contribute to the public image and visibility of the Iowa property and casualty insurance industry.

YOUR NOMINATION FOR THIS YEAR'S AWARD IS ENCOURAGED

The Iowa Chapter seeks qualified recipients for the prestigious **Burkhalter Award**. If you know of someone who has made an outstanding contribution to our profession and their community, we encourage you to submit a nomination.

We've made it even easier for you to nominate an individual for the Burkhalter Award!

The nomination form is now online, allowing you to type and click your way through the nomination process. [Click here](#) to access an online application. The award will be presented at I-Day on November 7, 2014.

Previous Burkhalter Award Recipients

Year	Recipient
2013	Wade Sheeler
2012	Dean Brooks
2011	Theodore (Ted) D. Lussem
2010	Judith A. Brannon
2009	Dr. Therese M. Vaughan
2008	Larry Matthews
2007	Bruce G. Kelley

[Nomination Form](#)



2012 Burkhalter Award Recipient Dean Brooks & Iowa Chapter Vice President Erin Osier

October Professional Development Seminar

Date & Time	October 23, 2014, 8:30 - 10:30 am
Location	EMC Insurance, 717 Mulberry in Des Moines
Speakers	Craig Mathre and Stephanie Wells
Topic	Water Damage and National Flood Insurance

Please mark your calendar and make plans to join us for an in-depth technical presentation on insurance coverage for the water damage peril and the National Flood Insurance Program (NFIP). Coverage for water damage and flood presents significant challenges including the inherent adverse selection combined with the fact that property owners do not fully understand the extent of coverage they have or do not have with their traditional property insurance policies. With this presentation led by our own Craig Mathre (The IMT Group) and Stephanie Wells (GuideOne), we'll sort out the facts from the fiction and discuss:

- what is flood and how do we differentiate it from general water damage?
- interesting facts about flood
- benefits of having flood insurance
- the issue of inherent adverse selection
- the basics of the NFIP including eligibility, community participation, the emergency and regular programs and more
- NFIP General Property Form, NFIP Dwelling Form and NFIP Residential Condominium Building Association Form
- extent of flood coverage in Commercial Property, Businessowners, Dwelling, and Homeowners policies
- risk management techniques to mitigate the flood exposure
- myths and facts about the NFIP
- the Biggert-Waters Flood Insurance Reform Act of 2012 and recent developments

September Chapter Meeting Photos



Lynne Rush, Director of Risk Management for Hartford Steam Boiler, spoke on the craft brewing industry.



Attendees enjoyed a tour of Exile's brewing operations.

Are You Prepared?

By Justin Bohardt, CPCU, AIS, API, AINS

As is frequently my wont in any of my journalistic endeavors, I will delve deep into my cliché bag and produce a quote that is generally attributed to Benjamin Franklin (but most likely predates his use)- “In this world nothing can be said to be certain, except death and taxes.” While you queue up your eye-roll at this hackneyed quotable tidbit, I will pose a question. For something that is so certain as death, why are we so often ill-prepared for it?

As September was Life Insurance Awareness Month, this seems a good time to address a gaping insurance need for many Americans (including many insurance professionals). Anyone that has been forced to deal with handling the passing of a friend or family member can tell you about the expense involved in laying the dead to rest, but those expenses are unfortunately just the beginning for the families of many who die prematurely.

The premature death of a family breadwinner can leave the survivors with a significant volume of debt (mortgages, car loans, student loans, credit card debt) and no income with which to pay those and other expenses. For a family with children, the loss of the primary caregiver can result in massive expenses for childcare. In both instances, the resulting loss can create an inability for the surviving parent to pay future education expenses for their children.

Despite this clear cut need, according to most recent surveys, less than half of U.S. consumers aged 25 to 64 have individual life insurance coverage. 44% of those who don't have it feel like they need it, with the majority citing the expense as the reason they do not carry life insurance. The average American believes that life insurance costs three times more than it does.¹

Employees in the property and casualty (P&C) industry are not immune from the mystifying nature of life insurance despite our being in the insurance industry. At a recent lecture for P&C underwriters in Richmond, David Arnold, the lecturing life insurance specialist, determined that all of the underwriters had either never evaluated their life insurance needs or had not re-evaluated their needs despite having recent major life events (marriage, birth of a child, purchase of a home, etc.). Less than a quarter of the insurance professionals in the room carried any individual life insurance coverage.

While insurance professionals can be just as guilty as the layperson of neglecting their life insurance needs, we as representatives of the insurance industry should have a minimum knowledge of the various life insurance products and how life insurance needs are calculated. Certainly, most of us could probably explain the difference between term life and whole life, but we might be at a loss when we start looking at universal life, variable life, variable universal life, equity-indexed life, guaranteed insurability riders, long-term care provisions, viatical settlement, or modified endowment contracts.

I know we sometimes get caught up in the P&C aspect of the Chartered Property Casualty Underwriter (CPCU®) designation, but it is important to remember that there is a second half to our industry. Learning more about life insurance to increase our overall insurance knowledge base and to be able to impart that knowledge to others is encouraged by Canons 2 and 7.

There are many options available for the CPCU who wants to expand their knowledge of life insurance. The Institutes' CPCU 556 course covers life insurance as a part of financial planning, and both The American College (www.theamericancollege.edu) and LOMA (www.loma.org) offer multiple courses and designations, which deal exclusively with life insurance. Expanding your life insurance acumen can also be as simple as talking to some product specialists in your company's life insurance division or even sitting down with your agent and having them do a life insurance needs analysis for you.

By improving our own knowledge of the life insurance products available, we will be better prepared as CPCUs to further educate a public that both needs and wants more information about how to fully protect their families.

¹Retrieved September 5, 2014 from http://www.limra.com/uploadedFiles/limra.com/LIMRA_Root/Posts/PR/LIAM/PDF/2014-LIAM-Fact-Sheet.pdf

Chapter Meeting

Date & Time	October 16, 7:30 am
Location	Des Moines Golf and Country Club
Speaker	Bob Skow
Topic	Legislative Update

Speaker Bio:

Bob Skow started his insurance career the day after graduation from Drake University. His first job was with Employers Mutual Insurance Companies in claims. Bob joined IMT Insurance Company in 1975 and later purchased his first of three insurance agencies in 1978. He operated Skow Insurance and Real Estate in Guthrie Center Iowa until 1990, and served in the Iowa Legislature for 3 terms, when he joined the Independent Insurance Agents of Iowa Association (IIAI).



When Bob joined IIAI, he was named Director of Education and Governmental Affairs. He also administered the Big "I" agents Errors and Omissions program. Bob began his lobbying career in 1990, and remains active today in the Iowa legislative process. In 1993, he was charged with organizing the state's first health insurance purchasing cooperative, The Independent Health Alliance of Iowa, "A Health Insurance Purchasing Cooperative." It was not a very successful endeavor. Bob was named the Chief Executive Officer of IIAI in 2002, a position he holds today. He earned his Chartered Property Casualty Underwriter designation (CPCU) in 1979 and his Certified Association Executive (CAE) designation in 1996. He was named IIAI Young Agent of the Year in 1984, and served on numerous committees for the organization. Bob was inducted into the Iowa Insurance Hall of Fame in 2007.

To enable us to have an accurate count for food purposes, please mail or e-mail reservations by October 10, 2014 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) and click on the link on the main page under Events. For questions about the meeting, not concerning reservations, please call Kim Smetzer at (515) 365-4340.