



**CPCU**  
SOCIETY

# ChapterGram

Iowa CPCU Society Chapter

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CPCU Society Social Media



**September 2014**

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

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## **Upcoming Events**

September 18, 2014  
3:00 pm

Exile Brewery

September 2014 Chapter Meeting:  
Craft Brewery  
and Equipment Breakdown

September 24, 2014  
2:00 pm

Glen Oaks Country Club

Prof. Development Seminar:  
Who's Pushing Your Buttons?

October 16, 2014  
7:30 am

Des Moines Golf and  
Country Club

October 2014 Chapter Meeting:  
Legislative Update

October 23, 2014  
8:30 am

EMC Insurance

Prof. Development Seminar:  
Water Damage and National Flood  
Insurance Program

## Message from the President

With summer coming to a close, kids back in school and the weather starting to change, it can only mean one thing... Time to reconnect with your fellow CPCUs!

What better way to kick off our fall season than with a chapter meeting at Exile Brewery?

Please join us on September 18<sup>th</sup> at 3:00pm at Exile for some discussion on brews and breakdowns. Lynne Rush, Director of Risk Management for Hartford Steam Boiler will be our guest speaker.

On October 16<sup>th</sup> start your morning off right with a lovely breakfast at Des Moines Golf & Country Club, followed by the always informative Legislative Update by Bob Skow.



November 7<sup>th</sup> will be the annual Insurance Industry Day (I-Day). This year we are shaking it up and rolling the dice with a new venue – the conference center at Prairie Meadows. Guest speakers include former Iowa Insurance Commissioner, Terri Vaughan, CEO of Nationwide Insurance, Steve Rasmussen, and “Berkshire Beyond Buffett” author Lawrence Cunningham, just to name a few. You will not want to miss this event!

We have some fantastic opportunities lined up this fall to network, learn and give back to the community. I hope to see you there!

“The difference between school and life? In school, you’re taught a lesson and then given a test. In life, you’re given a test that teaches you a lesson.” – Tom Bodett

- Erin Osier, President, Iowa Chapter

## Welcome Back!



## New Designee Spotlight

**Caitlin Stewart, CPCU  
Methods Analyst  
EMC Insurance Companies**

Hello!

Unlike many people who work in the insurance industry (and many of the previous "New Designees"), I actually did pursue a career in insurance from a young age. I went to the University of Northern Iowa to study Actuarial Science. I worked as an Actuarial Student at Transamerica in Cedar Rapids for about a year after graduation before deciding to change career paths. Knowing I still wanted to be in the insurance industry, I got a job as a Methods Analyst at EMC Insurance in Des Moines.



A methods analyst is very similar to a business analyst. Basically, I work with many different departments and stakeholders to identify inefficiencies in processes and help facilitate changes to make those processes more efficient.

Not being a stranger to exam taking, I immediately wanted to get started on the CPCU exams as soon as I heard about the program. I have always been interested in learning new things and thought the CPCU designation was a good way to learn while advancing my career. My goal was to finish taking all the exams in time to go to the Anaheim Annual Meeting. I finished taking the exams in March of this year. In the future, I plan on working toward other designations.

In my free time, I enjoy biking, boating, and hanging out with friends and family. I am also planning my wedding for next May! I love watching a few TV shows like Jeopardy, the Voice, and Modern Family.

## Grinnell August Sub Chapter Meeting

The Grinnell SubChapter met on August 22<sup>nd</sup>. Ted Lussem spoke about insurance history based on his own personal collection of insurance memorabilia.

The Chapter Governor and Past President, Kevin Seward, discussed what's going on at the Society.

A unique item was given away for the meeting's door prize— a model of the EMC building. It was won by Iowa chapter Past President, Wade Sheeler.



*Pictured left to right:*  
Wade Sheeler, Kevin Seward,  
Rose Nwaturuocha, Ted Lussem,  
Stacy Walton and Adam Moore

## 2014 Golf Outing - Thank You

The Iowa CPCU Society Chapter would like to extend a special thank you to our corporate sponsors for the July 2014 golf outing. Your generosity helped us once again have a successful event and raise money for Blank Children's Hospital. Our 2014 corporate sponsors were:

Chubb Insurance

EMC Insurance

Farmers Mutual Hail

Grinnell Mutual

GuideOne

The IMT Group

LaMair-Mulock-Condon

Nationwide Insurance



## 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



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

[\*\*Nomination Form\*\*](#)

## Leadership Seminar - Who's Pushing Your Buttons?

Date & Time	September 24, 2014, 2:00 - 4:30 pm
Location	Glen Oaks Country Club, <b>1401 Glen Oaks Drive in West Des Moines</b>
Speaker	Bridgette Johnson
Topic	Gaining Insight Into Personality Type

"How do I get my co-worker to STOP pushing my buttons?"

"That just burns me up! That kid knows exactly how to push my buttons!"

"We can't get through a single meeting without the IT lead pushing my buttons!"

Do you have someone in your life who frequently pushes your buttons? If so, we have a great session planned for you! Have you heard of the Myers-Briggs Type Indicator (also called MBTI)? MBTI is a self-inventory designed to identify personality type, strengths and preferences. The Myers-Briggs Personality Type Indicator is one of the most popular psychological instruments in use today. In the U.S., an estimated two million individuals complete the inventory each year.

Join us and learn how to "get rid of your buttons!" During this session, you will gain personal insight from this classic inventory by participating in engaging activities to uncover powerful new perspectives to better appreciate personal differences -- and ideas for converting differences from a source of conflict to a source of strength! Keep reading on page 7 to learn more about button pushing and the MBTI.

Presented by Bridgette Johnson, who holds a Master of Science in Adult Learning, Organizational Development/emphasis in Leadership. She is an MBTI certified Practitioner and currently is a Leadership/Change Management Senior Development Specialist at Grinnell Mutual Reinsurance.

The cost of this seminar is free for paid Iowa Chapter members and \$25 for non-members. You can register for the event on [Eventbrite](#).

## May Chapter Meeting Photos



William Howell spoke on Alternative Energy.



Rose Nwaturuocha accepted this year's CPCU Scholarship, presented by Doug Nuehring, Scholarship Chairman, on behalf of her son Uzo.

## Who's Pushing Your Buttons?

By Karen Wassather, CPCU, CIC

Most of us have someone in our life who is an expert at pushing our buttons (some of us may even have two or three people!) Many of us have likely overheard comments like these:

"How do I get my co-worker to STOP pushing my buttons?"

"That just burns me up! That kid knows exactly how to push my buttons!"

"We can't get through a single meeting without the IT lead pushing my buttons!"

We often spend time and energy trying to figure out what is WRONG with the button pushers when our time could be invested in ridding ourselves of the BUTTONS! Yes, it is possible, please continue reading.

If you are a movie buff, you may have seen the movie Divergent released earlier this year. For those of you who have not seen the movie, the story is about a world where the population is divided into factions based on personality types. The main character, Tris Prior, is classified as "divergent" (a button pusher). Tris eventually uncovers a conspiracy to eliminate divergents and teams up with four others (also labeled divergent) to find out why they are perceived as frightening to the masses. I was fascinated with this movie because I had often wondered the same thing about myself! What makes me seem so scary to others when my intent is harmless? For example, I grew up in a large family where LOUD debates were common place. It was only years later after learning about personality type that I finally understood that "loud debates" could be interpreted as "damaging arguments" by people with personality types other than my own. In this case, I was properly labeled as the "button pusher!"

It is possible to gain additional insight into self by taking a closer look at personality types. One of the best-known and widely-used personality inventories is the Myers-Briggs Type Indicator® (MBTI). It is based on the work of Carl Jung, the famous Swiss psychiatrist. Years later, Katherine Briggs and her daughter, Isobel Briggs Myers, expanded on Jung's theory by identifying a total of four pairs of **opposing** psychological elements. According to Myers-Briggs theory, each of us has a **preference** for one of the characteristics within each pair *and we tend to use that preferred approach most of the time since it feels comfortable.*

A frequently cited example to illustrate this point is the analogy called "left/right handedness" which is a preference for using one hand over the other. You CAN use the least preferred hand to toss a ball; however, it is often easier and more effective to use the preferred hand. A recent personal example of using non-dominant hand ineffectively involved a playful dog, a tennis ball, a glass of red wine and a white sofa. Sadly, this situation ended up being a rather expensive experiment.

### The Psychological Scales

According to Myers-Briggs, the four psychological scales include:

- Where you prefer to focus attention (Extraversion/Introversion)
- The way you prefer to look at things (Sensing/Intuition)
- The way you prefer to go about making decisions (Thinking/Feeling)
- How you prefer to relate to the outer world (Judging/Perceiving)

**One side** of each of the above categories (called scales) is thought to be **dominant**.

However, that doesn't mean that the preferred scale is the **only** way a person might relate to the world. Just as we can use our non-dominant hand to toss a ball, we can also relate to the world outside of our dominant scale. The dominant scale merely shows where we feel most comfortable as well as the style we use most naturally.

### **Interested In Learning More About Personality Type?**

If you would like to learn more about personality type and how you can use that information to *get rid of your buttons*, please join us for an interactive workshop on September 24 to be held at Glen Oaks. The workshop will be presented by Bridgette Johnson, who is a MBTI certified instructor. During the workshop you will learn about personality type and identify each type's natural talents and strengths. Bridgette will also demonstrate how understanding type differences can be used to improve interpersonal relationships.

# Chapter Meeting

Date & Time	September 18, 3:00 pm
Location	Exile Brewery
Speaker	Lynne Rush
Topic	Craft Brewery and Equipment Breakdown Exposures

A quick Google search for craft breweries in Des Moines or even Iowa quickly shows that there is no shortage of options. They seem to be popping up all over and present both unique challenges and opportunities to the insurance industry.

Lynne's presentation will focus on the craft brewing industry, the significant growth in this industry and what it means for exposures, plus an explanation of the brewing process and equipment involved. There will also be a few examples from brewery losses.



## **Speaker Bio:**

Lynne Rush is a Director of Risk Management with Hartford Steam Boiler. She has been with HSB for over 10 years and has been in the insurance engineering field since 1993. Her background also includes field boiler inspections as well as technical engineering support for welding operations at Caterpillar.

She has a mechanical engineering degree from the University of Nebraska. Lynne resides in Victor, Iowa.

To enable us to have an accurate count for food purposes, please mail or e-mail reservations by September 12, 2014 to:

[debbie.conroy@cpcu-iowa](mailto:debbie.conroy@cpcu-iowa)

Or make checks payable to: Iowa CPCU Society Chapter

Mail checks to: Iowa CPCU Society Chapter  
Attn: Debra R. Conroy, CLIP, 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 Kim Smetzer at (515) 365-4340.