

CPCU—The Printed Word

Following are two suggested articles for posting on your company’s intranet, company newsletter, or other in-house news outlet.

Note: These articles spotlight an imaginary company, Insurance Experts, Inc. The first article highlights a fictional CPCU, John E. Insurance, and the second spotlights a group of CPCUs. Change the content to include your information where appropriate, and don't be afraid to edit the story to fit your own specifications.

Helpful Hints for Suggesting an Article

- Consider submitting photos from your chapter activities.
- Consider working with your HR department to develop articles. Some helpful insights or quotes about the value of the designation from their perspective might add value to the story.
- Submit an electronic version of the CPCU Society logo with your article. Contact visibility@cpcusociety.org to request a logo.
- If there is a group of CPCUs at your company, consider getting together to submit an article.

Article One - Q&A

Educational Spotlight John E. Insurance, CPCU

John E. Insurance, senior claims adjuster for Insurance Experts, Inc., is a **CPCU (Chartered Property Casualty Underwriter)**, which means he has earned the premier professional designation of the property and casualty industry. We recently asked John to tell us more about the CPCU designation and what it's all about.

What requirements did you meet to become a CPCU?

JOHN: I passed challenging national examinations, which focused on a variety of topics such as insurance law, ethics, accounting, and management. In addition to this, I needed to meet an experience requirement, a minimum of three years of insurance-related work, and I promised to abide by an enforceable Code of Professional Ethics.

Can you explain the Code of Professional Ethics?

JOHN: The CPCU Code of Professional Ethics ensures that as a CPCU, I uphold the highest professional conduct and place the needs of my clients first. I maintain a standard of honor and integrity that gives credit to my designation and the insurance profession. I'm proud to be associated with a designation that works to uphold high ethical standards.



Why did you decide to become a CPCU?

JOHN: CPCUs have a great reputation in the property and casualty insurance industry. The designation represents commitment to professionalism, high ethical standards, and

strong technical knowledge to so many people. I was eager to be associated with this well-respected group of insurance professionals. *(Add personal insights here on why you decided to become a CPCU.)*

How does your CPCU designation help you with your position here at Insurance Experts, Inc.?

JOHN: Often times I will refer to information I learned at a recent CPCU seminar or one of my CPCU courses when helping a customer. For example, *(add specific personal example here)*. This is extremely valuable and demonstrates to my clients that I truly want to provide them with the best possible service.

What else can you tell us about your CPCU?

JOHN: In addition to learning a wealth of knowledge about the property and casualty insurance industry, my CPCU opens the door to great career development opportunities. I am a member of the CPCU Society's *(insert name of local chapter here)*. My chapter membership provides great visibility, networking, and leadership opportunities. I can keep up on the latest insurance topics through local technical workshops and even attend national meetings. It's nice to be able to "talk shop" with other local insurance professionals and participate in many social and professional gatherings. Overall, I would say that I'm able to focus more on my personal career development because I have access to useful resources to do this.

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Article Two

Careful, You Might Catch CPCU Fever— Continuing Education Is Rampant at Insurance Experts, Inc.

Did you know more than *(insert number)* employees at Insurance Experts, Inc. are CPCUs? CPCU stands for Chartered Property Casualty Underwriter, and represents the premier professional designation of the property and casualty industry.

The following Insurance Experts, Inc. employees are CPCUs:
(List names of CPCU designees at your company.)

This crew met some tough requirements in order to become a CPCU. Designees must pass challenging national examinations, which focus on a variety of topics such as insurance law, ethics, accounting, and management. In addition, they all met an experience requirement and abide by an enforceable Code of Professional Ethics.

"We encourage all employees to participate in Continuing Education programs and the CPCU designation really opens the door to do this. It is a well-known designation and respected in the property and casualty industry. It prepares our employees to provide our customers with the best service," said Jane Smith, human resources director.*

Currently, *(insert number)* employees are pursuing their CPCU designation.

"I'm always happy to hear about our employees passing the CPCU exam or participating in CPCU Society activities," said Robert C. Underwriter, president, Insurance Experts, Inc. "It is important to me that our business is run in an ethical manner, and the CPCU designation's Code of Professional Ethics really helps our employees keep this as a top of mind priority."

Many CPCUs at Insurance Experts, Inc. are members of the local CPCU Society chapters. Betty Underwriter, risk analyst for Insurance Experts, Inc., describes the benefits of membership. "My membership in the local CPCU Society chapter has really helped me with my career development. It is a great chance to develop leadership skills, network with other insurance professionals, and remain up to date on the latest technical insurance issues."

So don't stand too close to any of our CPCUs—you might catch the fever!

For more information on the CPCU designation, ask one of the in-house CPCUs, or go to the CPCU Society web site, www.cpcusociety.org.

* Consider adding information on your company's financial reimbursement program.

