
Talking Points: Did You Know I'm a CPCU?

Whether it's your colleagues or your neighbors, their only interest in your CPCU designation is what it means to them. Here are a few quick ways to approach them and *Spread the Word*:

At Work...

Share with your boss and co-workers your copy of the *CPCU News*, or relevant articles from the *CPCU eJournal*; use a cover note that says, "Thought you might find this of interest; I receive it as a CPCU."

Circulate among your colleagues the flyers and brochures from CPCU Society symposia and workshops as an "FYI"; when you attend workshops or symposia, offer to summarize the meeting and share the notes.

If you participate in a formal review process, include a discussion on ways you've satisfied the CPCU continuing education requirement, or developed leadership skills in your volunteer role (and, as a result, become a better educated employee).

If you set formal objectives, include a goal to attend the Annual Meeting and Seminars, section symposia and chapter workshops, or CPCU Society chapter programs to continue furthering your education and develop skills you can use on the job.

Offer to host a "brown-bag lunch"—perhaps, "*CPCU: Is It for You?*"—on the CPCU designation. (Contact: visibility@cpcusociety.org for info on how to set this up.)

At Home...

Unfortunately, disasters—fires, floods, accidents—strike. Would your family members, friends, and neighbors know what to do if they had to file a claim? Remind them of the common-sense guidelines (located on the CPCU Society web site) that will help them get the job done.

If someone you know buys a new car or does some home improvements, it's the perfect opportunity to suggest they review their insurance coverage, and the CPCU Society web site (www.cpcusociety.org) has plenty of consumer information that can help.

If a neighbor needs an agent (and you can't help), suggest they check the Agent/Broker Locator, also on the web site (www.cpcusociety.org).

At almost any gathering, someone will ask, "What do you do?" Don't just tell them who you work for; tell them you're a CPCU, too, adding, "We're the ones who put the customer first."

