



e-LINK



Welcome to your March issue of *CPCU e-LINK*, your monthly e-newsletter featuring the most current news from the CPCU Society, with direct links to the Society web site. If you have a new e-mail address or another e-mail address where you would prefer to receive e-LINK, please e-mail that information to <mailto:membercenter@cpcusociety.org>. Haven't logged in to the Society web site yet? Log in today and begin enjoying all the members-only information and services—right at your fingertips! If you can't remember your login or password, we'll e-mail it to you with our new automated login and password reminder feature, which can be found at <http://www.cpcusociety.org/?ct=login>.



SOCIETY HEADLINES

Register Now for National Leadership Institute Courses in Phoenix

<http://www.cpcusociety.org/page/72489/>

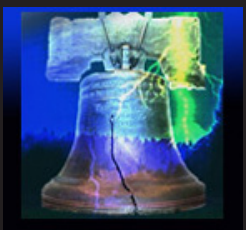
You still have time to register for CPCU Society National Leadership Institute courses, April 27-28, in Phoenix, AZ. The NLI is offering nine professional leadership courses on team building, creative thinking, and other career-enhancing topics that can help you develop the skills you need to advance your career. You will also have the opportunity to develop your network among a diverse group of insurance professionals and attend stimulating keynote presentations on both days. This just announced: Demmie Hicks, president and chief executive officer of DBH Consulting, will speak at Thursday's Leadership Luncheon; and Thomas F. Hartley Jr., CPCU, managing director and head of Marsh Inc.'s Phoenix office, will speak at Friday's Leadership Luncheon. Register now for NLI courses in Phoenix. <http://www.cpcusociety.org/page/72489/>



Chapter Leaders: Further Your Leadership Development at the Summit

<http://www.cpcusociety.org/page/72482/>

Attending Chapter Leader Training on April 28-29 at the CPCU Society's 2006 Leadership Summit in Phoenix, AZ, is a valuable way for you to prepare to lead your chapter. Meet the Society's 2006-2007 president, and participate in lively discussions about leadership development, creating successful programs, and communicating more effectively. At lunch, learn how to more effectively allocate resources to meaningful activities in "See the Light! Dashboard Indicators for Chapter Success," presented by Keynote Speakers Peter Houstle and Peggy Hoffman of Mariner Management & Marketing. Register now for the 2006 Leadership Summit. Also, take a few moments to read "Lessons Learned as a Volunteer Leader," an excerpt from *Designated for Success*, written by Donald J. Hurzeler, CPCU, CLU, the Society's immediate past president. <http://www.cpcusociety.org/page/74399/>
<http://www.cpcusociety.org/page/77122/>



Reinsurance Section Symposium: "Things That Go Bump in the Night"

<http://www.cpcusociety.org/page/76529/>

Unprecedented losses from Hurricane Katrina and other storms are forcing insurers and reinsurers to reassess their entire approach to managing exposure to catastrophic events. Learn what industry professionals are saying about this and other formidable challenges facing the reinsurance industry. Attend the Reinsurance Section Symposium, "Managing Reinsurance—Cycles, Catastrophes, and 'Things That Go Bump in the Night,'" March 16-17, in Philadelphia, PA. The symposium will feature a luncheon ceremony honoring Associate in Reinsurance designees and many sessions on vital industry topics. Register now for the Reinsurance Section Symposium. For more information, contact John Kelly, CPCU.

<http://www.cpcusociety.org/page/76529/>
<mailto:jkelly@cpcusociety.org>



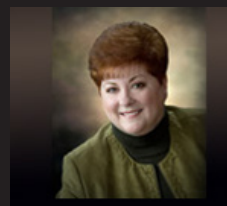
It's Ethics Awareness Month—Join the Celebration!

<http://www.cpcusociety.org/page/65786>

By now, Ethics Awareness Month activities are under way in most of our chapters. Be sure to participate in any special activities your chapter is planning, and check out the Society's online ethics awareness resources. The web site has been updated with three new activities and program suggestions. The Society is also sponsoring a contest for chapters that participate in Ethics Awareness Month. The chapter with the most unique idea or activity will be recognized at the CPCU Society's Leadership Summit in Phoenix next month. Send an e-mail to Karen Talbot with a summary of your chapter's activities.

<http://www.cpcusociety.org/page/65791/>

<mailto:ktalbot@cpcusociety.org>



CPCU Society President Featured in Two National Insurance Magazines

The January 23 issue of National Underwriter included a two-page spread on the CPCU Society, in which 2005-2006 President Millicent W. Workman, CPCU, CPIW, wrote an article that provides a great overview of the Society's multiple benefits—"The CPCU Society: Insuring the Success of Insurance Professionals." (Find out how you can use the article as a promotional tool in the "We're Spreading the Word!" section below.) The February issue of Rough Notes featured an in-depth interview with Workman. The article, "Millie Workman—CPCU Society Beacon," was written by Bruce D. Hicks, CPCU, CLU.

http://www.cpcusociety.org/file_depot/0-10000000/0-10000/3267/folder/16613/Insuring+the+Success+-+pdf+of+advertorial+reprint.pdf

<http://www.roughnotes.com/rnmagazine/2006/february06/02p114.htm>



FROM THE MEMBER RESOURCE CENTER . . .

"In Memoriam" Correction

The February/March issue of CPCU News incorrectly listed Richard H. Morse, CPCU, as deceased. Morse, a lifetime retired member, is living in Buffalo, NY. The Society deeply regrets the error.

Made Any Changes Lately?

If you have moved, changed jobs, or have a new e-mail address, please update your member records. Keeping your records up to date ensures that you will continue to receive Society publications, important e-mails, and other timely information. To review and update your member records, log in to the CPCU Society web site and click on "Update Your Member Information." To change chapter or company information, send an e-mail to the Member Resource Center, or call (800) 932-CPCU, option 4. If you need assistance in updating your e-mail address, send an e-mail to the MRC, including your full name with the change.

<http://www.cpcusociety.org/?ct=login>

<mailto:membercenter@cpcusociety.org>



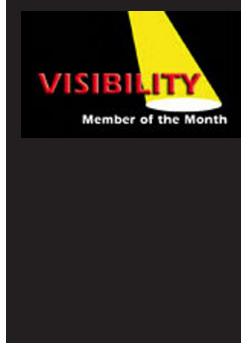
WORDS TO LIVE BY . . .

"I am not bound to win, but I am bound to be true.

I am not bound to succeed, but I am bound to live by the light that I have.

I must stand with anybody that stands right, and stand with him while he is right, and part with him when he goes wrong."

— Abraham Lincoln (1809-1865)
16th President



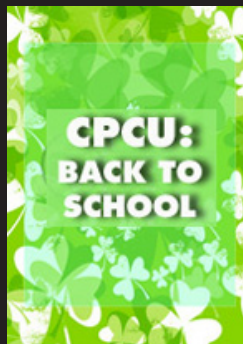
WE'RE "SPREADING THE WORD!"

March Visibility Spotlight Winner "Spreads the Word!" to Local Judge

<http://www.cpcusociety.org/page/53563/>

Denise H. Schad, CPCU, vice president of the Syracuse Chapter, helped to spread the word about the CPCU designation by talking to a local judge while attending a pre-trial conference for work. She later sent the judge the Society's "Why Choose a CPCU?" brochure. Schad also plans to get a supply of the Society's pocket cards and brochures to display at chapter meetings with a note: "Take a few...to Spread the Word!" Read more in the March Visibility Spotlight. In recognition for her "Spread the Word!" efforts, Schad will receive a business card holder with the CPCU Society logo.

<http://www.cpcusociety.org/page/53563/>



New “Spread the Word!” Tool Available on the Society’s Web Site

<http://www.cpcusociety.org/page/53566/>

As noted in the “Society Headlines” above, Millicent W. Workman, CPCU, CPIW, 2005-2006 Society president, wrote an article for the January 23 issue of National Underwriter. You can use this article as a “Spread the Word!” tool to explain to others the benefits of your CPCU designation and Society membership. Make copies to distribute when you’re talking to your employer, co-workers, clients, or others in your community. You can also use it for your next I-Day or other professional event where you’ll have an opportunity to “Spread the Word!” Download the article now. If you have any questions, send an e-mail to CPCU Visibility. http://www.cpcusociety.org/file_depot/0-10000000/0-10000/3267/folder/16613/Insuring+the+Success+-+pdf+of+advertorial+reprint.pdf
mailto:visibility@cpcusociety.org

VITAL INDUSTRY ISSUES

Update on the P&C Insurance Industry’s Ethical Environment

http://www.cpcusociety.org/file_depot/0-10000000/0-10000/3267/conman/CPCUeJournalMar06article.pdf
What key ethical issues face the insurance industry today? And how do these current-day findings compare to insurance professionals’ perceptions from 1989 and 1999? In the March CPCU eJournal article “The Property and Casualty Insurance Industry’s Ethical Environment: An Update,” Robert W. Cooper, Ph.D., and Garry L. Frank, Ph.D., highlight findings from a survey of CPCUs conducted in September 2005 to determine their perceptions of key ethical issues facing the industry today. The authors then compare these findings to similar surveys conducted in 1989 and 1999. Read it today.
http://www.cpcusociety.org/file_depot/0-10000000/0-10000/3267/conman/CPCUeJournalMar06article.pdf

Stay informed on critical industry topics. Read the CPCU eJournal as soon as it’s posted online. Subscribe to the CPCU eJournal’s reminder service to receive a monthly e-mail with a direct link to the latest issue. <http://www.cpcusociety.org/index.v3page?p=49513>

CAREER FOCUS

How to Recharge Your Career: Start with an Annual Plan

<http://www.cpcusociety.org/page/76107/>

Set the stage for success during the coming year by creating or updating your annual plan. Put your plan in writing, and break down major goals into smaller, more achievable tasks. For more tips, read this timely article by Martin E. Murphy, CPCU, chief operating officer of The Jacobson Group:

- Operation Career Recharge Series: Part 1—Set the Stage with Annual Planning

BACK TO SCHOOL

Upcoming Educational Events

<http://www.cpcusociety.org/index.v3page?p=49492>

In • March and • April, the CPCU Society will present National Leadership Institute (NLI) courses or continuing education workshops in the following cities:

<http://www.cpcusociety.org/page/66070/>

<http://www.cpcusociety.org/page/67071/>

Albany, NY	Kansas City, MO
Framingham, MA	Phoenix, AZ
Pasadena, CA	West Des Moines, IA
Seattle, WA	Buffalo, NY
Bakersfield, CA	Knoxville, TN
Glen Allen, VA	Princeton, NJ
Pewaukee, WI	Worcester, MA
St. Paul, MN	Charlotte, NC
Bloomington, IL	Lafayette Hill, PA
Houston, TX	Seattle, WA
Philadelphia, PA	Fort Worth, TX
Virginia Beach, VA	New Cumberland, PA
Boston, MA	



**National
Job
Network
News**



NATIONAL JOB NETWORK NEWS

Promote the National Job Network to Your Employer

<http://www.cpcusociety.org/page/67029/>

If your company needs to fill a critical position, you can find a wealth of experienced insurance professionals on the Society's online National Job Network. In January, employers posted more than 100 new positions on the National Job Network and viewed more than 650 résumés. The job board is quickly becoming the choice for recruiters and companies to post mission-critical positions. Find out how easy it is to post a job listing on the National Job Network.

<http://www.cpcusociety.org/page/67029/>

MARCH SOCIETY SHOP SPECIAL—SAVE 15 PERCENT

Stock Up on These Great Deals at Our Clearance Sale

<https://www.jiishop.com/cpcu/>

Save 15 percent on selected merchandise during the Society Shop's close-out sale of discontinued items. Choose from the following items: golf balls, regularly \$22.71, now \$19.30; umbrella, regularly \$14.10, now \$11.99; key chain, regularly \$10.11, now \$8.59; pen/calculator gift-boxed set, regularly \$16.83, now \$14.30; black metal slim design pen, regularly \$19.95, now \$16.95; white T-shirt, regularly \$8.95, now \$7.61; and meeting folder, regularly \$14.95, now \$12.71. Order today at www.jiishop.com/cpcu, or call (800) 468-4332, ext. 6855. Quantities are limited to in-stock merchandise, and no rain checks will be given.

The CPCU Society sent you this issue of *e-LINK* as a member benefit. You are not receiving this message because you are subscribed to an electronic list.

Please direct questions about our electronic mailings to the CPCU Society's Member Resource Center at membercenter@cpcusociety.org.

If you're experiencing difficulty receiving or reading *CPCU e-LINK*, or any of the Society's e-communications, check out e-Communications Made Easy for practical tips and advice, or send your questions to

<mailto:info@cpcusociety.org>.

<http://www.cpcusociety.org/index.v3page?p=46325>

Chapter News

Get the latest news from your local chapter at

<http://www.cpcusociety.org/?p=22454>.

e-Mail Changes

If your preferred e-mail address is changing, let us know by e-mailing the Member Resource Center at <mailto:membercenter@cpcusociety.org>.

This newsletter is also available at

<http://www.cpcusociety.org/?p=9649>.

Please send any comments and suggestions for future issues of *e-LINK* to Mary Friedberg, editor.

<mailto:mfriedberg@cpcusociety.org>

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