

Discount Offered to Unemployed Members, New CPCUs

CPCU Society webinars are résumé builders — whether you are in the process of restarting a career or shaping one.

In support of our current members who have experienced a job loss, the Society is offering a special discounted webinar rate of \$29. Additionally, to welcome all new CPCUs into our member family, the Society is extending the same special webinar rate of \$29 to the CPCU Classes of 2009 and 2010. The Society began offering the discount for November webinars.

To take advantage of this reduced rate if you are currently unemployed, please call the Member Resource Center at (800) 932-CPCU and inform the representative of your status. In strict confidence, she will enroll you in the webinar of your choice for only

\$29. There is no restriction on the number of webinars you may attend under the discounted rate. The special rate for unemployed members is in effect until further notice.

For members of the Classes of 2009 and 2010, the \$29 rate is effective through Aug. 31, 2010. If you were certified by the American Institute for CPCU as having met the ethics, experience and education requirements of the CPCU designation program between July 1, 2008, and June 30, 2009, you are a member of the Class of 2009. If you have met, or are on track to meet, the Institute's certification requirements between July 1, 2009, and June 30, 2010, you



are considered a member of the Class of 2010.

When you register for a webinar online, which is the preferred method, click in the box on the registration page for New Designee Pricing. For

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Share Your 'CPCU Stories' with Your Colleagues

Now in its eighth year, the CPCU Society's "Spread the Word!" visibility campaign is taking an exciting new turn. Starting in December, the Society will collect stories from members about their CPCU journeys. We'll post some of the best accounts online and publish excerpts in *CPCU News*.

As a CPCU, it's important for you to educate others about the CPCU designation and to communicate its value. One of the most powerful ways you can do that is by sharing your own CPCU experiences. Tell your CPCU story any way you wish. Originality is encouraged!

If your "CPCU Story" is selected for publication, you will be helping to raise awareness of the CPCU designation and increasing your visibility in the CPCU community. And your story could motivate others to start or finish the CPCU program, to volunteer for Society service or to become a mentor.

To participate, simply send an e-mail to visibility@cpcusociety.org and tell us how your CPCU Experience has had a positive impact on your professional and personal life. How did you get started on your designation? What has it meant to you and your family? How are you

reaching out to spread the word about CPCU? (Note: Stories selected for publication are subject to editing.)

Since its June 2002 inception, the Society's "Spread the Word!" campaign has encouraged CPCUs to promote the value of the CPCU designation to employers, customers and the general public. It's a key tool for building the Society's future.

Send us your CPCU Story today. And check out all the "Spread the Word!" tips on the Society's Web site. Visit www.cpcusociety.org, and click on "Members" and "Member Visibility."

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Message from the President and Chairman

Dear CPCU Colleagues:



When I began my term, I pledged to look forward and concentrate on the future. We are the premier professional organization in the property-casualty industry. But to maintain our standing, we must always stay ahead of the curve.

During the next year, we will continue to increase our educational programs, to build the pipeline of future CPCUs and to increase the Society's visibility. We've chosen "CPCU: Your Bridge to the Future" as the theme for the 2010 Annual Meeting and Seminars to illustrate that CPCU is a pathway enabling you to build on your past successes to achieve your goals. CPCU is more than a designation — it's a lifelong

journey shared with professionals in our industry. To make the most of your journey, I encourage you to focus on three vital areas: education, volunteerism and spreading the word.

How long has it been since you sat in a classroom or took a CPCU exam? The world is constantly changing, and we must stay current in our knowledge and understanding of our industry in order to maintain our edge. Take a disciplined approach to your continued professional development — the same as you did when you studied for your CPCU designation. You are responsible for your own improvement — not your employer and not your family. Set your own goals and monitor your progress.

Get involved in the CPCU Society and in your community. Volunteer to be a chapter leader or help organize a chapter activity. Mentor a CPCU student or someone new in the industry. Reach out to those in need, through your chapter's Good Works campaign or another volunteer organization. The greatest gift you can give someone is the gift of your time and talents.

We also need your help in spreading the word about the CPCU designation. Develop a 30-second "elevator speech" to use when anyone asks you about CPCU. Help someone get started in the CPCU program. Encourage a CPCU student to stay the course. Look for opportunities to tell your employer, clients and potential clients about the value of the CPCU designation. (Check out all the great tips in the "Member Visibility" area on the Society's Web site.)

By continuing your education, volunteering and spreading the word, you will be using your CPCU designation as a bridge to the future.

All the best,

Douglas J. Holtz, CPCU, CIC, CSP, CRM
2009–2010 CPCU Society President and Chairman

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Members Attest to Value of CPCU Society Membership

When it comes to confirming that the CPCU Society is a vibrant organization with appeal to professionals of all ages, fellow members tell the story best!

Young S. Park, CPCU, joined the Society as a candidate member and became very active in the Philadelphia Chapter. When he relocated to Hawaii, his many CPCU contacts helped him make a smooth transition. He earned his designation in 2008 and is now an agent with State Farm and vice president of the Hawaii Chapter. Park told us, “I am thankful for the CPCU Society. It really helped me when I was making career decisions in a brand new state. I had a huge support system and a chapter officer position on my résumé. Being active so early provided my only consistent resource during my relocation. I encourage CPCU students to join the Society while taking their exams,” Park said.

Steven J. Torres, CPCU, J.D., AIC, an attorney with Mintz Levin in Boston, earned his CPCU in 2008 and quickly got involved as a member of the New Designee Task Force. “During my tenure as a CPCU, I have really appreciated how my membership in the Society keeps me informed. This is a must in the work I do. But even more important than that, I value all the opportunities that membership gives me to connect with industry professionals. It’s been a worthwhile and enriching

experience. Through the task force, I try to show new designees why they should be active members, too,” Torres said.

Kristi Batchelder, CPCU, PHR, is a member of the Class of 2003 and president of the California Golden Empire Chapter. A human resource representative at State Farm, she relates, “The Society provides opportunities for me to be more engaged in my career and build my leadership skills. It gives me a vast range of educational and networking resources I wouldn’t have access to otherwise. I’m proud to tell others that I’m associated with the CPCU Society. Working in HR, my membership helps me keep in touch with the ‘business’ of my organization.”

“I value all of the opportunities that membership gives me to connect with industry professionals.”

Meredith Taylor, CPCU, ARP, AIM, has served the Society in many roles, including Rhode Island Chapter president and a member of the Society’s Board of Directors. She is an assistant vice president at Amica Mutual Insurance Company. Taylor notes, “In 2010, I will have the pleasure of celebrating the 25th anniversary of my designation. CPCU has been an integral part of my

career since day one — studying for classes and serving at the chapter and Society levels. Through the CPCU Society, I have learned so much about the insurance industry beyond the boundaries of my day-to-day job and met some of the finest people I will ever come to know. CPCU friendships often last a lifetime.”

Tommy R. Michaels, CPCU, AIC, ARM, started a claim consulting business several years ago after many years at The Hartford. “Since earning the designation in 1976, I value the networking opportunities and the credibility and prestige Society membership gives you. I’ve recently renewed many CPCU acquaintances. Fellow members help me with business opportunities, and I do likewise. I’m often contacted by attorneys throughout the country who don’t know me, and the CPCU designation tells them about my knowledge, experience and ethics. The CPCU Society on my CV sets me apart when someone is looking for a consultant in my field,” Michaels said.

You can probably relate to one or more of these stories. If you haven’t already renewed your membership, please do so today — and urge others to do the same. You can renew online at www.cpcusociety.org, or by mail, fax or phone. Our Member Resource Center is available to help you at (800) 932-CPCU, option 4, or membercenter@cpcusociety.org.

Discount Offered to Unemployed Members, New CPCUs

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further information, please contact the Member Resource Center.

Staying on top of industry trends and issues is vital for CPCUs, whether you are temporarily unemployed, beginning a career or exploring new professional options. Equally critical is sharpening strategic, tactical and soft skills. Through its webinars, the CPCU Society offers exceptional educational

opportunities in these areas with no downtime or travel expense.

Led by highly respected industry experts, CPCU Society webinars reflect best practices in areas such as leadership development, career management and technical insurance. Topics are in-depth and wide-ranging — from project management techniques, strategic thinking and

successful negotiations to finance for the non-financial manager, global pandemics and forensic consulting.

A complete listing of upcoming webinars is available on the Society’s Web site, www.cpcusociety.org, under “Professional Development.”

Join the Each One Reach One Campaign

Watch for your “Each One Reach One” postcard in the mail. The postcard explains a new initiative for CPCU Society members who help someone else get started in the CPCU program.

Spread the word about the advantages of the CPCU Experience to your co-workers, relatives and friends. Encourage others to follow the same rewarding path you followed.

When someone you’ve reached out to takes his or her first CPCU exam, submit the online tracking form so that you and the student can be recognized. All forms submitted by **June 15, 2010**, will be entered into a prize drawing.

Visit the Society’s Web site, www.cpcusociety.org, for all the

details including a description of the valuable prize. Click on “Participate in the ‘Each One Reach One’ Campaign!”

Reach a new CPCU student today. The rewards are great — you can have an impact on someone’s career, and be eligible for a valuable prize, too!



Take Your CPCU Society Volunteer Service to the Next Level

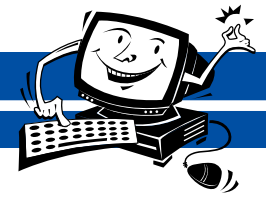
Recent studies have shown a positive correlation between volunteering and professional success. Deloitte’s 2008 Volunteer IMPACT Survey, for example, found that 90 percent of respondents (Fortune 500 HR managers) felt that volunteering is an effective way to further strengthen and cultivate business and leadership skills.

The CPCU Society offers its members numerous volunteer leadership opportunities. With some application deadlines approaching, now is the perfect time to think about stepping up to volunteer your time and talent. **Note:** Applications for Board of Directors’ and chapter governors’ positions were due on Dec. 1, 2009. If you have any questions about these positions, please contact **James R. Marks, CPCU, CAE, AIM**, chief executive officer.

Members interested in the positions listed below should complete an Application for CPCU Society Service and a Member Interest and Skills Profile. Both forms are available in the “Members” area of the Web site.

- **Vice President** — An elected officer who serves a one-year term and successively moves into the position of president-elect; president and chairman/chairwoman; and immediate past president and chairman/chairwoman. The vice president organizes interest group training and coordinates interest group activities. Application deadline: Dec. 31, 2009.
- **Standing Committees** — Consist of the Budget & Finance Committee, Nominating Committee, Ethics Committee and Diversity Committee. Members are appointed from a pool of candidates by the president-elect. Approximately one-third of the terms of committee members expire each year. **Note:** Nominating Committee application deadline, Dec. 31, 2009; all other Standing Committee application deadlines, April 15, 2010.
- **Interest Group Committees** — Produce educational programs, newsletters and other resources for members. Committee members serve three-year terms. Application deadline: April 15, 2010.
- **Special Committees and Task Forces** — Appointed from a pool of candidates by the president and chairman/chairwoman, and/or Board of Directors as necessary to carry out the Society’s work. No application deadline.





What's New Online

In response to member feedback from a recent survey, you will be finding increasing numbers of stories in our publications focusing on the many features of our Web site. This is the first in a series of such articles in *CPCU News*.

The Society is continuously updating and adding new content and technology to the Web site. Recent additions include the following:

- **Enhanced directory search capability** — Society members now can access membership lists of interest groups, boards, committees and task forces in addition to the CPCU Society membership directory. Log on to the Society Web site, www.cpcusociety.org, and under “Member Quick Links,” click on “Membership Directory.” In the left-hand menu, choose “Directory Search.” The first search directory will return information on individual CPCU Society members.

Scroll down and you'll see a new category called “CPCU Committee Search.” Make your choice from one of the pull-down menus, and hit the “Search Directory” button for your results.

- **CPCU Insight** — On the “Employers” section of the Web site is a new resource called “CPCU Insight.” Updated monthly, it features articles of interest to employers written by members. With proper attribution, these articles may be added to an organization's intranet or an in-house newsletter.
- **Newly designed educational events section and new WebEx webinar platform** — Go to the “Professional Development” section of the Web site and choose “Educational Events.” You'll find a completely new and contemporary look.

Then click on “Webinars” to discover an improved webinar experience with the user-friendly and application-rich WebEx platform. The Society now offers the same in-depth and meaningful webinar program content but with an expanded array of value-added WebEx features, including the ability to pretest system compatibility with your company firewall *before* purchase.



Interest Group News

Five Interest Groups Invite Members to Join Their LinkedIn Groups

CPCUs now can more easily stay in close online contact with fellow Society members and at the same time keep up to date with specialized industry headlines and hot topics. Five CPCU Society interest groups are on LinkedIn, an online networking site that helps professionals interact with one another individually and through affinity groups.

To join a LinkedIn affinity group, you must first establish a free member account. Log in to www.linkedin.com and follow the directions to join. To find specific CPCU Society groups, go to “Search,” choose “Search Groups,” type in “CPCU Society” and hit the search button. You will see the five

interest groups listed as well as a number of local CPCU chapters.

The following interest groups are inviting CPCU Society members to join their free LinkedIn groups: International Insurance, Leadership & Managerial Excellence, Personal Lines, Regulatory & Legislative, and Reinsurance.

Interest groups are an important CPCU Society member benefit by providing insights on the latest industry trends and issues in 14 specialized fields. All Society members have access to interest group Web site resources, online conversations, archived newsletters and more.

Interest group newsletters help identify and address topics such as historical perspectives, emerging trends and best practices. A sampling of articles from recent issues includes:

- “The Intriguing Insurance Industry — A Student's-Eye View,” by **Stacey Hinterlong** — November 2009 Personal Lines Interest Group newsletter.
- “Solid Steps to Something Special,” by **Peter deJager** — October 2009 Leadership & Managerial Excellence Interest Group newsletter.
- “Volunteer Leadership — What's in It for Me?,” by **David S. Medvidofsky, CPCU, CIC, ARM,** — October 2009 Loss Control Interest Group newsletter.

A Question of Ethics

What Do CPCUs Have in Common with Rotarians and Boy Scouts?

It's a daunting exercise to write a column for CPCUs about ethics — a challenge to find something that hasn't been dissected and discussed to death. Here are some thoughts about our Society and two other organizations that are very different from us. And yet, as you'll discover, we share some of the same ideals.

I carry two coins in my pocket every day. I cannot spend them, but each is worth more than any other coin I have. One is a Rotary International coin bearing Rotary's Four-Way Test. The Four-Way Test asks, "Of the things we think, say or do ... Is it the truth? Is it fair to all concerned? Will it build goodwill and better friendships? Will it be beneficial to all concerned?" The other is a Boy Scouts of America (BSA) coin that bears the Scout Oath. The oath states: "On my honor I will do my best to do my duty to God and my country and to obey the Scout Law; to help other people at all times; to keep myself physically strong, mentally awake and morally straight."

It's not that I need these keepsakes to remind me of my commitment to ethical conduct, either through the Four-Way Test or the Scout Oath and Law, but rather that others see them and ask what they are. Gee, I wish I had a CPCU coin with the CPCU Society's Code of Ethics somehow microscopically engraved on it.

These three "codes" share three characteristics that serve as convenient guidelines, but unless you are a Rotarian and a current or past Scout or adult leader, you may not be aware of their similarities.

Rotarians believe that everything we say, think or do should be the truth. The Society's Code of Ethics doesn't exactly say that, but it is implicit in the Canons and Rules of the Code of Professional Ethics of the American Institute for CPCU. Scouts believe



Richard G. Rudolph, CPCU, is a principal of Seaver Rudolph and Associates in Georgetown, Ind. He is serving his second term as a member of the CPCU Society's Ethics Committee.

that we should be trustworthy, loyal and obedient. Sometimes that's easy, and sometimes, being absolutely truthful is difficult. I never know how to truthfully answer, "Does this dress make me look fat?" A lawyer reminded me once that the sworn testimony of both parties in a court of law resembles the truth only by coincidence. The problem with "the truth, the whole truth and nothing but the truth" is that it is often shaded by individual perception and social expediency.

Based on two of the Rotary's principles, everything we say, think or do should be fair and beneficial to all concerned. For Scouts, being helpful and kind are easy ways to show fairness. The Institute's Code of Professional Ethics does address that concept, at least in part, in that we should be fair to others by putting their interests ahead of our own. But it is silent about our side of the transaction. Presumably, if we are fair to others, they will reciprocate. That works in a truly civil world, but uncivil acts are, unfortunately, all too common.

Rotarians also believe that everything we say, think or do should build goodwill and better friendship. Scouts believe that being friendly, courteous, cheerful and clean builds goodwill and better friendships. The CPCU codes of ethics don't say we should be friendly, but they certainly do address how we should conduct our business dealings. And adhering to those precepts will develop goodwill, better friendships and our reputations.

A scout is also thrifty, brave and reverent. Being thrifty is a good idea for CPCUs, as it can support the workings of the insurance mechanism and bring credit to the profession, as well as a sense of fairness and being beneficial to all concerned.

Being brave is something CPCUs and Rotarians are, because, for example, it takes courage to walk away from dealings that are less than honest and ethical. The pressure to succeed can cloud judgment, and peer pressure can make it hard to stand apart from the rest. CPCUs and Rotarians rise to the challenge.

Reverent? Well, that's something that CPCU and Rotary don't address, but that's okay. Reverence is not a part of the membership requirement for CPCU and Rotary.

Rotary is over 100 years old. The BSA celebrates its centennial year in 2010. And the CPCU Society will still be a force when it turns 100. All three have endured and will continue to do so because ethical conduct is at the core of each organization.

Editor's note: *The opinions expressed in this column are those of the author and do not necessarily reflect the views of the CPCU Society membership, the Society's Ethics Committee or the author's employer. If you have suggestions for upcoming articles or comments about the "Question of Ethics" column, please contact **William F. Traester, CPCU**, at wtraester@archinsurance.com.*

Roadmap for Planning Ethics Awareness Month Programs

CPCU Society chapters are beginning to ramp up their planning efforts for celebrating Ethics Awareness Month in March, a time to underscore the ethical values shared by members of the insurance industry.

The Society has rolled out three new values-driven seminars that can be included in a chapter's ethics programming:

- "Ethics — Tough Choices." **Elise M. Farnham, CPCU, CPIW**, president of Illumine Consulting, examines dilemmas that insurance

professionals face through a series of real-life scenarios.

- "Ethics and the Insurance Leader — Forging a High-Values Culture." Farnham explores the connections between ethics, values and the corporate environment. Attendees learn why adhering to high ethical standards is more than just a requirement for licensing or certification.
- "Ethics — It's What Professionalism Is All About." Instructor, consultant and expert witness **Jill Haynes Gidge, CPCU, CIC, ACSR**, identifies the

insurance professional's ethical responsibilities and to whom they are owed. Attendees explore how ethical behavior impacts business profitability and professional image as well as how ethics complement insurance regulatory requirements.

The Society's Web site offers a full array of highly practical ethics resources that can enhance the development of ethics programming. Chapters can weave articles, case studies, exercises, quizzes and much more into special activities. To learn more, visit www.cpcusociety.org, and click on "Ethics."

Customized Employer Education Programs Are Available

To help employers effectively meet changing workplace and workforce needs, the CPCU Society develops its high-impact, results-driven education programs for delivery on-site at most organizations.

Make sure your employer knows about these contract training programs. By letting our knowledge and experience work for you and your employer, you'll both stay ahead of the competition in today's rapidly changing and complex risk management environment.

We can customize learning content to align with your organization's strategies, priorities and goals. And we can help your staff build the new skill sets they need to compete and succeed in a global marketplace.

The Society provides scalable education programs that are based on measurable learning outcomes. We also can provide needs-assessment services that include developing organization-specific training goals and ongoing employee professional development pathways.

Our dynamic turnkey custom programs are deliverable live in different educational contexts, e.g., traditional classroom instruction, online instruction or through

webinars. Well-respected insurance industry experts integrate the latest insurance industry coverage developments and case-based examples with instructional design tools and blended learning approaches.

CPCU Society programs target a wide variety of staff positions, including, but not limited to, underwriters, agents, line-of-business managers, HR advisors, claims adjusters and sales representatives. Programs can be filed and approved for agent, adjuster and sales representative state-specific continuing education (CE) credit and ethics CE credit.

Programming is available in varying levels of difficulty — from basic

and intermediate to higher-level specialized content. Employees can continuously upgrade their workplace business skills while personally becoming more competitive.

On-site customized insurance training meets an organization's unique needs and produces consistency, relevance and stability. With training objectives successfully applied and delivered, your employer can focus on reshaping its long-term strategy and vision while being assured that your customers are receiving excellent service.

For more information, contact **Mark Dolinski, API, AIS**, director of program delivery, at (610) 251-2748 or mdolinski@cpcusociety.org.

Putting a New Spin on CPCU

We're on a roll — no, make that a spin! The CPCU Society is introducing a new "Spread the Word!" tool that puts a new spin on the CPCU designation. Literally.

Starting soon, the Society will mail a package of plastic spinning tops to each chapter. Chapters should distribute the blue spinning tops to members at their next meeting or event. The promotional giveaways, which sport the wording "CPCUs are tops," are designed to be



conversation-starters with your non-CPCU colleagues. So give it a spin and keep spreading the word!

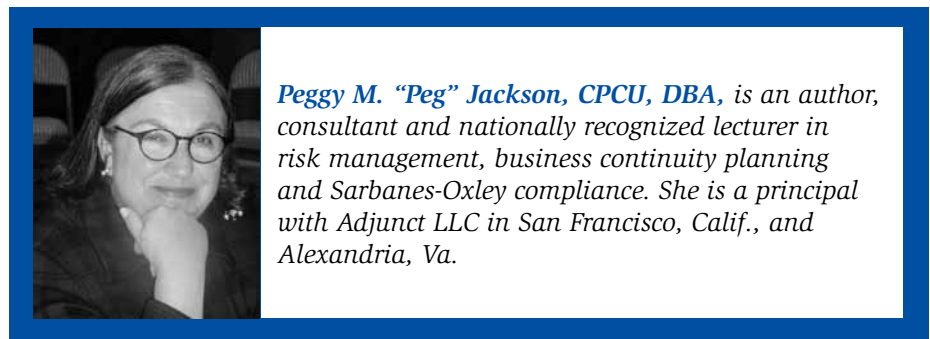
New Coverages Developed to Manage Cyber Risk

According to the FBI, identity theft is the fastest growing white-collar crime in the United States. Other cyber risk exposures, such as the loss of laptop computers, rogue employees, hacking and denial of service attacks, have resulted in more than 85 percent of businesses experiencing a data security breach.

At a Denver Annual Meeting seminar developed by the CPCU Society's Risk Management Interest Group, attendees explored the cyber risks that businesses face, coverages in standard policies and newly developed coverages.

Businesses of every size, configuration and industry are heavily dependent on their information technology infrastructure, as well as the use of Web-based applications such as the Internet, e-mail, Web sites, instant messaging and the like. With the growing use of technology, cyber-risk issues emerged.

As the losses related to cyber risk and technology increased, coverage in commercial general liability



Peggy M. "Peg" Jackson, CPCU, DBA, is an author, consultant and nationally recognized lecturer in risk management, business continuity planning and Sarbanes-Oxley compliance. She is a principal with Adjunct LLC in San Francisco, Calif., and Alexandria, Va.

(CGL), errors and omissions (E&O), and liability policies became more restrictive. As a result, newer policies addressing cyber risk were developed to bridge the gap. Here are some of the new coverages that have been developed to address cyber risk:

- **Network Security Liability** — provides liability coverage if an insured's computer system fails to prevent a security breach or privacy breach.
- **Privacy Liability** — provides liability coverage if an insured fails to protect electronic or non-electronic information.
- **Data Recovery** — covers first-party expenses to recover data damaged

on an insured computer system as a result of a security failure.

- **Crisis Management** — covers first-party expenses to hire a public relations firm.

Taking proactive measures to reduce cyber risks is essential as this threat grows. Maintaining security measures, training staff and preparing a crisis response plan are important in mitigating this ever-expanding peril.

Read more about "The Changing World of the Internet, Cyber Risk and Insurance" seminar in a future issue of the Risk Management Interest Group's newsletter.

Member Survey Predicts Hangover from Financial Excesses

Is the present recession, widely considered the worst since the Great Depression, coming to an end? Sometimes news from Wall Street suggests the economy has turned and is on its way to recovery. But Main Street remains skeptical, and the employment outlook is still grim.

The Down Side

In May 2009, when the earliest glimmers of a turnaround could be detected, the CPCU Society's Member Opinion Panel addressed the outlook for the property-casualty insurance industry over the next two to three years. The panel foresaw lingering consequences from the excesses earlier in the decade — hampered

industry profitability as the result of poor investment returns, macro-economic stagnation and resurgent inflationary pressures. Escalating fraud and rising claims volume stemming from the prolonged downturn will also cost the industry dearly. In addition, the panel predicted a new political reality for the industry, with more U.S. regulation at the state and federal levels and new business taxes.

The Up Side

There are some bright spots to the panel's outlook, however. Some of the most negative business risks reviewed by the panel are within the industry's power to correct, such as the failure to attract or retain talent and the threat of

damage to the industry's reputation. CPCUs also see a silver lining to the financial crisis with a return to a more rigorous business discipline — tightened underwriting standards, more stringent capital and liquidity requirements, and further industry consolidation. Most industry employers are considered only "somewhat" ready to deal with this vision of the future.

Are you and your employer prepared? More details on the panel's outlook are available on the Society's Web site, www.cpcusociety.org, under the "Members" tab. Make your voice count in future surveys — sign up to join the Member Opinion Panel by e-mailing CPCUPanel@cpcusociety.org.

— From the Institutes —

CPCU Class Spokespeople Address New Designees

Each year, the American Institute for CPCU and Insurance Institute of America (the Institutes) select CPCU new designees to share their CPCU experiences at the conferment ceremony. New designees are encouraged to submit the stories of their CPCU journeys to a panel of Institute staff members, who review the submissions and select the spokespeople. Students are asked to share what inspired them to begin the program, what motivated them to continue and who helped them along the way. Stories may be compelling, humorous, touching or inspirational.

In August, I had the pleasure of introducing this year's Class Spokespeople during the conferment ceremony at the CPCU Society's Annual Meeting and Seminars in Denver, Colo. Here's a brief look at their CPCU experiences.



Tony Hughes, CPCU, AIC, AU, is a product underwriter at Great American Insurance Company in Cincinnati, Ohio. He shared his journey, from emigrating from Scotland to the United

States about six years ago to earning the CPCU designation. In Scotland, Hughes had worked as a traffic engineer for 12 years. He decided he needed a change, moved to the U.S., and was offered a position with Great American Insurance. "Obtaining the CPCU designation makes me feel more at home in this country, and it provides me with a feeling of inclusion in a place so different from where I've spent most of my life," Hughes said. "I belong here. This is where I'm meant to be, doing what I'm meant to do."

Misty Longfellow-Krskovich, CPCU, CIC, works for Hobson Insurance in Hobson, Mont. She



Peter L. Miller, CPCU, is president and chief executive officer of the American Institute for CPCU and Insurance Institute of America.

expressed her gratitude to her father, Dale Longfellow, for inspiring her to pursue a career in the insurance industry. With the support of her parents, husband, sister and three daughters, she completed five courses in less than one year. "Now it's my turn to prove to my beautiful daughters that you need to think all the time, that there isn't anything you can't do, and that you never need to be dependent on anyone once you learn those two things," she said. "Above all else, you can always count on the ones you love to be there for you."



Longfellow-Krskovich

While the Institutes usually select two spokespeople each year, this year we chose a third spokesperson, who shared a special story. At the age of 84, **Walker Taylor III, CPCU**, is the oldest CPCU new designee

on record. He is area chairman at Walker Taylor Agency, a division of Arthur J. Gallagher and Company in Wilmington, N.C. Taylor was unable to attend the conferment ceremony, but he and his staff, with the assistance of the University of North Carolina-Wilmington, produced a video of him addressing his fellow CPCUs. He shared his journey to earning the CPCU designation.

Taylor was not only a student in the CPCU program, but was also assigned to lead a class. He described it as a "somewhat terrifying experience" to be a student and the teacher, as it meant he had to do his work to avoid embarrassment in front of his fellow classmates. "By God's grace and the inspiration of my classmates, I was able to pass the courses," he said. "I am grateful and honored to have earned the CPCU designation and am appreciative of the CPCU Society and the colleagues in our firm who encouraged me."

— Society in the News —



On Sept. 10, CPCU Society Immediate Past President and Chairman **Marvin Kelly, CPCU, MBA**, spoke at Texas Southern University's

"kick-off" of the Jesse H. Jones School of Business (JHJ) Insurance Program.

Kelly, executive director of the Texas Property and Casualty Insurance Guaranty Association, and the CPCU Society's Houston Chapter were instrumental in the development of the JHJ Insurance Program, which incorporates some of the American Institute for CPCU's study materials. The first course, which focuses on risk management, will be offered for the 2010 spring semester.

Making the ‘Connection’

USAA Matches Core Values with CPCU



Alan Krapf, CPCU, is senior vice president of USAA Property and Casualty Group's Policy Service division.

USAA, based in San Antonio, Texas, is a diversified financial services company that seeks to be the provider of choice to those who have served honorably in the U.S. military.

The 25 Army officers who founded USAA in 1922 to insure each other's vehicles could not have imagined that it would one day serve 7.2 million members. With 22,000 employees located in San Antonio, Colorado Springs, Norfolk, Phoenix, Tampa, London and Frankfurt, USAA now provides a full range of financial products and services. These include auto, home and life insurance; financial planning advice and investment products; and full-service banking, credit cards and personal loans.

Serving Those Who Serve

USAA's mission is to facilitate the financial security of its members, associates and their families through convenience and accessibility backed by industry-leading customer service. For the past three years, *BusinessWeek* magazine ranked USAA among the top two "Customer Service Champs."

Alan Krapf, CPCU, senior vice president of USAA Property and Casualty Group's Policy Service division, leads an organization of 4,000 employees dedicated to delivering superior advice and solutions. Krapf joined USAA in 1989, and has also served on industry committees and task forces. In a recent interview, Krapf gave us his personal view on the value of the CPCU designation.

Do you encourage employees to pursue a CPCU designation?

"Yes, USAA offers professional designation classes from the AICPCU on all USAA campuses for employees interested in obtaining their INS, API or CPCU designations. In addition, two USAA employees were among 100 insurance professionals nationwide to receive full scholarships for the CPCU designation. Since announcing their scholarship awards earlier this year and highlighting the CPCU designation as important professional development, USAA has seen a 90 percent increase in the number of employees pursuing the designation." (Currently, there are 270 CPCUs at USAA.)

There are a lot of designations out there. What makes the CPCU designation unique?

"In addition to being the most prestigious designation in the industry, the CPCU credential shows an extra dimension of commitment to our business and is a designation we look for when evaluating the talent of future leaders in our organization. USAA's core values of service, loyalty, honesty and integrity match those that the CPCU designation represents and that USAA's membership embodies."

Do you encourage employees with CPCUs to become involved in the CPCU Society?

"Yes, we are a strong supporter and many of our employees are active in CPCU Society chapters around the country. Additionally, **Stuart Parker, CFP**, president of USAA Property and Casualty Insurance Group, serves on the AICPCU Board of Trustees. USAA Policy Service Assistant Vice President **Tom Woods, CPCU**, serves on the CPCU Society Board of Directors."

Alan, how has your CPCU designation and involvement in the CPCU Society helped you advance in your career?

"Career advancement is based on your hard work, intellect and ability to get things done no matter what industry. To earn the CPCU designation, you must leverage those abilities and have a driving desire and commitment to finish a difficult series of courses. I earned my CPCU in 1997 after 17 years in the insurance business and relatively late in my career. New learning can take place at any level of experience. The industry knowledge along with the discipline to finish the program sets individuals apart from others. Self development is critical to your continuous growth in a dynamic industry. At USAA, the CPCU designation is recognized as an outstanding self-development accomplishment and helped me to become a professional in the insurance industry and to continue to advance my career."

The CPCU Society commends USAA and all of our members' employers for their dedication to continuous learning and the pursuit of the CPCU designation.

"The industry knowledge along with the discipline to finish the program sets individuals apart from others."



People in the News

Comings & Goings

Martin Alpert, CPCU, J.D., ARM, has joined Hinz Claim Management Inc. as a vice president, environmental claims in Chicago, Ill.

Honors & Achievements



Everett



Keefer

Super Lawyers magazine has recognized two CPCU Society members. **Seymour B. Everett III, CPCU, J.D.**, senior counsel with the law firm of Wood, Smith, Henning & Berman LLP in Newport Beach, Calif.,

was named a 2009 “Rising Star” (an outstanding young and new attorney). **Barbara J. Keefer, CPCU, J.D.**, of MacCorkle, Lavender & Sweeney PLLC, Charleston, W.Va., was named a “2009 Super Lawyer in West Virginia in Insurance Coverage.”

The Tennessee Bar Association invited **Billy L. Akin, CPCU, ARM**, of Hendersonville, Tenn., to present a continuing legal education (CLE) webinar to its members in September. The webinar, “Ten Things Attorneys Need to Know about Insurance,” was in response to a feature article Akin wrote on the same topic for the August 2009 issue of the *Tennessee Bar Journal*.

Todd M. Biondo, CPCU, assistant vice president, Medical Liability Claims, at Darwin National Assurance Co., a brand of Allied World Assurance Company Holdings Ltd., participated in an Oct. 3 panel discussion on hospital risk management at the Crittenden Insurance Forum in Philadelphia, Pa.

Hugh B. McGowan, CPCU, a past president of the CPCU Society, recently received the Community Service Award from Cathedral High School in Indianapolis, Ind., where he served as a board member for 16 years. McGowan was honored for his distinguished service to his church, community and the insurance profession.

Awards Presented at Denver Annual Meeting and Seminars

A number of CPCU Society members received awards during the Society’s 2009 Annual Meeting and Seminars, Aug. 29–Sept. 1, in Denver, Colo.

The Consulting, Litigation & Expert Witness Interest Group conferred the 2009 George M. Gottheimer Memorial Award on **Stanley L. Lipshultz, CPCU, J.D.**, Aug. 30. The Gottheimer Award is presented annually to a CPCU Society member who has made an outstanding contribution to the field of insurance education, risk management or insurance consulting.

As a member of Interisk Limited, Lipshultz provides a full array of property-casualty insurance litigation consulting services. Additionally, he remains Of Counsel to Lipshultz and Hone, Chartered, and is a consultant to the Maryland Insurance Administration.

At the AICPCU Conferment Ceremony on Aug. 29, **William E. Sleeper, CPCU, CLU, ARM**, chairman of the CPCU-Loman Education Foundation,

presented the Foundation’s annual academic awards for outstanding achievement on CPCU examinations. Award winners received a commemorative plaque and a monetary award.

Nancy L. Quinn, CPCU, API, AIS, with Liberty Mutual, earned the 2009 Distinguished Graduate Award. **Janet L. Zeaiter, CPCU, AAI, AU**, with Markel Insurance Company, and **Ernie Benvenuto, CPCU, AAI**, with Provider Insurance Company, each received a 2009 Academic Excellence Award. Benvenuto was unable to attend the Conferment Ceremony.

Also at the Conferment Ceremony, the AICPCU presented the Jack F. Derrickson Award for Outstanding Course Leadership to **Sherrie Ann Gibson, CPCU**, of State Farm in Lakewood, Colo.



James A. Robertson, CPCU, ARM, of the CLEW Interest Group (pictured on left), presented the award to Lipshultz.

At the Sept. 1 General Session, **Marvin Kelly, CPCU, MBA**, the Society’s 2009–2010 immediate past president and chairman, presented a “Celebrating CPCU Experience” plaque to **Theodore D. “Ted” Lussem, CPCU, CPIM**. Lussem was honored for his dedication to insurance education and professionalism, and his continuous support and contributions to Society and Iowa Chapter members.



Rhode Island Chapter Helps Build House



Rhode Island Chapter members gather for a photo during a break from laying flooring at a Providence, R.I., Habitat for Humanity house in June. Pictured from left — Back row: John M. Barry, CPCU, CIC, ARM; Michelle A. Soares, CPCU, CIC, AAI; Christopher A. Denis, CPCU; and Robert Reifel, CPCU, AIC, AIM. Front row: Eric Sladen, CPCU; Rose M. Pereira, CPCU; Joan A. Harnish, CPCU, AIC; and Peter E. Moreau, CPCU.

Cypress Gardens Chapter Sponsors Ethics Awareness Scholarship

This past March, the Cypress Gardens Chapter in Florida awarded a \$500 college scholarship to Fort Meade High School student **Thomas Bevis**. Six years ago, the chapter created a college scholarship for Polk County, Fla., high school seniors through the Polk Education Foundation in recognition of Ethics Awareness Month. The scholarship is given to the winner of an annual essay contest, which is themed to the topic of the importance of ethics. Each year, chapter officers review all the submissions and select the winning essay.

Staff Note



Denk

The CPCU Society welcomes **Tayhan Denk** as information systems specialist, reporting to **Barry R. Midwood, CPCU**, vice president of chapter and professional development. He earned a bachelor's degree in information sciences and technology from Pennsylvania State University, where he most recently was a teaching assistant in the Department of Information Sciences and Technology. Denk's work experience includes hardware and software support, database management, and report and Web development.

Mississippi Magnolia Chapter Sponsors Booth



Pictured at the Mississippi I-Day CPCU table, from left — Past Chapter President **W. Mark Mays, CPCU, AU, AIS**; Chapter President **Donna L. Rademacher, CPCU, AU, CPIW**; and Chapter Vice President **C. Jeffery McGee, CPCU, CIC**.

The Mississippi Magnolia Chapter, together with the American Institute for CPCU and the Insurance Institute of America, sponsored an information table at the Mississippi I-Day on Sept. 24. Materials promoting the CPCU designation program and the benefits of the CPCU Society were distributed to 150 insurance majors from three major Mississippi universities and to more than 200 insurance professionals.

Two Chapters Celebrate 50th Anniversaries

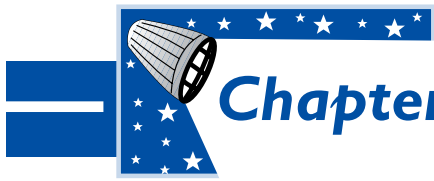
The Westchester Chapter and the Southern Connecticut Chapter celebrated their 50th anniversaries and the conferment of their new designees on Sept. 17, at the Hyatt Regency Hotel in Greenwich, Conn. The featured guest speaker was **William R. Berkley**, CEO of the W.R. Berkley Corporation, a Fortune 500 property-casualty insurance holding company. The event recognized the chapters' past presidents and also honored the Arthur J. Gallagher Co. with the CPCU Excellence Recognition Award.

Get Answers to Your Career Questions

Are you out of work — or wondering if you're in the right job? Need help writing a great résumé that gets results? Then log on to the CPCU Society Job Network. The Job Network is offering three new features to help you succeed:

- Take a career test.
- Download a 21-page personalized Résumé Guide
- Get your résumé critiqued by career management experts.

As a CPCU Society member, you have access to all three features for free. Go to www.cpcusociety.org, and click on "Career Center/Job Network," "CPCU Society Job Network" and "Job Seeker Signup/Login." Then log in to your account, or create a new account. Check it out today to make sure your career is on the upswing!



CPCU Society, Central Illinois Chapter Take Center Ice

Thanks to the Central Illinois Chapter, during this year's hockey season at the U.S. Cellular Coliseum in Bloomington, Ill., the CPCU Society logo is being "iced" — literally. At each PrairieThunder hockey team home game, attendees can purchase hockey pucks emblazoned with the CPCU Society logo to throw at markers on the rink to win prizes.

Chapter Visibility Chair **Laura H. Hossley, CPCU**, explains: "Chapter board member **Daniel L. Blodgett, CPCU, AIM, PMP**, came up with the 'cool' idea of partnering with PrairieThunder via the team's Chuck-A-Puck program. Then other chapter members 'skated' with the idea of fully sponsoring the program. Through the team, we purchased 400 pucks, which were imprinted with the Society's logo. The pucks are reused during all 30-plus home games. With an average attendance of 3,000 to 3,500 per home game, that's 'Spreading the Word!' to a lot of fans — and prospective CPCUs."

According to Hossley, volunteers from not-for-profit organizations sell the pucks, and profits from the sales are divided between the organization and PrairieThunder. "So, in addition to building awareness of CPCU and contributing to a local sports team, the Central Illinois Chapter is also financially helping local not-for-profit organizations by providing additional sales potential through the increased number of available pucks," she said.

Chapter visibility is also provided during the game. "Verbal announcements on the 'CPCU Chuck-A-Puck' are made after the second period, and the Central Illinois Chapter is advertised as a PrairieThunder sponsor on the Coliseum's jumbotron, a series of huge high-quality LED overhead screens," added Hossley. "The



Pictured from left holding CPCU Society hockey pucks: John Hardy, PrairieThunder leadership; Donna Wampler, CPCU, CLU, ChFC, PrairieThunder general manager of operations and Central Illinois Chapter past president; Daniel Blodgett, CPCU, AIM, PMP, Central Illinois Chapter board member; Laura H. Hossley, CPCU, Central Illinois Chapter visibility chair; and Elwood D. Brown Jr., CPCU, Central Illinois Chapter president.

sponsorship also is advertised on the PrairieThunder and chapter Web sites."

The Central Illinois Chapter is planning another initiative this year to achieve additional visibility in the community. The chapter will work alongside the local Junior Achievement organization by

soliciting CPCU volunteers to assist in teaching finance and insurance education in classrooms.

If you think your chapter deserves a future profile in CPCU News because of its great visibility initiatives, please send an e-mail to visibility@cpcusociety.org.

At a Glance: What Other Chapters Are Doing

In August, a Philadelphia area elementary school posted information on its Web site about the Philadelphia Chapter's 26th annual "Fire Safety in the Home" essay contest. Hillcrest Elementary School posted a letter from the chapter announcing the contest, along with the schedule and instructions. Additionally, several local newspapers have published articles about the contest.

How to Submit Items

Let us know whenever your chapter is in the news. Send "At a Glance" items to Mary Friedberg, editor, at mfriedberg@cpcusociety.org. Please include "CPCU News" in the subject line.

Loman Foundation Thanks Golf Tournament Sponsors, Chapters for Contributions

The CPCU-Loman Education Foundation extends special thanks to the 18 sponsors of the 1st Annual CPCU-Loman Foundation Golf Tournament for their outstanding support. The tournament was held at Fox Hollow Golf Course in Lakewood, Colo., on Aug. 28, the day before the start of the Denver Annual Meeting and Seminars. A total of \$22,000 in sponsorships was raised, with all tournament proceeds benefiting the Foundation and its scholarship programs.

While all sponsorships are thankfully acknowledged, the Foundation would like to give particular recognition to the following premier sponsors:

- Platinum Level — Ashford University, Crawford & Company and Safeco.
- Silver Level — Helms & Greene LLC.
- Gold Level — Hammerman & Greiner.

The Foundation also is grateful to all CPCU Society chapters that contributed to the Foundation in 2009. Their generosity affirms an ongoing commitment to support the Foundation's core values — insurance education, professionalism and research.

During the past year, 116 chapters contributed to the Foundation. Based on their level of contribution:

- 31 chapters qualified for the Chapter Loman Gold Club.
- 10 chapters qualified for the Chapter Loman Silver Club.
- 75 chapters qualified for the Chapter CPCU Club.

For a listing of all chapters by name, please visit the CPCU-Loman Education Foundation Web site, www.cpculoman.cpcusociety.org. For more information regarding the CPCU-Loman Education Foundation, please contact **Pam Barnes** at (800) 932-2728, ext. 2744, or pbarnes@cpcusociety.org.

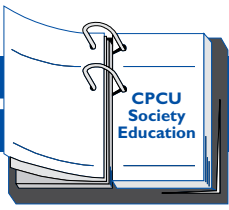
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3. Paid Distribution Outside the Mails Including Sales through Dealers and Carriers, Street Vendors, Counter Sales and Other Paid Distribution Outside USPS	245	235
4. Paid Distribution by Other Classes of Mail through the USPS	0	0
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E. Total Free or Nominal Rate Distribution	20	20
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H. Total	26,167	25,100
I. Percent Paid	99.9%	99.9%

16. Publication of Statement of Ownership: December 2009/January 2010

17. I certify that all information furnished on this form is true. — Mary Friedberg, Editor.



Education Calendar

January

Jan. 21

Pasadena, Calif.

(San Gabriel Valley Chapter)

- Business Interruption Can Be Deadly.*

Jan. 28

Edina, Minn. (Minnesota Chapter)

- Don't Get Bopped by a BOP.*
- Higher Versus Wider — Understanding Commercial Umbrella.*

February

Feb. 3

Greenville, S.C.

(Upstate South Carolina Chapter)

- Ethics and the Insurance Leader — Forging a High-Values Culture.*
- Surviving a Litigious Society.*

March

March 10

Concord, N.H.

(New Hampshire Chapter)

- Insurance Valuation Problems.*

March 16

Grand Rapids, Mich.

(Western Michigan Chapter)

- Additional Insured and Insurance Certificate Issues.*

March 16

Boylston, Mass.

(Central Massachusetts Chapter)

- Ethical Decisions — Tough Choices.*

March 24

Fort Wayne, Ind.

(Northern Indiana Chapter)

- Leadership and Ethics — The Power to Succeed.

April

April 20

Metairie, La. (Deep South Chapter)

- Insuring Defective Construction.*
- Insuring the E-Commerce Account.*

WEBINARS

Dec. 10

- Capital Markets.

Dec. 15

- Advanced Risk Financing Techniques.

Dec. 16

- Personal Lines Potpourri — Part 2.

Dec. 17

- The Changing Environment of International Insurance.

Jan. 5

- Identity Theft.

Jan. 19

- Personal Lines Potpourri — Part 3.

Registration and detailed content descriptions are available on the Society's Web site, www.cpcusociety.org. Click on "Professional Development" and "Educational Events." Program titles are subject to change.

*The CPCU Society will file programs for CE credits in states that have a CE requirement. Contact the CE compliance assistant at (800) 932-CPCU, ext. 2767, for information and updates. Programs may be rejected and no credit given.

In Memoriam

With deep regret, the CPCU Society reports the deaths of the following CPCUs:

Clark E. Brownfield, CPCU, '87, Overland Park, Kan.

Hugh Knight Browning Jr., CPCU, '86, Colleyville, Texas

Patricia A. Hawley, CPCU, '78, Cashion, Ariz.

Larry L. Lilley Jr., CPCU, '83, Vinton, Va.

Thomas J. Ryan, CPCU, '56, San Francisco, Calif.

We offer our sympathy to the families of these CPCUs. Memorial donations may be made to the CPCU-Loman Education Foundation in the name of any of these CPCUs. These memorials will be acknowledged to the family of the deceased.

To notify the CPCU Society of the death of a fellow CPCU, please send an e-mail to the Member Resource Center at membercenter@cpcusociety.org with the name of the deceased and documentation of death, such as a published obituary.

Correction — The April/May 2008 issue of *CPCU News* incorrectly listed Stanley C. Cole, CPCU, as deceased. The Society regrets the error.



CPCU News

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Volunteer Leaders, Rising Stars to Gather in Phoenix



The CPCU Society's current and emerging leaders will focus on strategic issues affecting the Society and your chapter at the 2010 Leadership Summit. The conference will be held on April 29–May 1, 2010, at the

Pointe Hilton Squaw Peak Resort in Phoenix, Ariz.

All volunteer leaders are urged to attend this distinguished gathering to chart the Society's future course and participate in a free-flowing exchange of ideas on vital topics.

The Summit will include:

- Board of Directors meeting.
- Committee, task force and interest group meetings.
- CPCU Society Center for Leadership courses. Open to all members.
- Chapter and interest group leader workshops.
- Leadership luncheons with special guest speakers.

Visit www.cpcusociety.org for a sneak preview.

