



FOR IMMEDIATE RELEASE

CONTACT: Stephen Young
CPCU Society
(610) 251-2738
syoung@cpcusociety.org

**ABC'S BOB WOODRUFF ENTHRALLS AUDIENCE RECOUNTING HIS RECOVERY
FROM BOMB INJURIES**

**CPCU Society's Annual Meeting Attendees Also Receive Frank Career Advice from
Society's President**

LAS VEGAS, Nev., Oct. 24, 2011 — Distinguished journalist Bob Woodruff delivered the keynote address at yesterday's general session of the 67th CPCU Society Annual Meeting and Seminars at Caesar's Palace in Las Vegas, entrancing his listeners with the story of his recovery from bomb-related injuries he sustained in Iraq while covering the war there in January of 2006 for ABC News. Woodruff's skull was pierced with rocks as an improvised explosive device detonated beside a tank in which he was riding while embedded with American forces. In documenting his lengthy near-miraculous recovery, Woodruff urged his listeners to support war-injured American troops with personal encouragement to convince them that they are on an upward trajectory to recovery.

Just prior to Woodruff's speech, 2010-2011 CPCU Society President and Chairman Warren L. Farrar, CPCU, CLU, ChFC, offered a winning strategy for career development, even in these distressing economic times. In addressing the Society as his term draws to a close this week,

Farrar said the CPCU Society offers the best network for advancing a career and surviving periods of unemployment. “The CPCU Society is a catalyst for dramatic success — accelerating career growth, amplifying brands, fueling the industry, connecting to a powerful community, and leading the race for lifetime relevance.” But beyond those resources, he candidly advised members, “It’s up to you to put it together.”

The Sunday session was attended by the Society’s oldest living CPCU, 99-year-old Myron F. Steves, CPCU, who had his designation conferred in 1949 and was a founding member of the 60-year-old CPCU Society Houston Chapter. The younger generation was represented by some 40 college insurance students whose attendance was sponsored by the CPCU Society board and local chapters as part of the Society’s program to attract new talent into the property and casualty insurance industry.

Today’s business session of the Annual Meeting and Seminars will include a vote to change the organization’s bylaws in order to formally affiliate with The Institutes. It will also feature the inauguration of new Society officers, and a full day of technical, leadership and career development seminars. The event, with some 2,500 attendees, concludes on Tuesday, Oct. 25.

Complete program descriptions are available on the Society’s website, www.cpcusociety.org.

About the Society

The CPCU Society is a community of credentialed insurance professionals who promote excellence through ethical behavior and continuing education. The Society’s more than 25,000 members hold the Chartered Property Casualty Underwriter (CPCU®) designation, which requires passing eight rigorous undergraduate- and graduate- level examinations, meeting experience requirements, and agreeing to be bound by a strict code of professional ethics. The CPCU designation is conferred by The Institutes. More information about the CPCU Society is available at www.cpcusociety.org.

###