



CPCU Society  
**News  
Release**

[www.cpcusociety.org](http://www.cpcusociety.org)

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### **CPCU SOCIETY REACHES OUT DURING ETHICS AWARENESS MONTH**

**MALVERN, Pa., March 3, 2011** — In the insurance industry, ethics and trust are not just good business practices, they're critical for success. And as a co-founder of Ethics Awareness Month in 1990, each March the CPCU Society provides individuals and organizations resources and strategies to help them reaffirm and celebrate their commitment to core ethical values.

Ethics Awareness Month is the perfect time for insurance and risk management professionals to check out the ethics section of the Society's website, [www.cpcusociety.org](http://www.cpcusociety.org). To stimulate thought and conversation, they can take advantage of a wide range of free ethics tools such as articles, activities, polls, case studies and an Ethics Awareness Kit.

And coming up on March 11, the CPCU Society will present an ethics webinar entitled "Business and Professional Ethics — Why Bother?", which has been approved for continuing education credits in Delaware, Georgia and New Hampshire. Additionally, the Society has two ethics webinars available on demand — "Life of an Ethical Inquiry" and "Embracing Ethics."

Throughout the year, the CPCU Society and its chapters concentrate on providing opportunities for continuing ethics education to strengthen the awareness of ethical issues, ethical dilemmas and ethical decision making common to all industry professionals.

Full details on the CPCU Society's ethics resources and ethics education programming are available on its website, [www.cpcusociety.org](http://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 nearly 28,000 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.*

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