



FOR IMMEDIATE RELEASE CONTACT:

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## **INSURANCE PROS TO TACKLE MAJOR CHANGES IN HOMEOWNERS POLICIES AND ETHICAL QUANDARIES**

### **CPCU Society Event to Provide In-Depth Look at the Latest Policy Changes and the Ethical Decision-Making Process**

**MALVERN, Pa., April 28, 2011** — This year alone, nearly everyone who has a homeowners policy will be affected by more than 100 changes in coverages and forms. The changes range from the definition of who is an “insured” to provisions impacting electronic equipment and in-ground pools. At the same time, insurance professionals often find themselves brooding over ethical dilemmas - so that today they are facing more challenges than ever before, from keeping up with changes in coverages and forms to making tough ethical decisions.

On **Friday, May 13**, the CPCU Society and the Society’s California El Camino and Los Angeles Chapters will present two workshops, “Ethical Decisions — Tough Choices” and “2011 ISO Homeowners.” **The workshops will take place at the Santa Barbara Yacht Club, 130 Harbor Way, Santa Barbara, Calif.**

Insurance consultant Elise M. Farnham, CPCU, ARM, AIM, CPIW, president of Illumine Consulting, will be the instructor for both workshops. Farnham has more than 30 years’ experience in the risk management and insurance industry, and is a past president of the National Association of Insurance Women.

**The ethics workshop will be held from 7:30 a.m. to 11:05 a.m., with registration from 7–7:30 a.m.** The workshop will examine dilemmas that insurance professionals face through a series of real-life scenarios. Attendees will explore the traits of successful leaders and ethical persons to identify similarities and determine desirable traits. They will also discuss how barriers impede ethical decisions and how to overcome those barriers.

**The ISO homeowner’s workshop will be held from 12:50 p.m. to 4:25 p.m., with registration from 12:20 p.m. to 12:50 p.m.** The workshop will focus on the 25 coverage and 78 form changes under the new 2011 Homeowners program. Attendees will discuss

changes in “Who Is an Insured,” coverage for property in self-storage facilities, provisions impacting electronic equipment and in-ground pools, perils insured against and liability exclusions, coverage for motorized land conveyances, and new coverage available for dwellings under construction.

The cost is \$150 for CPCU Society members and nonmembers. Workshop materials, continental breakfast, a luncheon program and an evening Happy Hour are included. The luncheon program will feature a keynote presentation on “Lloyd’s — What It Is and How It Works.”

The ethics workshop is approved for four ethics credits in California. The ISO homeowners workshop is approved for four continuing education (CE) credits for producers, independent and public adjusters in California. The keynote presentation is filed for one CE credit in California. CPCUs will be awarded four continuing professional development (CPD) points for each workshop.

Registration and detailed content description are available on the CPCU Society’s website, [www.cpcusociety.org](http://www.cpcusociety.org), under “Professional Development.”

### **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](http://www.cpcusociety.org).*