



FOR IMMEDIATE RELEASE

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**HELPING BUSINESSES AVERT FINANCIAL DISASTER AND KEEPING FUTURE
PERILS AT BAY
WILL BE FOCUS OF OVERLAND PARK WORKSHOPS**

**Insurance Pros to Explore Commercial Client Needs and Devise Strategies to Prepare for
Future Calamities at CPCU Society Programs**

MALVERN, Pa., May 12, 2011 — Making sure that commercial clients are well protected from devastating losses and exploring emerging issues in risk management, including those masquerading as black swans — defined as unpredictable events with massive impact — will take center stage in two indispensable programs designed for insurance and risk professionals.

On **Friday, May 20**, the CPCU Society and the Society's Kansas City Chapter will present two workshops, "The Commercial Account" and "State of the Future — Black Swans and More." **The workshops will take place at the Swiss Re Academy, 5200 Metcalf Ave., Overland Park, Kan.**

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.

The commercial account workshop will be held from 8:30 a.m. to 12:05 p.m., with registration from 8 to 8:30 a.m. Attendees will explore loss exposures and solutions for various types of commercial customers. They will discuss topics such as major liability problems and needs of the account; major coverage and placement problems; how to obtain the best coverage and pricing; risk transfer options and how to make policies fit together; and much more.

The risk management workshop will be held from 1 to 3:45 p.m., with registration from 12:30 to 1 p.m. Attendees will analyze significant events that have reshaped the world of risk management, and look at emerging issues that appear poised to change the way the industry evaluates, accepts and insures risk. Among the topics, they will identify future risks by analyzing exposures clients face due to pandemic flu, global warming, scarce natural resources and technology advances. This workshop is designed for insurance and risk professionals who need to look into the future and plan the products necessary to ensure that clients are properly protected.

For CPCU Society members, the cost is \$89 for one workshop or \$149 for both. For other attendees, the cost is \$99 for one workshop or \$179 for both. Continental breakfast and workshop materials are included.

Both workshops have been filed for continuing education (CE) credits. The commercial account workshop is filed for four adjuster credits (intermediate level) in Florida. It is approved for four credits for multi-line adjusters in New Hampshire; four general credits for agents and adjusters in Texas; and four P&C credits in Kansas, Missouri and Nebraska. The risk management workshop is filed for three adjuster credits (intermediate level) in Florida. It is approved for three credits for multi-line adjusters in New Hampshire; three general credits for agents and adjusters in Texas; and three P&C credits in Kansas, Missouri and Nebraska. 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, 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.

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