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## **INSURANCE PROS LOOKING TO PREVENT CRIPPLING BUSINESS LOSSES FROM CAR CRASHES AND RAISE ETHICS AWARENESS**

### **CPCU Society Greenville Workshops to Focus on Commercial Auto Policy Changes and Achieving High Ethical Standards**

**MALVERN, Pa., Jan. 28, 2011** — Having the proper insurance coverages for commercial vehicles can help businesses avert financial disaster. But even when you believe your business or your clients have the right coverages, the rules may change. That's why it's paramount for professionals who are protecting the interests of their own or their clients' organizations — including agents, brokers, risk managers, underwriters, claim professionals, risk managers and attorneys — to be knowledgeable about the latest changes in order to choose which coverages to recommend to their clients.

It's also essential for insurance professionals to understand and apply the highest standards for ethical behavior in all of their business dealings. Having a strong commitment to ethics not only burnishes an individual's professional image, it also strengthens an organization's bottom line.

On **Thursday, Feb. 17**, the CPCU Society's Upstate South Carolina Chapter will present two workshops, "2010 Commercial Auto Policy — What's New?" and "Ethics — It's What Professionalism Is All About." **The programs will take place at Canal Insurance, 400 East Stone Ave., Greenville, S.C.**

Independent insurance education consultant Jill Haynes Gidge, CPCU, CIC, CPIW, AAI, AAM, AIT, AIS, ACSR, RN, founder of Insure-Ed, will present both workshops. Gidge, a former principal in an independent insurance agency, has more than 30 years of insurance industry experience and more than 14 years of teaching experience.

**The commercial auto policy workshop will be held from 8 to 11:35 a.m., with registration from 7:30 to 8 a.m.** Attendees will examine how the coverage form has evolved over the years, learn how to handle the withdrawal of the current Truckers Program and understand the various changes in the new form.

**The ethics workshop will be held from 1 to 4:15 p.m., with registration from 12:30 to 1 p.m.** The workshop will offer definitions of ethics and ethical behavior, and explain why they're important. The instructor will identify the insurance professional's ethical responsibilities and to whom they are owed, and will describe standards for ethical behavior. Attendees will learn how ethical behavior impacts business profitability and professional image, and how ethics complement insurance regulatory requirements.

For CPCU Society members, the cost is \$79 for one workshop or \$158 for both. For Canal employees, the cost is \$89 for one workshop or \$178 for both. For nonmembers, the cost is \$99 for one workshop or \$198 for both. Workshop materials, continental breakfast (morning workshop) and refreshments are included. Lunch is included for those attending both workshops.

The commercial auto policy workshop is approved for four agent and four adjuster CE credits in Florida; approved for four producer credits and four multiline adjuster credits in New Hampshire; approved for four agent and four P&C adjuster CE credits in Oklahoma; and approved for four CE credits in Georgia, North Carolina, South Carolina and Texas.

The ethics workshop is approved for three adjuster ethics credits in Florida; approved for three producer ethics credits and three multiline adjuster credits in New Hampshire; approved for three ethics credits in Georgia, Oklahoma and Texas; filed for three ethics credits in North Carolina and South Carolina; and filed for three agents ethics credits in Florida.

CPCUs will be awarded four continuing professional development (CPD) points for each workshop.

Registration and detailed content descriptions 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 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 The Institutes. More information about the CPCU Society is available at [www.cpcusociety.org](http://www.cpcusociety.org).*

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