



CPCU Society
*News
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FOR IMMEDIATE RELEASE

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CPCU SOCIETY AIMS TO KEEP CONSTRUCTION GREEN AND REPUTATIONS PRISTINE

Protecting Contractors and Avoiding Suits against Insurance Professionals are Subjects of Workshops in Irmo, SC.

MALVERN, Pa. Dec. 15, 2011—For construction companies it's not easy being green - and it's tough for insurance professionals themselves when they're accused of bad faith in their sales conduct - but the CPCU Society is providing help on both fronts in two workshops coming to Irmo, SC on **Tuesday, January 24, 2012.**

The first workshop, "Risk in Shades of Green" will deal with contentious issues that are arising concerning "green" construction – the public's desire for environmentally safe and sustainable building design and construction. Attendees, in a session of interactive learning, will interpret requirements of certain green building standards and evaluate the insurance products designed to protect firms trying to satisfy those standards. The workshop will cover both new buildings and repairs to existing ones.

The second workshop, "Spotlight on E&O: E&O and Bad Faith Exposures Facing Insurance Professionals," will consider another form of risk – that of being accused by insurance clients of having failed to meet required professional standards when the clients are faced with losses not covered by the insurance policies sold to them. The session will focus on developing strategies for reducing the risk of such exposure.

Both workshops will be presented at Auto-Owners Insurance Company, 494 Lake Murray Boulevard in Irmo. "Risk in Shades of Green" will run from 8–11:35 a.m., with

registration from 7:30–8; “Spotlight on E&O” will be held from 1–3:45 p.m., with registration from 12:30–1.

The instructor for both workshops, Elise M. Farnham, CPCU, ARM, AIM, CPIW, president of Illumine Consulting, has more than 30 years of experience in the risk management and insurance industries. “Risks in Shades of Green” has been approved for four (4) continuing education (CE) credits in North and South Carolina; “Spotlight on E&O” has been approved for three (3) CE credits in South Carolina and has been filed for three (3) CE credits in North Carolina. CPCUs will be awarded four (4) continuing professional development (CPD) points for each workshop. The cost for CPCU Society members is \$99 for one workshop and \$149 for both; and for non-members, \$109 for one workshop and \$159 for both.

Persons interested can register – and find more detailed content information - by visiting the CPCU Society’s website at www.cpcusociety.org and following the prompts after clicking on ‘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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