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INSURANCE PROS LOOK TO PREVENT BUSINESS LOSSES AND RAISE ETHICS AWARENESS

Commercial Client Needs and Leadership Ethics Will Be Focus of Merrill Workshops

MALVERN, Pa., Feb. 10, 2011 — At a time when their business clients are least able to absorb losses, insurance professionals need to understand the needs of their commercial customers and the key role ethics play in reaching business and personal excellence.

Knowing the ins and outs of commercial insurance loss exposures and coverages not only provides essential protection for clients' businesses but also helps them avert the legal ramifications of unforeseen losses.

In the insurance business, being ethical and demonstrating values are not only desired — they're *required* for success. And creating a business culture that embraces high ethical standards is essential to achieving long-term organizational success.

On **Thursday, March 3**, the CPCU Society's Northern Wisconsin Chapter will present two workshops, "The Commercial Account" and "Ethics and the Insurance Leader — Forging a High Values Culture." The programs will take place at the **Church Mutual Insurance Company, 3000 Schuster Lane in Merrill, Wis.**

Elise M. Farnham, CPCU, ARM, AIM, CPIW, who has more than 30 years' risk management and insurance experience, will be the instructor for both workshops.

The commercial account workshop will be held from 8 to 11:35 a.m., with registration from 7:30 to 8 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; risk transfer options and how to make policies fit together; hold-harmless and exculpatory agreements, and much more.

The ethics workshop will be held from 1 to 4:35 p.m., with registration from 12:30 to 1 p.m. Attendees will explore the connections between ethics, values and corporate

culture. They will analyze what it means to be ethical, how people and organizations demonstrate values, and how corporate culture is created and supported by its leaders. Participants will review the success of organizations with high-values cultures to demonstrate that high values equal business and personal success.

The cost for all attendees is \$30 for one workshop or \$65 for both (lunch included). Workshop materials are included for both workshops.

The commercial account workshop is approved for four continuing education (CE) credits in Illinois, Texas and Wisconsin and is filed for 4 CE credits in Minnesota. The ethics workshop is approved for four (4) ethics credits in Illinois, Texas and Wisconsin and is filed for 4 ethics credits in Minnesota. 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, <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 conduct. The CPCU designation is conferred by The Institutes.

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