

**Contact:** Meghan Richter  
Phone: (610) 644-2100, ext. 7851  
Email: [richter@TheInstitutes.org](mailto:richter@TheInstitutes.org)

## **The Institutes Welcomes Magic Johnson as Keynote Speaker for 2014 CPCU® Conferment Ceremony**

**MALVERN, Pa.**—Earvin “Magic” Johnson, billionaire businessman, philanthropist and National Basketball Association (NBA) Hall of Famer, will be the keynote speaker for The Institutes’ 2014 Chartered Property Casualty Underwriter (CPCU®) conferment ceremony. The ceremony will kick off the CPCU Society Annual Meeting being held September 20 to 23 in Anaheim, Calif.

Although most prominently known for his 13-season NBA career with the Los Angeles Lakers, Johnson has also made a name for himself by building communities through economic development. In 1987, he transitioned from great athlete to great entrepreneur when he formed Magic Johnson Enterprises (MJE). MJE has partnered with brands such as Starbucks, 24 Hour Fitness and T.G.I. Friday’s to create major economic development in ethnically diverse, urban communities.

In addition to Johnson’s athletic and business success, he is recognized for his work with the Magic Johnson Foundation (MJF), providing educational programs, services and scholarships to these same ethnically diverse, urban communities. At the CPCU conferment, Johnson will inspire and enlighten attendees with advice on how they can make a similar impact through their careers and business endeavors.

The Institutes’ conferment ceremony recognizes new CPCU designees who have passed a series of courses and examinations on risk management principles, insurance policy contracts and coverage analysis. It coincides with the opening of the CPCU Society Annual Meeting, which brings technical-education seminars and professional development opportunities to more than 2,000 risk management and property-casualty insurance industry professionals each year.

For more information about The Institutes’ 2014 CPCU conferment ceremony and the CPCU Society Annual Meeting, visit: [www.cpcusociety.org/am](http://www.cpcusociety.org/am).

###

**About The Institutes**

The Institutes are the leader in delivering proven knowledge solutions that drive powerful business results for the risk management and property-casualty insurance industry. The Institutes' knowledge solutions include the CPCU<sup>®</sup> designation program; associate designation programs in areas such as claims, risk management, underwriting, and reinsurance; introductory and foundation programs; online courses; research; custom solutions; assessment tools; and continuing education (CE) courses for licensed insurance professionals and adjusters through their CEU.com business unit.

The Institutes are affiliated with the CPCU Society, a community of credentialed insurance professionals who promote excellence through their technical expertise and ethical behavior and The Griffith Insurance Education Foundation, a not-for-profit educational organization that promotes the study and teaching of risk management and insurance.