

**CPCU**  
**Underwriting Interest Group**  
**2007 Annual Meeting – Honolulu, HI**  
**Saturday, September 8, 2007**

**Meeting Location:** Room 319 A – Hawaii Convention Center  
**Meeting Time:** 8:00 am – 2:00 pm

**Meeting Minutes**

**Attendance**

	Yes	No
Lamont Boyd	X	
Anne Crabbs	X	
Eileen Gill	X	
Connor Harrison	X	
Tom Langley	X	
Ann Lyon	X	
Heidi Mack		X
Greg Massey	X	
Brian Murphy (chair)	X	
Paul Pace		X
Andy Rader	X	
Kent Runyan		X
Larry Totura	X	
Nancy Cahill	X	
Jack Watts	X	
Steve White	X	
Roni Zinnert		X
John Kelly (Society staff)	X	

**1. Call to Order**

The meeting was called to order at 8:00 am by Chair Brian Murphy.

**2. Meeting Minutes (Rader)**

**3. Approval of April 21, 2007 Midyear Meeting minutes from Orlando. *Exhibit 1***

Meeting minutes were approved.

**4. Attendance**

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**5. Old Business:**

**a) Underwriting Trends Newsletter Update (Massey, White)**

Greg Massey spoke about the newsletter. The fall issue is ready, but there is still a need for articles for the March 2008 newsletter. There is a February deadline for these. Greg plans to write an article about the 2007 Breakfast and Lamont Boyd will write an article about the 2007 seminar. Greg plans to ask Paul Pace to write a brief article on the website and its offerings. Greg also plans to write about committee member Heidi Mack as she was named to the 100 women to watch in insurance. In addition, Heidi may have people who work for her that may want to submit articles. Greg will follow up with her. Brian plans to write a recap of the year. Steve White discussed the possibility of reproducing good articles from other publications. This idea was well received. A discussion also took place around developing good Personal Lines articles to ensure a balance between all aspects of Underwriting.

Greg is currently working on a task force for the Interest Group Resource and Governance Group (IGRG) for all newsletters.

**b) Website Update (Pace, Gil)**

**Exhibit 2**

- Added a recap of the 2006 seminars with photos and PowerPoint presentations.
- Added a recap of the 2006 underwriting lunch with photos.
- Promoted the Webinar
- Promoted the new editions of UW Trends on page one, and moved the newsletters to page one. These are masked if the reader is not signed in as a section member
- Updated the committee link with a photo.
- Per Brian, photographer will be at breakfast and seminar. May be able to put photos on website and newsletter.

**c) New Designee Involvement (Watts)**

Jack sent out 183 letters to new designees with underwriting as part of their job code, inviting them to the 2007 breakfast and seminar. At this point, we don't have any way to gauge the reaction to those letters. We do not have phone numbers for personal follow up, but do have email addresses. Jack plans to send a follow up email after the Annual Meeting. Jack will work through the Society (Leslie Higgins) to accomplish this.

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**d) Circle of Excellence Update (Langley, White)**

Tom Langley spoke about COE. Handouts detailing the 2006-07 submission were shared with the committee. Tom indicated we typically apply for more points than the maximum goal, but we don't see a final report that shows the exact points rewarded in each category. John Kelly indicated that 3 section governors grade the COE submission and he would look into getting more detailed results. We struggle to meet goal #1, but this holds true for all interest groups. A decision was made to solicit the entire interest group to determine what they are involved in that could count toward COE. We plan to put something in the newsletter about this with a follow-up survey via email. If an interest group member contributes, we can send them a letter of recognition and follow up with their local chapter for recognition.

Ideas to address goal #1 included possibly working with another organization, i.e. RIMS to put together a workshop.

Steve White is now the contact for COE. Please send him any info for submissions and let him know about any staffing of the section/new designee booths.

**e) Seminar Buttons and Luggage Tags (Crabbs)**

Gift certificates to Barnes and Noble, Border's, Home Depot in the amount of \$20 will be given at the breakfast along with other donated prizes. Buttons are still being given away at the Interest Group booth, but are now outdated as we are no longer called a section. We still have luggage tags, but we will run out after the 2007 Annual Meeting. A decision was made to continue with the luggage tags at future meetings.

**6. New Business:**

**a) Roster Update**

**Exhibit 3**

The roster was passed around the room for any updates. A decision was made for everyone to include their business phone number, city, and area of expertise so this could be shown on the website. An email will be sent to those not present to obtain any necessary information.

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**b) Fall/Winter Webinar (Cahill, Boyd)**

The Society is embracing the webinar concept and by 10/15/07, there will be a high level announcement made about the Society's use of "Go To Meeting" software. Guidelines will be set forth on how to put together a webinar. Other groups will be able to schedule webinars after 12/1/2007. We plan to hold our next webinar late in the 4<sup>th</sup> quarter or early in the 1<sup>st</sup> quarter. Jeff DeTurris from ISO will speak regarding 3 hot topics that include the exposures presented by the recent pet food poisoning incident, privacy, and the Avian Flu. Nancy will write an article for the newsletter about the webinar. Our goal is to continue to provide webinars free to interest group members and the Society is looking into potential CE credit for the future.

**c) 2007 Annual Meeting Seminar Update (Boyd, Cahill, et al)**

**2007 Seminar Write-up**

Lamont indicated that everything was set for the 2007 seminar. Material presented will be available via USB drive after the seminar for all attendees. In addition, PowerPoints and an audio tape will be available through the Society. Lamont plans to provide a recap for the newsletter.

**d) 2008 Annual Meeting Seminar Topics**

**I) 2008 Annual Meeting Theme (Massey, Medvidofsky)**

The 2008 theme is "Heritage and Horizons." Our ethics and values are our heritage and should remain the same, but we are not a static industry and must look towards the horizon for change and improvement. The Keynote Speaker will be author, Doris Kearns Goodwin. In addition, there will be a panel of CEOs from super regional insurance companies.

Suggestions from Dave for seminars include the following:

- Business Process Outsourcing
- Capacity in property insurance – coastal issues
- Securitizations of CAT risks
- Next wave of predictive modeling
- Black box usage
- Retiring baby boomers – losing experience
- Multiple Distribution Channels
- Technology in Insurance

The goal is to get approval very soon on a topic to get speakers committed.

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**2) July 2006 Survey Suggestions (All)**

**Exhibit 4**

Potential topics for the 2008 seminar were discussed using the 2006 survey as a guide. The following were suggested:

- Ocean/Inland Marine
  - Heritage – ocean marine
  - Horizons – Bridges, satellites, fiber optics
- Construction
  - Defect
  - EIFS
  - Potential speakers include Jack Gibson, IRMI and/or Rick Rudolph
- Managing General Agents
  - Potential speakers include Bernie Hahn, Director of AAMGA, King of Prussia, PA
  - Talk about scope of MGA and their role
- Food Contamination
- Nanotechnology

A decision was made to focus on Construction. Nancy and Lamont will chair the seminar planning and Ann, Greg, Eileen, and Connor will work with them.

**3) One or Two Seminars? (All)**

A decision was made to focus on one seminar unless the Society would prefer we do two. The potential exists to put together one seminar, but have a Part A and a Part B. Part A might occur before lunch and Part B would follow in the afternoon. A suggestion was made that Part B might partner with the Claims Interest Group.

**e) SWOT Analysis (All)**

**Exhibit 5**

The Underwriting Interest Group SWOT Analysis will be submitted to the Interest Group Resources and Governance Task Force for review. No amendments were made to Exhibit 5.

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**f) 2007 Annual Meeting Breakfast (Crabbs, Watts, Cahill, et al)**  
**Breakfast Meeting Write-up**

Order of events/speakers was reviewed. Drawings for door prizes will be held for attending new designees and for all other attendees. Greg Massey will write an article to recap the Breakfast.

**g) 2008 Annual Meeting Breakfast (Crabbs, Watts, Cahill, et al)**

After discussion, a decision was made to have a luncheon at the 2008 Annual Meeting. It is anticipated that this will generate a larger attendance.

**h) Society Update (Kelly, Murphy)**

The updated version of the Society Interest Group Annual report was distributed prior to the meeting. The Underwriting Interest Group remains the second largest group with 970 members as of September. This is a 15% reduction since 2004. We should see an increase in 2008 due to the large number of 2007 new designees.

The board of directors voted on IGRG-OS-4 and beginning in 2009, each society member will have one interest group membership included with the annual dues.

**i) Institute Update (Harrison)**

Connor Harrison spoke to the committee regarding AICPCU. AICPCU is looking to take curriculum to a lower level with more specific/technical learning objectives. The plan is to utilize a content management system to share the most current and relevant information. Connor equated the new approach to Wikipedia. There is a focus on improved speed to market and improved online learning through COMET.

**j) AU Completer Outreach (Harrison, All)**

The number of AU completers continues to grow. Through 2<sup>nd</sup> quarter 2007, 1106 exams were passed and 356 individuals completed the AU designation requirements. An outreach program by the Underwriting Interest Group to these individuals could encourage their further development through CPCU. There is the potential to market our educational opportunities, i.e. webinars to AU completers. Jack Watts, Anne Crabbs, and Larry Totura will work with Connor Harrison on this initiative.

**k) Symposia & Research Survey (Boyd, All)**  
**July 2006 Survey Suggestions**

**Exhibit 4**

Lamont, Roni, and Tom will work on reviewing the interest group survey for potential research projects.

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**l) Interest Group Booth Volunteers (Murphy) Exhibit 6**

Anne Crabbs, Brian Murphy, Nancy Cahill, Eileen Gil, Ann Lyon, Steve White, Lamont Boyd and Larry Totura were signed up throughout the week to volunteer at the Interest Group Booth. A sign-up sheet was passed for others to volunteer.

**m) New Designee Open House (Murphy) Exhibit 7**

Steve White, Larry Totura, Greg Massey, Brian Murphy, and Andy Rader were signed up throughout the week to volunteer at the New Designee Open House. A sign-up sheet was passed for others to volunteer.

**n) Succession Planning (Murphy) Exhibit 8**

Brian discussed succession planning and our need to ensure smooth transitions in each area. Seven committee members' terms expire in 2008, five of whom can volunteer for another three years. Unless the CPCU board eliminates the term limits, two of our members' terms end in 2008. We added two new committee members in 2007.

**o) Other New Business (All)**

No additional items discussed.

**p) Next Committee Meeting – Saturday, April 5, 2008 Orlando, FL**

The meeting will again be held at the Rosen Shingle Creek Resort and Golf Club in Orlando.

**6. Meeting Feedback**

None noted.

**7. Adjourn**

The meeting adjourned at 1:45 pm.