

From the Chairman

by Mickey Brown, CPCU, ARM



Mickey Brown, CPCU, ARM, is a senior vice president at Marsh USA Inc. in Atlanta. He has more than 20 years' experience in international finance, mergers and acquisitions, risk management and commercial insurance brokerage. Brown is a graduate of Loyola College in Baltimore.

CPCU Society Interest Groups offer insurance professionals a tremendous source of knowledge, resources, networking, and the opportunity to expand one's horizons! The dynamic International Insurance Interest Group, popularly known as 3iG, welcomes those who have either a keen or passing interest in international insurance, risk management, and cultures.

The 3iG is serious about raising awareness of the international perspectives of insurance and risk management. With advances in global trade, more businesses are relying on insurance specialists to address their international needs. Whether taking a Caribbean cruise, using products from Asia, or driving a European sports car, we all are affected by international insurance. As technology continues to make the world more accessible, CPCU®s must keep clients and colleagues apprised of international insurance requirements and markets.

The 3iG welcomes all CPCUs to join our energetic group for access to webinars and newsletters that cover a wide range of global topics, along with great opportunities to network with international professionals.

CPCUs from all over the world have participated in our recent events, coming from countries that include France, Switzerland, the United Kingdom, Germany, Belgium, Bermuda, Japan, Korea, India, Mexico, Peru, Guyana, Canada, China, Saudi Arabia, and, of course, the United States!

To welcome the CPCU Class of 2012 and contribute to the success of the 2012 CPCU Society Annual Meeting and Seminars, which was held in Washington, D.C., 3iG conducted the following educational seminars and, additionally, offered many networking activities:

- Insurance and Risk in BRIC Countries
- Kidnap, Terrorism, and Political Risk
- Impact of Cultural Norms on Underwriting
- Lloyds of London—Inner Workings Seminar

Put simply, 3iG events are not to be missed if you are interested in being a vibrant part of the CPCU Society and international insurance. ■

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My CPCU Journey

by Milind Joshi, CPCU

Milind Joshi, CPCU, is executive director for Rhombus Consulting (India) Pvt., Ltd, in Mumbai. Milind has an 30 years of hands-on experience in strategic planning, business development, project and product management, audit and review, and system and process re-engineering strategies. Milind previously was executive director of Professional Insurance Corporation Zambia, Ltd; senior vice president of Operations & Claims at Bharti AXA; and head of business, North India, Tata AIG.

Milind holds the CPCU designation, as well as the Diploma Chartered Insurance Institute from the Chartered Insurance , London, and is a Fellow of Insurance Institute of India, Mumbai.

Rhombus Consulting (India) Pvt., Ltd, is a boutique management consulting firm in BFSI and P&C insurance, in particular with IT as a horizontal practice. The company specializes in providing point solutions to pain areas in BFSI. Some of their offerings are IT assets rationalization exercise from a functional perspective, fraud management matrix development, managed ops, process engineering/ re-engineering, training and e-learning solutions, and knowledge management.

I entered the nationalized property-casualty insurance industry when only four state sector insurers were in the Indian market. The market was insulated, except for reinsurance. Consequently, insulation also extended to exposure to insurance qualifications from the United States. No wonder that the first time I heard of the CPCU designation was in the year 1995. Though I had, around that time, become a Fellow of The Insurance Institute of India, the tie-in between The Institutes and The Insurance Institute of India had not happened. Moreover, the cost of attempting CPCU was prohibitive at state-sector salary levels.

The market opened in the year 2000. The next ten years whizzed past for me, what with working for two start-ups of AIG and AXA and creating capacities across India. I worked 65-to-80 hour weeks during this period, and I had to put my plans to attempt acquiring professional qualifications on a back-burner. However, during this period I had excellent practical exposure to best practices in U.S., Southeast Asia, and Japan. This exposure, coupled with my knowledge of local market and the good quality local insurance qualifications, ensured that I was able to handle the market challenges effectively and ethically.

In the middle of 2009, I met with a road accident and was bed-ridden for over six months. Subsequently, I joined Professional Insurance Corporation Zambia, Ltd., Lusaka (PICZ) to spread the wings of the company in Southern African Development Community (SADC) region of Africa. For one reason or another, the expansion plans came unstuck and the never took off. Coming from a vast market like India and being used to its pace of working, the limited work in Zambia was disconcerting. Honestly, I did not have work sufficient to fill 40 hours a week.

Fortunately, Professional Insurance was affiliated to The Institutes and was an authorized test center. It was at this juncture that I had the option to either acquire further professional qualifications or waste my time in unproductive pursuits. I chose the former.

The time between July 2010 and February 2011, the time during which I fulfilled my academic requirement for earning CPCU, was very interesting. It was a time to renew my concepts in insurance and to benefit from a bird's eye view of the U.S. market.

I started my journey with the then-course-number 510. The book was wonderfully written. Two things stood out. First, the theory of probability was presented very lucidly. I had studied the theory of probability in good detail in my college and have a good understanding of the subject. But I had never come across this theory so well written in any other insurance book.

Second, but more importantly, having seen and experienced a number of practices in the property-casualty market, both wrong and right, I could really appreciate the code of ethics. A simple reading illustrated the deep thought that had gone into evolving this code of ethics, the appreciation of the role of the insurance industry in society and a clear understanding of the great responsibilities carried by insurers as the trustees of public funds. Simple, direct, and uncluttered language only enhanced the experience.

This course fulfilled two important purposes—it fulfilled part academic requirement and renewed my sense of pride in being a property-casualty insurer.

In a nutshell, the course text got me hooked in my pursuit of CPCU. The subsequent courses only enhanced my experience and I looked forward to every examination.

I study by taking notes. Believe me, not an easy task for a fifty-one-year old who had hung up his pen in favor of the laptop keyboard for over ten years. Credit is entirely due to a very fine text material. Every day I enjoyed reading this material, renewing my concepts of property-casualty insurance and, most importantly, learning something new and then writing concise notes as per my understanding. At times it was learning something which I had never come across or gaining an understanding



of a concept practiced without real understanding. Much of the time was enjoying how simply and effectively insurance concepts could be illustrated.

I had difficulty in retaining point-wise knowledge of the subject, and here the testing system without dependence on rote came to my rescue. All they tested was the understanding of the subject, and that was up my alley.

To sum it up, it was the first time that I really enjoyed acquiring a professional qualification.

I am committed to two things now. Firstly, I am determined to continue my drive to excellence by enhancing my abilities through the examinations of The Institutes by attempting ARM-E. Secondly, I shall mentor at least one person every year to attempt acquiring CPCU qualifications. This, in my opinion, is the best way to express my gratitude and commitment to this wonderful journey. ■

Why the CPCU Annual Meeting Was Much More Than a School Trip

by Tyler Cockrum



Tyler Cockrum

In October 2011, I had the privilege of being a part of the CPCU Society's Student Program. Through this program, I was able to have my fees waived to attend the Annual Meeting and Seminars in Las Vegas, as well as have most of my costs reimbursed to travel to Vegas and participate in the different events at the Annual Meeting.

Admittedly, my trip to Vegas began on a not-so-great note. My flight arrived extremely late, I missed my shuttle to the hotel and had to wait at the airport for an extra 45 minutes, and then I arrived at the hotel and the fun part started. I went to check in to my room, which I had already paid for, and the staff would not allow me to check in since I was not 21 years old. After nearly another half hour, things were finally straightened out, and I was allowed to check into my hotel room. I now had fewer than 5 hours until I had to get up to begin getting ready for the first day of the conference. I was not a happy camper.

The next day was the first day of the conference, and things immediately began looking better. I met with my mentor, Alicja Lukaszewicz-Southall, and learned quite a bit about the conference and other events. It was also at this first meeting with Alicja that I learned about 3iG. At first, it just seemed like a good way to experience something different, as I really didn't know what areas I had interest in at this point in the conference. I had no idea that 3iG would be the source of over half the connections I made during my Vegas trip. Throughout the next few days, I was able to experience a variety of events and receptions in connection with 3iG. I had the privilege of meeting several members of the group and of learning about their experience in the field and their journey toward attaining the CPCU designation.

Through attending 3iG events, I was thoroughly impressed with the group and happy that I was able to take part in their activities at the conference. However, I was more impressed with and thankful for the individual members of 3iG. Although I cannot

remember every name of the various people I was able to speak with, the one thing that stands out about every member of this group is the way that they treated students. Every person I spoke with was more than happy to take the time to talk with students and to open up about their career and their journey toward the CPCU designation. Not a single member treated us differently or as if we were somehow inferior or incompetent because we were college students. Every member made us feel welcome and took a genuine interest in providing career advice and helping us to take full advantage of the Annual Meeting. To me, this speaks volumes about any organization. The connections that I made through this group are ones that I will strive to maintain throughout my career in the insurance industry.

I am truly thankful for the opportunity to meet with such a great group of people, and I am especially thankful to Elaine George, CPCU and Alicja for helping me to become involved with 3iG at the Annual Meeting. Since attending the conference, I have graduated from Missouri State University with a bachelor's degree in Risk Management and Insurance, and am now currently working toward earning my MBA. I am also employed full time with American National Property and Casualty as a corporate agency specialist, and will continue to take courses toward the CPCU designation. I look forward to attending the CPCU Society Annual Meeting and Seminars again in the near future. ■

The Institutes Offer New Course in International Insurance Fundamentals

by Arthur L. Flitner, CPCU



Arthur L. Flitner, CPCU, is senior director of knowledge resources for The Institutes in Malvern. The Institutes are the leader in delivering proven knowledge solutions that drive powerful business results for the risk management and property-casualty insurance industry. Mr. Flitner can be reached at flitner@TheInstitutes.org.

A few years ago, the CPCU Society's International Insurance Interest Group (3iG) asked The Institutes to provide a course on international insurance. In response to this need, The Institutes created the International Insurance Fundamentals course.

Several 3iG members played an instrumental role in the development of this course, including Mickey Brown, CPCU, senior vice president at Marsh USA and 2010–2013 chairman of the 3iG. "Businesses continue to expand internationally with the objectives to increase revenue, access new markets, and seek lower costs," he said. "Without looking globally, you cannot keep up with the competition and will potentially miss significant business opportunities. This course is a refresher for professionals with experience in international insurance transactions and provides great introductory materials for novices. Overall, the treatment of insurance and insurable risks are complex topics when crossing country borders, so this new course should assist in providing solutions to address the insurance transfer of international risks."

As Mickey stated, this course is not solely for new hires. It is also suitable for experienced professionals who are new to the international market. "The insurance industry is global," said Michael A. Leinenbach, CPCU, president of the CPCU Society's New York Chapter and active 3iG member who contributed substantially to the course. "All domestic insurance professionals would benefit from the International Insurance Fundamentals course. This is the first step to expanding international insurance education." International Insurance Fundamentals is a self-study online course that provides instruction on the key elements of international insurance solutions. Course participants will obtain the tools they need to construct an international insurance program for an organization based in the



United States. The course uses a case-based approach with real-world examples to illustrate complex concepts.

Topics include:

- Overview of international insurance
- Identifying international loss exposures
- Regulatory compliance
- Insurer and broker networks
- Reverse flow business
- Selecting international insurance solutions

The 3iG's involvement was essential to the development of this course. In addition to Mickey Brown and Michael Leinenbach, Donald George, CPCU, and Anthony E. Fienberg, CPCU, provided subject matter expertise. David G. DeMott, CPCU, and Denise R. Tessier, JD, CPCU, worked as outside authors. This collaborative effort between The Institutes and the 3iG has allowed us to meet the industry's need for international insurance education.

International Insurance Fundamentals is available for purchase now. To learn more, visit The Institutes' website at www.TheInstitutes.org/IIF. ■

Europe Chapter Hosts International Insurance Seminars with 3iG in Paris

by Donald M. George, CPCU, MBA, ARM and Bleu F. Bettencourt, CPCU



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Bleu F. Bettencourt, CPCU, is the manager of the International Coordination team at Aon France. He has eight years' experience in the insurance industry, predominantly in the placement and service for multinational insurance programs. Before joining Aon France in 2008, he worked at Aon Chicago as an international account specialist for U.S. multinational clients. He is a graduate of Southern Illinois University and has a degree in foreign language and international trade, with a focus in finance and insurance. He speaks English and French.

Members of the CPCU Society International Insurance Interest Group recently attended the CPCU Society Europe Chapter meeting in Paris for a series of lively networking, informative seminars, and sightseeing in the beautiful City of Lights!

Hosted by Bleu F. Bettencourt, CPCU, in Aon-Paris's offices just south of the Eiffel Tower, from October 5 to 7, 2012, the group included Tony Barker (Swiss Re), Tony Cabot (Argo), John DiForte (DiForte Agency), Anthony Fienberg (the Warranty Group), Ralph Ronnenberg (Munich Re), Greg Pitch (Chartis), Dan Hess (Abraxis Group), Don George (RSA Agency), Mike Leinenbach (Zurich), Lydia Wilmot (Swiss Re), Tiffany Sirkle (Scor Re), Joel Appelbaum (the Warranty Group), and Pierre Fonteyne (retired, Allianz). The group was treated to a wonderful boat ride down the Seine River, during which they discussed the latest international insurance trends in Europe and the United States.

The following day was filled with informative seminars on hot insurance topics. First off, Alain Flandrin, global head of property-casualty insurance for Partner Re, spoke

on "Solvency II & Reinsurance." Solvency II is a European Union directive on capital requirements for insurance companies operating in Europe. There was discussion on the repercussions of this to the insurance climate in the United States, where regulators keep an eye on new developments in Europe. Valuable information on the topic helped attendees' understanding of this hot and emerging topic in insurance regulation.

The next presenter was Marc Hannebert, managing director of CCR, who spoke on "Teachings From 2011." This lively and informative presentation covered many of the insurance issues that continue to haunt us. Eighteenth-century English poet Alexander Pope said, "A little learning is a dangerous thing; drink deep," and Hannebert provided in-depth analysis of overarching issues from 2011 that attendees could bring back to their offices and discuss with colleagues.

François Fournie, director of EDF Insurance and Risk Management, spoke on "Risks and Transfer of a Diversified Utilities Company." Fournie's experiences with EDF, the largest



energy company in France, informed his presentation, as he has found that there is not always enough available insurance for many large exposures and for the types of claims with which a large company deals.

Mike Leinenbach briefed the group on initiatives discussed at the International Insurance Interest Group meeting held during the international CPCU Society convention in Washington, D.C., in September.

Lastly, the group discussed “Innovation on CPCU Society and the Europe Chapter,” with assistance from members of 3iG, who formed strategic issues for the Europe Chapter going forward. This work was especially important given the gala 10th-anniversary celebration of the Europe Chapter, which will take place in London from May 10 to 12, 2013. These are the three goals established during the Paris session:

- Provide access to technical insurance knowledge on current industry issues to assure members have relevant knowledge—Would you like to assist in consideration or implementation of this goal?
- Promote the professional qualifications of CPCUs and increase the number of professionals completing their CPCU designation.—This one is timely and could use all commentary and assistance.
- Promote risk management and insurance as a career—It is pretty expansive, but break it down, and give some thoughts on how to do that. What is your opinion, and do you want to help achieve this goal?

Be sure to work toward these strategic goals in your own interest group or local chapter!

The group ended the meeting with more networking opportunities that included lively discussion of the international insurance issues facing companies, agencies, reinsurers, and intermediaries at a wonderful dinner at Bistro et Cie, on a lovely plaza just south of Napoleon’s grave in the beautiful gardens of Paris. ■



Don’t Miss the 10th Anniversary Meeting of the Europe Chapter Gala

Friday, May 10 to Sunday, May 12, 2013
London, England, UK

Including unprecedented networking events, unbelievable seminars in the Old Library of Lloyds of London, and unbeatable new contacts with the international insurance experts!



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International Insurance Interest Group

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Save the Date

CPCU Society 2013 Leadership Summit

April 25–27, 2013

Pointe Hilton Squaw Peak | Phoenix, Arizona



Questions? Contact the Member Resource Center at (800) 932-CPCU (2728) or e-mail membercenter@cpcusociety.org.

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