

Message from the Immediate Past Chair

by Richard T. Lang, CPCU, AIM



Richard T. Lang, CPCU, AIM, is a casualty claim supervisor with Bear River Mutual Insurance Company, overseeing the handling of property, liability, personal injury protection and complex litigation losses. He has worked various projects involving the development and implementation of imaging and claim management systems as well as the review of automobile policies and underwriting guidelines, among others. In addition, Lang has performed peer reviews for insurance trade publications. He earned his CPCU designation in 2003. Lang has held several committee positions at the chapter and Society levels. He currently is an interest group governor.

As I write this, several thoughts are swirling through my head. We are just a few weeks from the 2010 CPCU Annual Meeting, and the Personal Lines Interest Group (PLIG) Committee is finalizing details of the three events we are sponsoring. Since it is probable this edition of our newsletter will not be available before the Annual Meeting, I hope each of you was able to attend this international event and participate in our three programs:

- Breakfast event and speaker on swimming pool liability.
- Seminar discussing risk and rewards for insurers through telematics.
- Tri-interest-group-sponsored dinner event, "Meet Market," matching producers with markets and networking with other professionals for future potential business dealings.

After the Annual Meeting, I will be stepping down as the PLIG chair to focus on my new Society role as interest group governor. On the same token, I am excited to announce my successor, who really needs no introduction

because of his significant contributions to this newsletter, the PLIG and the CPCU Society — **Robin K. Olson, CPCU, CRIS, ARM, AAM, ARP**. For the few of you who may not be acquainted with Rob, I direct you to the spotlight on him found on page 3.

I want to thank you for your support and participation in the PLIG and allowing me the opportunity to serve you in my various roles. I am excited to continue serving you with my new Society duties.

The PLIG Committee members also are dedicated to serving you and enhancing the value of your membership in the CPCU Society. I want to share my appreciation specifically to some key individuals who stepped up this past year to overcome some unexpected obstacles we faced — **Kellie H. Green, CPCU**, and **Dale M. Halon, CPCU, CIC**, for taking over the lead midway in our development of this year's seminar focusing on telematics; and **Daniel L. Blodgett, CPCU, AIM, AIS, PMP**, for always gathering timely, knowledgeable

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Message from the Immediate Past Chair

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and thought-provoking articles for this newsletter, and as former PLIG chair, helping me learn my roles and responsibilities to best serve you.

It has been my fortune to work alongside all of the PLIG Committee members — outstanding, knowledgeable people who have made my service to you effortless and rewarding. I thank each of them for his/her friendship and commitment to excellence as we've continued to move forward into the future.

Finally, for any of you who have considered volunteering as a committee member or with your local chapter, I urge you to do so. Your opportunities and growth are limited only by your unwillingness to take action. I leave you with this quote by **Thomas Alva Edison**: "Opportunity is missed by most people because it is dressed in overalls and looks like work."

Don't choose to avoid service for the fear of too much work. Your CPCU designation is not the final destination but the key to unlocking the door to a future filled with continued development and possibilities.

Again, thank you all for your support and participation. ■

Note from the Editor

by Daniel L. Blodgett, CPCU, AIM, AIS, PMP



Daniel L. Blodgett, CPCU, AIM, AIS, PMP, is a project manager in the Systems Department of State Farm's home office in Bloomington, Ill. He started with State Farm in 1990, holding positions such as auto underwriter and supervisor in the State Farm Payment Plan. Blodgett is on the board of directors of the CPCU Society's Central Illinois Chapter, and is past president of the Society's Southwestern Michigan Chapter and past chair of the Personal Lines Interest Group.

Hi, all! While summer's heat dissipated from coast to coast and was replaced by cool and pleasant fall temperatures, the Personal Lines Interest Group Committee offered plenty of "sizzle" in Orlando at this year's CPCU Society Annual Meeting and Seminars. I sure hope you were able to join us in Florida for the 2010 programs; a lot of folks worked hard to ensure our commitment to quality, education and networking in the personal lines realm.

Please enjoy this issue of *Personally Speaking*, which presents another superb offering of articles:

- Immediate Past Chair **Richard T. Lang, CPCU, AIM**, leads out the issue with a special message of appreciation and possibilities.
- We introduce our new chair, **Robin K. Olson, CPCU, CRIS, ARM, AAM, ARP**, in a spotlight that provides some very interesting facts, including something about catching javelins. (At some point, I really need him to clarify this for our readers.)
- A helpful article from the folks in the Hurricane Protection Unit® at Chartis, just in time because 'tis still the season
- Part II of our three-part series on risk management at the enterprise level, written by **Steve McElhiney, CPCU, MBA, ARe, AIAF**, president of EWI Risk Services and president-elect of the CPCU Society.
- And rounding out this issue is an article by **Jennifer Hatfield**, educating us on swimming pool liability. She presented on this topic in Orlando at the Personal Lines Interest Group breakfast meeting — hope you were able to join us there!

Until next time ... ■

Spotlight on Robin K. Olson, CPCU, CRIS, ARM, AAM, ARP

Submitted by Daniel L. Blodgett, CPCU, AIM, AIS, PMP

Editor's note: Rob Olson has contributed much over the years to the CPCU Society and the Personal Lines Interest Group (PLIG). As its new chair, you can count on Rob to continue to provide value to PLIG and to CPCU Society members!

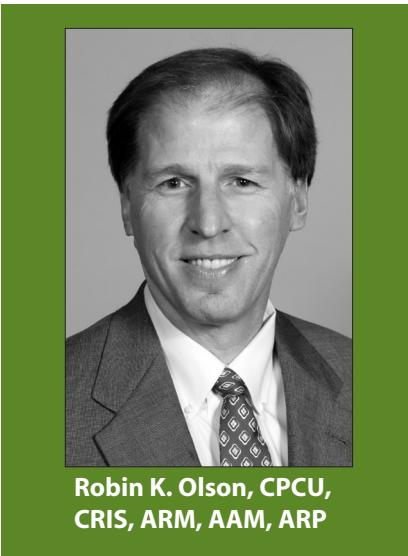
What are your primary work responsibilities?

I am a senior research analyst at International Risk Management Institute Inc. (IRMI), a risk management publishing company based in Dallas. I am the author of a 3,100-page manual, entitled *Personal Risk Management and Insurance*, published by IRMI. It is a comprehensive guide to information and competitive strategies for personal lines insurance policies. The main focus in my job is to research and write about personal risk management issues, with a primary focus on the analysis of homeowners insurance and personal auto insurance. Other types of personal lines policies are also reviewed, including watercraft, dwelling property, flood, farm, motor home, mobile home, motorcycle, personal inland marine and personal umbrella insurance.

Actually, I have two jobs. I am also an adjunct professor at Southern Methodist University (SMU) in Dallas, where I teach insurance and risk management classes. Prior to teaching at SMU, I taught related classes at the University of North Texas. I guess teaching is in my blood because my grandmother, aunt, mother, father and brother are/were all teachers!

Why did you pursue the CPCU designation?

I pursued the CPCU designation because I found that insurance was a fascinating field (I'm serious!!!), and I wanted to learn more. I also knew that this designation would help me get promoted and assist me in gaining valuable



Robin K. Olson, CPCU, CRIS, ARM, AAM, ARP

contacts. The friendships and contacts I've made through the CPCU designation and being involved in my chapter and in the Personal Lines Interest Group are invaluable and enjoyable. I highly recommend volunteering for your local chapter or an interest group.

I pursued the CPCU designation because I found that insurance was a fascinating field (I'm serious!!!), and I wanted to learn more.

What prompted you to join the Personal Lines Interest Group?

I thought it would be great to get to know other professionals who focus on the personal lines field. I can learn so much from them, and the people in the Personal Lines Interest Group are fun. One of the highlights of the meetings is when we all get together for dinner to solve all the world's political, economic and social problems. (Oh, I forgot to mention the solved existential problems!)

What is the most unique experience you've had in your career?

One of the more unique experiences I have had concerned a commercial lines account I underwrote — a large cattle ranch. I was fortunate to go on a great tour of this ranch and meet some real live cowboys (not the ones with the stars on their helmets). Those guys really knew their horses and their cattle!

What has been your biggest challenge?

Probably my biggest challenges were the two times I got laid off. Fortunately, I was unemployed for a very short period of time. I attribute my getting rehired so quickly to my CPCU designation. I truly believe it gives you a leg up on your competition.

Please share an interesting fact about you that our fellow CPCU colleagues may not know.

I am adept at javelin catching. ■

Hurricane Preparedness Checklist

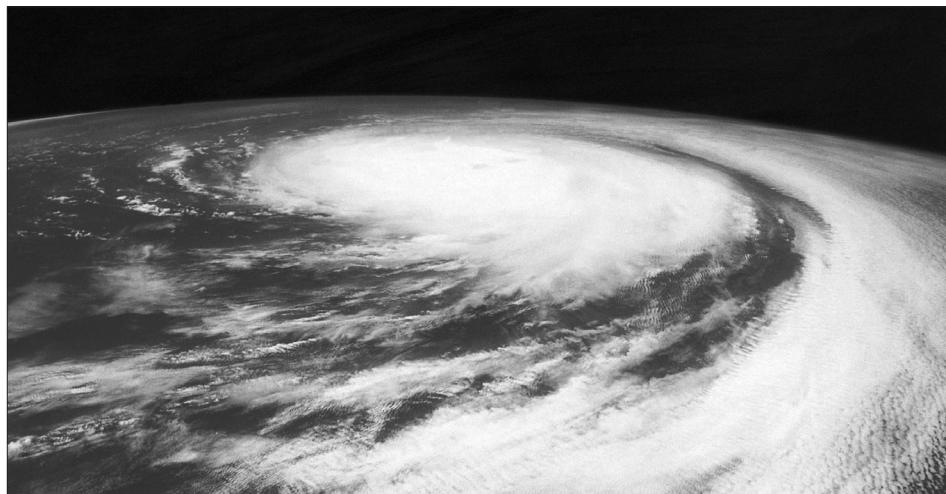
Submitted by Daniel L. Blodgett, CPCU, AIM, AIS, PMP

Editor's note: (1) The Hurricane Preparedness Checklist was compiled by the Hurricane Protection Unit® at Chartis Inc. The checklist is reprinted with permission from Chartis. Copyright © 2010 Chartis. All rights reserved. This is a summary only; and (2) Chartis is a world leading property-casualty and general insurance organization serving more than 45 million clients in more than 160 countries and jurisdictions. www.chartisinsurance.com/pcg.

Preparing for hurricanes can be the difference between minor damage and catastrophic loss. The following information is intended to guide you in your preparation. For additional assistance, our Hurricane Protection Unit® (please visit www.chartisinsurance.com/pcg for more information) provides personal consultations and hands-on response support.

Well in Advance of Hurricane Season

- (1) Maintain a relationship with your roofer and contractor. Experience shows that these professionals are in high demand immediately after a hurricane. Having an existing relationship can help facilitate a prompt response.
- (2) Verify that you have storm shutters to protect all openings, including doors, windows and skylights. French, sliding-glass and garage doors are particularly vulnerable to high winds due to their large size. Special attention should be given to protect them:
 - French doors should have at least three hinges on each door and be reinforced with fastening bolts that lock the doors together. Ideally, doors should open "out" to increase resistance against strong winds.
 - Replace sliding-glass doors with impact-resistant door systems.



- Replace garage doors with structural ribs and a heavy-duty track system designed to withstand high winds.
- (3) Replace standard windows with impact-resistant window systems. Standard glass can be penetrated easily by flying debris; impact-resistant window systems are designed to withstand direct impact by wind-borne objects. They're also permanent and won't require pre-storm installation.
- (4) Have storm shutters and anchor bolts professionally inspected annually to ensure they perform as designed.
- (5) Check caulking around windows and doors to ensure no deterioration has occurred. This will help prevent wind-driven rain from entering your home.
- (6) Prune weak branches and trees around your home, and remove limbs that overhang or are too close to the structure. Use hearty native plants in your landscaping design. Use mulch instead of pebbles around plantings (pebbles can cause damage in high winds).
- (7) When making repairs to your roof, verify that its structure and decking are appropriately attached (in accordance with the latest codes) to the framing members of your home. Also verify that rafters and trusses are adequately connected to the walls and foundations.
- (8) Install a back-up electrical generator of adequate size to power the air conditioning system in your entire home, as well as critical electrical appliances and electronics (i.e., your alarm system). If water enters the home, air conditioning can expedite the drying process and help prevent additional damage. Should you already own a back-up generator, have it maintained annually and tested under load to ensure proper operation.
- (9) Make sure drains on terraces and balconies are not clogged and allow water to flow freely.
- (10) Discuss your insurance coverage with your agent or broker. Know what your hurricane deductible is and what your policy covers during a hurricane.

When a Hurricane Is Forecast to Hit Your Area

- (1) Install storm shutters and secure your garage door.

- (2) Move personal possessions to the center of your home, away from windows and doors. Elevate your belongings as much as possible in case water pools on the floor around windows and doors.
- (3) Remove window treatments from windows and French doors. In the event draperies cannot be removed, elevate or secure/encase the lower portion of drapes in plastic.
- (4) Roll up area rugs and move them to the center of your home. Elevate them if possible.
- (5) Place towels at the base of terrace doors.
- (6) Remove all patio furniture from your yard or terrace, and store it in your garage or house. Remove potted plants, lawn ornaments and sculptures and store them indoors.
- (7) Fill the fuel supply for your back-up electrical generator. Test the generator under load to ensure it is functioning properly.
- (8) Place important documents, i.e., insurance policies, bank account information, credit card information, important contact numbers, etc., in a plastic container to ensure their availability after the storm passes.

After a Hurricane

- (1) If you discover water in your home, contact a restoration company immediately to begin the water extraction process.
- (2) Run the air conditioner to dehumidify your home.
- (3) Remove any wet items and store them in the garage, if possible.
- (4) Call your agent or broker to report any damage. ■

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Have questions?

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Practical ERM Considerations — From an Insurance Carrier's Perspective

by Steve McElhiney, CPCU, MBA, ARe, AIAF



Steve McElhiney, CPCU, MBA, ARe, AIAF, is president of EWI Risk Services Inc., a Dallas-based reinsurance intermediary and a subsidiary of NL Industries, a diversified industrial company. He also serves as president of Tall Pines Insurance Company of Vermont, an affiliated captive insurance company. McElhiney's insurance industry experience has spanned over two decades in roles such as CFO, corporate treasurer and ceded reinsurance executive. McElhiney currently is the CPCU Society's president-elect.

Editor's note: This is the second of a three-part series by **Steve McElhiney, CPCU, MBA, ARe, AIAF**, on enterprise risk management (ERM). The first installment was published in the July 2010 issue of *Personally Speaking*. In the third and final installment, he will sum up risk and underwriting considerations, such as exposure, rating, governance and ERM framework.

Enterprise risk management (ERM) requires a company to contemplate both obvious and less conspicuous forms of risk. As **Warren Buffett** has often said, "It is the unexpected risk that will get you every time, not what is widely expected." Thus, the highly anticipated "Y2K" or

"H1N1" exposures were, ultimately, non-events, while unanticipated volcanic disruptions or tsunami events have had a wide reaching and substantial impact.

We live in a world of unprecedented volatility. Oil has varied from \$150 per barrel to less than \$40 per barrel during a one-year period. Stock averages have seen substantial double-digit increases and decreases. External "shock" events are increasingly likely, and geopolitical events could conceivably bring the global financial markets to a crash within a 72-hour period through energy and supply chain disruptions. This is the "new normal." The old measures of evaluating and mitigating organizational risks have been transformed. New risk exposures seem to be surfacing by the day.

Across various industries, there are some common elements of risk in an ERM framework. These broader elements often transcend the common perils associated with traditional insurance solutions:

- Credit and counterparty risk.
- Traditional "insurance risks."
- Business interruption risks (primary, secondary and tertiary suppliers and customers).
- Foreign currency risk.
- Interest rate risk.
- Management liability risks.
- Commodity price fluctuation risk.
- Product liability and recall risk.
- Control risks.
- System risks.
- Investment risks.
- Political risks.
- Disaster recovery/business continuity risks.
- Obsolescence and marketplace risks.
- Human resources risks.
- Critical dependencies and supply chain risks.

- Terrorist risks (including eco-terrorism risks).

The incidence of such risks has a direct relationship to the organizational complexity and scope of operations. That is, highly disparate organizations that operate in a variety of countries have more inherent enterprise risk than domestically focused entities with specialized business models. All organizations, large or small, are subject to the vagaries of the overall economic system. As the financial crisis demonstrated, no industry or region was immune to its effects.

All forms of enterprise risk need to be assessed in the context of their likely frequency of occurrence and severity as to financial impact.

On an overall "macro" basis, however, it is clear that overall levels of risk are increasing with global interdependencies and tight supply chains. Further, the volatility associated with investments, currencies and commodity prices is unprecedented and subject to severe swings in capacity and shortages. The level of business complexity that exists will drive the level of enterprise risk exposures to new heights.

It is incumbent for a management team to continually monitor the external environment to contemplate the range of exposures and events, including potential outlier extreme events.

Property-casualty insurance carriers have a variety of sources of enterprise risks:

- Asset risks.
 - ♦ Investment holdings.
 - ▲ Concentration risks for both single issuers and by sector concentration.
 - ▲ Duration risks (the risk that long-term bonds may depreciate materially due to changes in interest rates).

- ◆ Bank concentration risks (given FDIC limitations at \$250,000 per institution).
- ◆ Asset/liability matching risk — does the overall duration of the investment portfolio effectively match the overall duration of the loss reserves?
- ◆ Investment reinvestment risk — the risk that maturing investments may not be able to roll over to equivalent yielding instruments at maturity.
- ◆ Reinsurance recoverable assets (both uncollectible accounts due to credit impairment and those that are uncollectible due to disputed cessions — the so called “can’t pays” and “won’t pays”).
- ◆ Premium receivables — the credit and execution risk associated with brokerage firms and potential concentration issues.
- Liability risks.
 - ◆ Loss development for long-tail lines of business.
 - ◆ Overall risk arising from its underwriting book.
 - ◆ Liability duration assessments.
 - ◆ “Leakage” associated with escalating defense costs and third-party administrator (TPA) fees.
 - ◆ Financial and operational leverage — is capital overly exposed in comparison to premium writings or insurance and financial liabilities?
- Off-balance-sheet contingent liabilities.
 - ◆ Letters of credit.
 - ◆ Loss-sensitive accounts — the unexpected ultimate premium less cash paid to date (for retrospectively rated policies) or the deductible portion reimbursable (for large deductible policies).
 - ◆ Life insurance (and structured settlement) annuities.
 - ◆ Material coverage disputes.
 - ◆ Litigation risks.

- Market risks.
 - ◆ Premium adequacy.
 - ◆ New product development and related execution risks.
 - ◆ Distribution network risks due to aggregation issues and potential market disruptions.
 - ◆ Tax law changes — unexpected changes to both the U.S. corporate tax scheme and/or changes to state-levied premium taxes constitute a material source of risk.
 - ◆ New forms of product distribution that could affect traditional pipelines (such as new Web-based platforms and related market entrants).
- Macro-economic risks.
 - ◆ Economic trends can adversely impact ratable policy accounts — across an entire underwriting portfolio — markedly. This is most pronounced in very economically sensitive segments such as workers compensation or commercial auto and trucking.
 - ◆ Reinsurance availability and capacity — both are a direct function of industry underwriting results, catastrophic events and adverse investment trends. Further, the increased concentration of reinsurers could lead to potential capacity availability issues for certain lines of business in certain regions. It is possible that sudden increases in reinsurance rates may not be fully supported at the primary-insured level due to regulatory constraints on underlying filed rates; thus, margin pressure (and potentially unacceptable pressure) may ensue that greatly constrains the viability of the company.
 - ◆ Regulatory risks — the state-regulated insurance industry may be facing some heightened oversight from the federal government; a model may be evolving where the states are responsible for pricing and market conduct and the federal government will take an enhanced
- Litigation risks.
 - ◆ Adverse tort trends in various jurisdictions.
 - ◆ Emerging issues related to mass tort actions and the risk associated with piercing various years of coverage under occurrence policies. ■

role in solvency regulation. Title V of the Dodd-Frank Wall Street Reform and Consumer Protection Act provides for the establishment of a Federal Insurance Office and mandates a study and report be issued no later than Sept. 30, 2012, that examines the breadth and scope of the global reinsurance market and the role it plays in supporting insurance in the United States. The report is required to examine matters such as systemic risk regulation; capital standards and the relationships between capital allocation and liabilities; and related reserving practices and additional consumer protection mechanisms focused on gaps in state regulation. From an international perspective, the G20 countries widely endorse a similar regulatory framework. Clearly, regulation and oversight in the insurance industry will be increasing.

- ◆ The potential impact of climate change to catastrophic events.

Swimming Pool and Spa Safety

by Jennifer Hatfield, J.D.

Jennifer Hatfield, J.D., has been representing the pool industry for four years, working on legislative and regulatory issues, building codes and national standards, and grassroots advocacy, as well as political campaign efforts specific to the State of Florida. In September 2010, she established her own government consulting business, J. Hatfield & Associates PL. Previously, she was director of government and public affairs for the Florida Swimming Pool Association (FSPA) and government affairs associate for the Association of Pool and Spa Professionals (APSP). She is a graduate of the Frederic G. Levin College of Law at the University of Florida and the College of William & Mary.



Swimming pools provide a refreshing form of entertainment, interaction and exercise. When it comes to children and pools, responsibility is added to that list. Watching children constantly without any interruption is necessary to keep them safe, and utilizing multiple preventative safety measures is a necessary part of swimming pool and water safety.

Why does this matter to the insurance industry? Because being educated on this topic provides you with the tools needed to encourage clients with pools or spas to minimize risks, which not only makes good business sense but also helps to decrease tragic events from occurring.

Many have heard of the importance of barrier requirements for pools and spas to prevent access when an adult is not present to supervise. More recently, you may have heard about the dangers of swimming pool and spa drains and wondered what it is all about. Suction/circulation entrapment may not happen often, but it can be serious.

Action was taken by Congress in its passage of the Virginia Graeme Baker Pool and Spa Safety Act (VGB Act) of 2007 to make commercial pools safer

and to help protect against the five types of entrapment:

- Hair.
- Limb — in the drain.
- Body — over the drain.
- Disembowelment.
- Mechanical — e.g., jewelry entangled.

While the requirements do not extend to residential pools, the VGB Act does have suggested minimum guidelines for states to adopt for residential pools and spas. These guidelines include barrier and suction entrapment avoidance safety measures.

Safety precautions should be a selling point for a property, not an issue that highlights possible dangers. Encouraging homeowners and home buyers to bring swimming pools up to all current safety codes when buying/selling a home can exhibit thoroughness, care and insight. The insurance industry could help encourage consumers to have the proper safety measures installed at the same time, limiting their liability risks. It is always wise to encourage a client to talk to a pool professional about all the options for increasing safety.

What you need to know when you consider buying a house with a pool or spa to ensure it is safe includes the following:

- Ask a licensed pool professional to inspect all suction outlets. Ask if drain covers are 2007 ASME A112.19.8 certified and wall vacuum fittings be self closing/self latching.
- Have a licensed pool professional inspect your pool. If it has a single drain, retrofit it in accordance with the ANSI/ APSP-7 standard and the Virginia Graeme Baker Pool & Spa Safety Act.

Options include converting the drain to a single unblockable suction outlet or installing a cover/grate certified to the 2007 ASME A112.19.8 standard and at least one of the following:

- ♦ An additional suction outlet(s).
- ♦ Gravity flow system.
- ♦ Vent system.
- ♦ Safety vacuum release system (SVRS).
- ♦ Converted suction outlet to return inlet (and/or disable the suction outlet and provide a skimmer capable of the full system flow).



- Barriers should be at least four feet tall and any gaps or openings should be too small for a child to crawl through or under.
- Gates that access the pool area should open outward, away from the pool, and be self-closing and self-latching.
- Any doors that go from the home directly to the pool should be self-closing, self-latching and the handle should be no lower than 54 inches above the floor.
- Safety pool covers should be approved as such and be lockable.
- Other safety devices include door and window alarms, detection alarms around/ in the pool (there are several different types), personal immersion alarms for a child or pet, life rings and shepherd hooks.

When the addition of a swimming pool is being planned:

- Speak with the pool company to ensure they are knowledgeable on suction entrapment and will build your pool to the ANSI/ APSP-7 standard as required by the Florida Building Code.



- Only use a properly licensed company.
- Make arrangements to periodically have a licensed professional evaluate and, if necessary, maintain all drains and outlets.
- Discuss and understand your circulation, drain and drain cover options.

When using any swimming pool:

- If a pool professional is used to service the pool, make sure he or she is properly licensed or registered.
- If any drain cover is broken or missing, do not enter or allow anyone else to enter the pool. Notify the pool owner or call your pool professional immediately to make necessary repairs.
- Do not allow anyone, child or adult, to play with or sit on any suction outlet (drain) or wall vacuum fittings!
- Pull long hair back into a ponytail or a bathing cap.
- Remove jewelry before entering the pool.

Homes with pools and spas are a place for families and friends to gather — it is important they do so in a safe environment. The insurance industry could provide information on pool and spa safety to potential or existing customers looking to insure their home, provide incentives for meeting such safety requirements and require such safety measures be met. No matter which avenue is taken, having knowledge provided by professionals of all features of the home could perhaps leave the buyer more confident in your services.

To learn more, visit the Florida Swimming Pool Association at www.floridapoolpro.com or the National Swimming Pool Foundation at www.nspf.org. ■

The Institutes Announce New Changes to the CPCU Program

The Institutes, responding to the needs of the property-casualty industry, have made changes to the CPCU designation program. Working in close cooperation with industry professionals, designees, training experts and the CPCU Society, they have modified the CPCU designation program to ensure that it continues to meet the industry's needs in an ever-changing and competitive marketplace.

The current CPCU 510 course is being replaced with CPCU 500 — Foundations of Risk Management and Insurance. This course provides students with a more tightly focused starting point in the CPCU program.

The Institutes have separated the study of ethics and the CPCU Code of Professional Conduct from the old CPCU 510 course and integrated it into the new online Ethics and the CPCU Code of Professional Conduct (Ethics 312). There is no charge for completing Ethics 312.

As with all its technical content, The Institutes continually revise courses in the CPCU program so that content remains practical and relevant. This year, additional case studies and application-oriented content will be added to select courses.

Effective immediately, the CPCU program will include an elective component as a part of its education requirement, which consists of four foundation courses, one elective course and three concentration courses (personal or commercial).

Individuals pursuing the CPCU designation will select one elective course from among 10 options in seven functional areas, such as claims, reinsurance, risk management, underwriting and more.

For more detailed information on all CPCU program changes, log on to The Institutes website, www.aicpcu.org.

CPCU Society Student Program — ‘A Great Success’!

by Lamont D. Boyd, CPCU, AIM



Lamont D. Boyd, CPCU, AIM, director, insurance scoring solutions, with Fair Isaac Corporation (FICO), is responsible for client and partnership opportunities that make use of FICO’s credit-based insurance scoring and property risk scoring products and services. Working with more than 300 insurance clients throughout the U.S. and Canada and speaking regularly to industry and consumer groups, Boyd is recognized as one of the industry’s leading experts in predictive scoring technology. Previously, he served 19 years in underwriting and sales management with a major property-casualty insurer.

Given the number of comments we received during and following the 2010 CPCU Society Annual Meeting and Seminars, it’s clear the CPCU Society 2010 Student Program was a “great success”! Such a success, in fact, that the Student Program will continue — and with the projected number of students joining us for the 2011 Annual Meeting and Seminars in Las Vegas significantly higher.

Here follows four very good examples of how the Student Program was received:

Douglas J. Holtz, CPCU, CIC, CSP, CRM, 2010–2011 CPCU Society immediate past president and chairman, offered the following observations and expressed his appreciation to all who contributed in making this program successful:

“I was so impressed with the caliber of the students who joined us at the Annual Meeting in Orlando. They are a very bright and dedicated group of students who have gained tremendous insight into our business, the CPCU Society and all this wonderful industry has to offer. I’m thrilled with the response we received from the students, the chapters who financially assisted them with their travel expenses and our Board of Directors who supported their registration fees.”

Warren L. Farrar, CPCU, CLU, ChFC, 2010–2011 CPCU Society president and chairman, shared his thoughts also:

“To me, these young people represent our future. I met and had discussions with many of the students in Orlando, and was amazed by their enthusiasm and genuine interest in careers in insurance. They all had great things to say about the Student Program and especially appreciated having mentors with whom they could connect for guidance and counsel.”

Veronica Fouad, St. John’s University, echoed the sentiments of her fellow students:

“I want to thank you for providing me with the opportunity to attend the CPCU Society Annual Meeting and Seminars. I had a wonderful time, and I have truly realized the importance of obtaining my CPCU designation. I would have to say that after this experience, I am a lot more serious about obtaining my CPCU in a very timely fashion. I met several great industry professionals,

and I am inspired by the values they represent. I am also appreciative and fascinated by the support that this industry provides to its students. Please send my thanks to all of those CPCU chapters and sponsors who helped fund students at this Annual Meeting.”

Jonathan Howard, University of North Carolina–Charlotte, shared these kind thoughts:

“Thank you for taking the time to help us young emerging professionals in the insurance and risk management industries. I greatly appreciate your leadership in providing this wonderful opportunity to me and other students to attend this wonderful CPCU Society Annual Meeting and Seminars in Orlando. Thank you for coordinating all the efforts between mentors and students, roommates, committees, resource funding, hotel reservations for students and so much more. I believe that this was a great personal success as well a success in recruiting bright young talent from universities across the country.”

You may be aware that we also developed a very unique “student-focused” seminar — “A Look into the Future” — for the Orlando Annual Meeting, one that highlighted the property-casualty insurance industry’s need for the “best and brightest” now and in the future. This seminar was specifically designed to help risk management and insurance students, as well as new designees, understand more fully the variety of paths available to them in the property-casualty insurance industry.

The seminar not only provided the unique perspective of students working toward risk management and insurance careers, but also provided attendees with a clear understanding of the value of the CPCU designation in helping them on their chosen path.

As seminar presenters, 2010 Student Program Committee Leader **Stacey Hinterlong**, Illinois State University, and **Ryan Rolfs**, Florida State University, offered their suggestions for pursuing a successful career in the insurance industry — and shared their own student and industry internship experiences.

Lynn M. Davenport, CPCU, AIC, AIM, with State Farm, and **Dave Newell**, with the Florida Association of Independent Agents (FAIA), offered excellent examples of successful industry representatives and highlighted industry and educational opportunities that can be pursued.

Our hope is that all students, new designees and industry veterans walked away from this seminar with great ideas and a clear understanding of what is needed to grow our industry through the development of talented individuals.

The CPCU Society is uniquely positioned, in large part due to the direction and support provided by CPCU chapter and interest group leaders, to offer a bridge between those who are seeking a rewarding future in the industry and those who are seeking people to contribute to a successful future.

A final note: Many thanks to all who contributed in so many ways to the success of our 2010 CPCU Society Student Program. Since another “great success” is fully expected for 2011, please don’t hesitate to contact me by e-mail at lamontboyd@fico.com with any thoughts you may have, or assistance you’re willing to offer, to help us attract bright, young minds to the insurance industry through the CPCU Society. ■



Twenty-five (25) students from some of the nation's leading universities and colleges joined us in Orlando, networking with industry leaders from a wide variety of CPCU chapters and interest groups. We took the opportunity to photograph some of the students during the CPCU Society's Diversity Reception.

Front row, from left, Donita Stevens, Temple University; Danielle Bastian, Olivet College; Samantha Reed, University of North Texas; Cassandra Wilcox, University of North Texas

Middle row, from left, Stacey Hinterlong, Illinois State University (Student Program Committee Leader); Carlie Peniston, St. John's University; Veronica Fouad, St. John's University; Brenae Robinson, Florida State University; Miranda Fouad, Rutgers University; Kelsie Griffin, Illinois State University.

Back row, from left, Douglas J. Holtz, CPCU, CIC, CSP, CRM, 2010–2011 CPCU Society immediate past president and chairman; Daniel Bean, Georgia State University; Michael Lungo, Florida State University; Josh Spencer, Ball State University; Ryan Rolfs, Florida State University; Casey Koontz, Illinois State University; Seve South, Ball State University; Luigi Biele, Rutgers University; Lamont Boyd, CPCU, the Society's Student Program director.

Participating students missing from photo: David Adams, New Mexico State University; Peter Curnin, Appalachian State University; Jonathan Howard, University of North Carolina-Charlotte; Hio Lam (Yoyo) Lao, University of Illinois; Nathan Mitzner, Southern Methodist University; Kanwar Singh, Virginia Commonwealth University; Stephen Walton, New Mexico State University; and Christopher Wexler, Appalachian State University.



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The Personal Lines Interest Group newsletter is published by the Personal Lines Interest Group of the CPCU Society.

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