

**Risk Management Interest Group Committee Mid-Year Meeting**  
**May 1, 2010**

**Attendees:**

Ed Breight	Maureen McLendon
Marty Frapolli	Deborah Kerr-Orlik
Joel Monsma	Jerry Trupin
Jeff Bronaugh	Peg Jackson
Bill DiSalvo	Mike Elliott
Stan Oetken	

**Newsletter Update**

Jeff related that Jane and Peg have done a great job on the Newsletter. Peg stated that the editors of all interest group newsletters would be meeting with John Kelly later that afternoon.

Peg had a question concerning article submissions. Occasionally they will receive a submission that is quite lengthy. They have explained the articles are typically 600-1200 words in length and contain no more than one photo or graphic. She would like to establish guidelines for submitting articles to the newsletter. She will bring it up at the editors meeting.

Discussion was held concerning the newsletter:

- Solicit articles from Society members and outside subject matter experts.
- Need explicit permission to reprint articles from other sources.
- How about a topic list for articles? Ask RMIG members what are the current causes of their biggest headaches.
- They are working to set up a pipeline inventory of articles.
- Jerry brought up the issue of not leading with a message from the chairperson but rather using a lead article that draws attention to the newsletter. John Kelly said that there is no right or wrong way to structure the newsletter. The current format is just the way that it has always been done. We can implement a different format if we choose to. We should advise the person at the Society up front to lessen the time it takes to format. Peg & Jane can work with John Kelly and Mike Elliott in formatting the next issue.
- Would prefer to see original articles before doing reprints from other sources.
- How about an “Ask a Risk Manager” column? Approach members with particular expertise. Peg will send an e-mail.

**Orlando Seminars Update**

We will be hosting a joint session with the Underwriting Interest Group. It will be a round table discussion involving tough property claims problems. A claim

situation will be presented for discussion at the tables with several opposing responses presented. Then a panel of four attorneys, two representing plaintiffs and two representing defense will be responding. A meeting will be held later that afternoon to finalize the format. It will be a two hour session.

We need to begin thinking about potential seminar topics for the 2011 Annual Meeting in Las Vegas. A suggestion was made to involve several risk managers that are based in Las Vegas, such as Lance Ewing from Harrah's.

- Cyber Risk continues to be an emerging issue, especially because there are potential losses that are not covered by insurance.
- We need an outline of topics to submit at the meeting in Orlando.
- There is interest in doing a joint session with the Loss Control IG. There also has been discussion about Loss Control IG merging with Risk Management IG. However, the consensus that it may be viewed as primarily a loss control focused group, therefore, we would prefer not to at this point. In general, let's try a joint project first and defer discussions on merger for now.
- We will hold a conference call before Orlando to finalize.

## **Project Proposal**

What could chapters do to grow and retain members? Assessing Institutional Risk in Chapters:

- How to leverage a partnership with an educational institution – implement CPCU student societies.
- DC Chapter has a scholarship program with Howard University.
- How about New York City and LA(UCLA)?
- Should a survey be conducted? (Using Zoomerang on-line was suggested).
- It was mentioned that growing the Society is front and center with the society board and will be a continuing discussion.
- Peg will sketch out a plan of action for discussion in Orlando.

The RMIG currently consists of 430 members, which is down from 574 in 2008. Out of 24,000 dues paying member in the Society, only 6,000 select an Interest Group as part of their membership. Maureen will spend some time on the Society website to seek likely candidates.

## **LinkedIn Update**

Maureen used search directory on Society website and invited likely candidates to join the LinkedIn subgroup. There are now 58 members in the group. She has not done anything further with it at this point. This will be a topic of discussion at the social networking meeting. A search of Society membership will be conducted for RM related positions. The Society staff may be used to conduct the

search. Maureen & Stan will work together to build the LinkedIn subgroup. As part of that, we need to consider the number of blast e-mails that are going out and be careful about not overusing.

## **Insurance Institute of Canada**

Bill DiSalvo presented information concerning the use of IIC to conduct recruiting on behalf of the industry in Canada. The IIC has utilized agreements with industry leading carriers in Canada to do recruitment utilizing funds from carriers they had been using to fight each other for recruits. His suggestion to the Society is that it needs Enterprise Risk Management to mitigate membership issues. Much of the success of the industry is probably in how careers are marketed.

- Bill and Jeff will work with the Society to begin to address membership issues.

A discussion followed about how best to present the industry at various levels – high school and college.

## **Open Forum**

Jerry Trupin brought up the issue of what is the RMIG doing for its members besides the newsletter. We need to provide value. One suggestion he had was to work on a project to standardize insurance clause wording.

- A suggestion was made to survey RMIG members to see what they want from the IG. To make the survey successful, an incentive should be provided for taking the survey and we should advise up front how long the survey will take.
- Ed, Bill, Jerry, Joel and Mike will work on a survey structure.

With regard to industry recruitment, the Society should take the lead and talk to industry leaders about taking that on for them on their behalf, that the Society has no axe to grind with other carriers and work toward making CPCU the pre-eminent industry group. Carriers have a recruitment problem and the Society has a retention problem.

Doug Holtz, Society President (who had stepped into the meeting) mentioned that the Society faces several issues:

- Changing demographics - even though we know about the baby boomer issue, the 2009 college freshman class was the largest in history.
- The need to bring value to members.
- Competition from other industries.
- Downsizing of the industry.

There is a Membership Development Task Force with the charge to look at membership and develop a report determining the underlying factors. The issue is like peeling an onion and will take some time. A report is expected in Orlando.

Total number of employees in the industry has remained fairly constant at 550,000 – 600,000. However, the demographics have changed considerably. The composition is very different from previous years. They are concerned with the pipeline of students entering the industry and society. They are looking to bring fifty students to the annual meeting at little or no cost to them. The Society will waive the registration fee but will look to cover travel expenses through sponsorships from companies in the industry.

They have also discussed the issue with the board of the Loman Foundation. They are looking to create a unified effort to make insurance a career of choice.

It was suggested that we need to collaborate with career centers at universities and even reach to deans of departments. In addition, what about an insurance industry website that would be a resource for students and offer links to industry groups and companies? The Society is developing a strategy for social networking.

## **Closing**

Jeff mentioned the Circle of Excellence Report. Deborah and Maureen will work on that and seek guidance from Trish Hanneman, if needed.

Jeff also mentioned that he has asked Peg Jackson to serve a vice-chair for the committee.

At that point, the meeting adjourned.