

### Have You Taken Advantage of All Your New Interest Group Member Benefits?

You can read newsletters filled with hot topics, join online discussion boards, initiate idea exchanges, make valuable connections, and much more — for every interest group. Have you selected your primary interest group yet? If not, go to the interest group area of the Society's Web site, [www.cpcusociety.org](http://www.cpcusociety.org), to indicate your primary area of interest. You can also identify your preference as to how you wish to receive an interest group's newsletter. Of course, as a paid CPCU Society member, you have electronic access to all interest group newsletters.

## Message from the Chair

by Vernon K. Veal, CPCU, CLU



**Vernon K. Veal, CPCU, CLU,** is chair of the CPCU Society's Senior Resource Interest Group Committee. He retired following 40 years of service with State Farm. Veal's career involved underwriting, product development and project management; he drafted and implemented original versions of many commercial and personal lines policies in use today. Veal is a past president of the CPCU Society's Central Illinois Chapter, and continues to serve as a member of various committees. He has served the CPCU Society for more than 20 years, including stints as director and regional vice president.

Greetings to all readers! For those of us living in the East, we have shared an interesting winter — rain, ice and snow. As a matter of fact, the temperatures throughout the nation seem to have been varying greater than usual. We hope you have been enjoying and coping with the weather happenings in your area or travel points, and are looking forward to spring.

As the climate varies, we experience changes as we live our lives. Our internal views and experiences are founded on health, finances, activities, friendships, family and attitude. And when it comes to attitude, we hear it said, "Choose a good one!" As seniors in our CPCU Society, we trust that life has been

good, and you look forward to hearing from us regularly.

### Bringing Value

With each newsletter we provide, either by mail or electronically, bringing value to you is our goal and hope. We hear from a few of you that you enjoy what we offer. Thank you! For others, we look forward to your comments on how we can bring more service to you. Please drop us a line.

### Volunteering

Yes, we enjoy watching TV and movies, doing hobbies, shopping, eating out and visiting relatives and friends; however, studies show that through volunteering and helping

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# Message from the Chair

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others we experience the most joy and happiness. Volunteering appears repeatedly in articles and lists as the best way to spend one's time to feel good about living. For retirees among us, volunteering includes helping our children, grandchildren and others as we share time and help. Those who still are active in the workforce do some of this, too.

## Social Media

As an update, social media began as an exchange between people in various ways. It continues to grow and change often. The corporate world, as well as profit and nonprofit organizations, has added various social media links to Web sites and e-mails now. This expansion provides another method of marketing products or messages to a growing audience of people. What will happen? My answer — evolution of change. Our digital world expands rapidly and reinvents itself faster than we feel we can keep up. Your CPCU Society is exploring this media form and using it in limited ways now. We can be pretty sure that more expansion may follow.

## A Special Note to Seniors

As the H1N1 pandemic threatened, many seniors were advised that their need for the vaccination was greatly reduced unless other health issues existed. Many, like my wife, Laura, and I, received the shots; however, it was good to know that seniors represented a special group due to age and previous exposure to flu. We hope you missed this flu strain and will in the future.

## Thank You and an Appeal for Help

Your CPCU Society membership is appreciated by us, and we are asking for your help. We are looking for

volunteers to help with our Senior Resource Interest Group (SRIG).

- We would like volunteers to work with us to do webinars for the SRIG. Will you help?
- We would love to have someone share positive experiences about the use of social media. If you have joined the social media world, please let us know about it.

## In Conclusion

Our position paper remains available for comments. Please send us your thoughts. And please e-mail me at [vvea@verzion.net](mailto:vvea@verzion.net) if you are willing

to help us with any of our initiatives. Thank you to those who have sent us e-mails. We like mail!

Until we share again, this message comes from my chair ... in your humble service. ■

## A Side Trip during the 2009 Annual Meeting and Seminars



*While in Denver for the CPCU Society's 2009 Annual Meeting and Seminars, members of the Senior Resource Interest Group Committee took a side trip to Rocky Mountain National Park. Pictured, left to right, first row: Joseph Long, CPCU; Richard Vanderbosch, CPCU, CLU, AIS; Norma Vanderbosch; Thomas Myers, CPCU, ARM, AMIM, ALCM. Back row: Roger Jones, Irene Myers, Judy Brannon, CPCU, ARe, AIAF, API, ARP; Laura Veal; Vernon Veal, CPCU, CLU, and Wade Sheeler, CPCU, CIC, ARM, AIAF, ARP.*

# CPCU Society Loses Two Past Presidents

by Vernon K. Veal, CPCU, CLU

On behalf of the Senior Resource Interest Group Committee, I share the following obituaries for two valued CPCU Society past presidents — **Bernie Daenzer, CPCU, J.D.**, and **Joe Decaminada, CPCU, J.D., CLU, ChFC**. They were both active supporters of CPCU during and following their industry careers.

We are indebted to them for their continuing membership and involvement in our Society. May we all follow their examples and share their commitment as we volunteer in our senior years.

Thank you, Bernie and Joe ... Rest in peace!

## **Bernard “Bernie” J. Daenzer, CPCU, J.D.**

*1959 CPCU Society President*



*Daenzer*

Insurance pioneer and past Society president **Bernard “Bernie” J. Daenzer, CPCU, J.D.**, died peacefully at his home in Key Largo, Fla., on March 20, 2010. He was 94. Bernie was born in New York City and was a “triple” Fordham man, attending the prep school, university and law school. Last year he was inducted into Fordham’s Hall of Honor.

After a tour of duty in the Navy during World War II, Bernie began his long and distinguished insurance career. Nicknamed the “Father of the Surplus Lines Insurance Industry,” Bernie was known for his ethical leadership, his product-design innovation and his entrepreneurship.

Among other accomplishments, he created the first homeowners policy, championed the need for pollution liability insurance and was the first non-Briton underwriting member of Lloyd’s.

Bernie was a founder and CEO of Security-Connecticut Life Insurance Company, now a subsidiary of ING; a founder of the CPCU-Loman Education Foundation; a director emeritus of RLI Corporation; and a board member of the College of Insurance and Wohlrreich and Anderson Companies, later Howden-Swann Ltd. He practiced law and was a consultant to law firms.

In 1947, Bernie was the 88th person to earn the CPCU designation, after sitting for all five CPCU essay examinations at one time. He was a founding member of the Society’s Connecticut Chapter, and in 1956 was chapter president. Bernie was predeceased by his wife, Valerie.

## **Joseph “Joe” P. Decaminada, CPCU, J.D., CLU, ChFC**

*1984–1985 CPCU Society President*



*Decaminada*

Past Society President **Joseph “Joe” P. Decaminada, CPCU, J.D., CLU, ChFC**, a titan of the industry, died on March 21, 2010, in Tuckahoe, N.Y., at the age of 74. Joe was with the Atlantic Mutual Insurance Company for more than 35 years and retired in June 1996 as executive vice president, secretary and general counsel.

Joe earned nine insurance designations and served as board chairman of many organizations, including the CPCU-Loman Education Foundation, American Arbitration Association, Insurance Federation of New York Inc., Motor Vehicle Accident Indemnification Corporation and New York Property Insurance Underwriting Association.

During his term as CPCU Society president, the Continuing Professional Development Program was launched and the use of advanced technology to provide information to Society members was just beginning. The Society honored Joe in 1989 with the Distinguished Service Award.

A graduate of St. Francis College, Joe earned his law degree from St. John’s University School of Law and completed the Advanced Management Program at Harvard Business School. He also held a number of community awards and honors. Joe was a member of the Knights of Columbus for 52 years and was a Decorated Knight of Malta.

Joe is survived by his wife of 51 years, Genevieve, and his son, Joseph, and his wife, Eileen. ■

# New Senior Resource Interest Group Newsletter Series Announced

## *CPCUs of the Past — Then and Now!*

by Irwin Lengel, CPCU, ARM, AAM



**Irwin Lengel, CPCU, ARM, AAM**, enjoyed a lengthy insurance career, which began after high school in the personal lines department of American Casualty Company in Reading, Pa. He then moved on to the commercial side with INA, which became known as Cigna Property and Casualty until its acquisition by ACE. He retired as an underwriting manager after 25 years. During his career, Lengel also worked as an independent agent in Arizona. He currently teaches CPCU 551 and CPCU 552 classes online and is the Senior Resource Interest Group's assistant newsletter editor. Lengel and his wife reside in Florida.

As Annual Meetings and local conferment ceremonies roll by and recognize individuals for attaining their CPCU designations, one begins to wonder, "What has become of those individuals who achieved their CPCU designations many years ago?" Becoming a CPCU is not the end of a long journey, although I am sure that at the time we all thought the journey would never end. Rather, it is the beginning of a series of adventures CPCUs encounter during this fantastic voyage called life.

The CPCU Society has been in existence since 1944 and has quite an extensive list of members, many whose names are quite familiar because of their extensive work on behalf of the Society.

But what has become of those CPCUs who, while also quite active

today, remain somewhat anonymous? What of the journeys they traveled after attaining this most prestigious award?

Beginning with this issue, we will be providing stories about CPCUs from different eras. This series of articles will be entitled, "CPCUs of the Past — Then and Now!" The first article in this series was written by **Wade E. Sheeler, CPCU, CIC, ARM, AIAF, ARP**, and profiles **Lawrence "Larry" William Matthews Jr., CPCU**, a charter member of the Iowa Chapter.

We hope you enjoy these stories and can relate to many of the challenges experienced by these individuals over the years. ■



### **Access CPCU Society Publications Online — No Library Card Needed**

The Online Library is a great place to search for topics of interest or archived articles of CPCU Society publications, including interest group newsletters. This resource is located under "Publications" on the Society's Web site.

Once you've logged in, you can narrow your search by title, author, year and/or subject in a specific publication or in all publications.

You can view articles by year of publication or in alphabetical order by title. Dive in to explore a wealth of archived information.



# CPCUs of the Past — Then and Now!

*First in a Series — Lawrence “Larry” William Matthews Jr., CPCU*

by Wade E. Sheeler, CPCU, CIC, ARM, AIAF, ARP



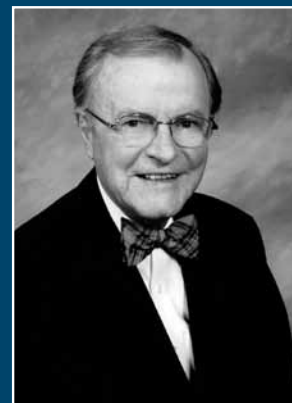
**Wade E. Sheeler, CPCU, CIC, ARM, AIAF, ARP**, is currently serving on the CPCU Society's Board of Directors. He is a member of the Audit Committee and previously served for five years on the Budget & Finance Committee. Sheeler is a past president of the CPCU Society's Iowa Chapter. He is employed by Grinnell Mutual Reinsurance Company as a risk manager. In addition to holding the CPCU designation, Sheeler is a CIC and is the recipient of nine designations from the Insurance Institute of America. He is a graduate of Drake University with an MBA and a degree in insurance and risk management.

**Editor's note: James R. Jones, CPCU, MBA, ARM, AIC, AIS**, director of Illinois State University's Katie School of Insurance and Financial Services, suggested to me that the Senior Resource Interest Group (SRIG) could perform a service to the Society by interviewing and publishing stories of our older CPCUs. The SRIG Committee agreed.

It is fitting that **Larry Matthews, CPCU**, gentleman extraordinaire, was selected to be the subject of the first SRIG newsletter series of articles on CPCUs of note. In the fall, I suggested that Larry be our first honoree. He was an award-winning charter member of the Iowa Chapter, served as its third president and continued as an active member through this past year.

I also suspected that if we asked **Wade E. Sheeler, CPCU, CIC, ARM, AIAF, ARP**, past president of the Iowa chapter and current member of the CPCU Society's Board of Directors, to interview Larry and write the article, he would say "yes." Wade did say yes. Around Thanksgiving 2009, he spent an afternoon with Larry, interviewing him for this newsletter. Sadly, on Jan. 28, as I first began preparing this edition of the newsletter for publication, Larry Matthews died at the age of 88. Wade said, "I lost a friend."

In high admiration and respect for Larry Matthews, CPCU, we publish this article in his memory.



*Matthews*

**T**he CPCU Society's Iowa Chapter counts among its members a very special gentleman of whom we are all so very proud. **Lawrence “Larry” William Matthews Jr., CPCU**, is the last surviving charter member of our chapter. Larry received his designation in 1951, and one year later, he and nine other individuals formed the Iowa Chapter. Larry was the third president of the Iowa Chapter, serving in 1954–1955.

Larry was born on Aug. 31, 1921, in Middleton Springs, Vt. He was the son of a farmer and a teacher who taught in a one-room schoolhouse. Larry was the youngest of a family of five. One brother died during the flu epidemic of 1918. During his childhood in Vermont, Larry fondly remembers the times he spent with his father and a team of horses, gathering maple syrup in the early days of spring.

Larry graduated from high school in Rutland, Vt., in 1939. He was active in track and tennis during his high

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# CPCUs of the Past — Then and Now!

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school days. After graduating, Larry ventured to Des Moines, Iowa, to attend Drake University on a National Honor Society Scholarship. His siblings all earned college educations.

One brother graduated from MIT and had a career with the U.S. Bureau of Mines; another graduated from the University of Vermont and eventually followed Larry to Iowa, where he became a small town newspaper editor. The one and only girl of the family received a math degree from the University of Vermont and became an actuary at Phoenix Mutual Life. Larry and his sister are the only two surviving members of his immediate family. He proudly says, “My sister is older than me ... she is 98!”

As was the case with many of his generation, World War II interrupted Larry’s college plans. In January 1942, he enlisted in the United States Navy. Larry took his first flying lessons at the Iowa Airplane Company, which was located at the airport in Des Moines. His instructor there was a pilot by the name of **Andy Anderson**, who had the distinction of having Pilot’s License No. 14, which had been signed by **Wilbur Wright**. Larry became a senior flight instructor and was assigned a group of five students for each class that he taught.

One of the assignments that Larry had during his Navy days was at the Ottumwa Naval Air Station in Ottumwa, Iowa. A young Californian by the name of **Richard Nixon** also spent time at that same naval air station. Larry Matthews and Richard Nixon never met in Ottumwa, as Nixon had transferred out a few days before Larry arrived there, but Larry mentioned that he did get to know **Patricia Nixon** well, as she worked

as a cashier at the local bank where Larry did his banking.

Larry eventually received his “wings” as a naval aviator. He served as an instructor in Dallas/Ft. Worth, training pilots on torpedo bombing. He was discharged from active service at Camp Wallace in Galveston, Texas.



Shortly after returning to Des Moines after his discharge, Larry married the love of his life, **Ruthie Evans**, on Oct. 7, 1945. They shared 58 wonderful years together before her passing in 2003. Larry also resumed his studies at Drake University, majoring in finance. He became a member of the first Drake tennis team. Larry graduated in August 1947.

His father-in-law, **Robert Evans**, offered him a position with the Witmer-Kauffman-Evans Agency, which had been founded in Des Moines in 1867. Larry had originally wanted to pursue a career in banking, but decided to take his father-in-law up on the offer. Apparently, it was to his liking, as Larry stayed with the agency for the next 35 years. In 1982, he sold the agency to two young agents, **Gary Kirke** and **Bill Van Orsdel**, who had formed the insurance brokerage Kirke-Van Orsdel Inc. (KVI). Larry was employed by KVI until 1987 as a senior account executive.

When Larry joined the Witmer-Kauffman-Evans Agency in 1947, there really was no in-house training. He traveled to Philadelphia to take a one-month training course at INA taught by **Joe Hill**. Larry says he remembered reading through the standard fire policy “line by line.” It was during this time at INA that Larry was first introduced to the CPCU program. Joe Hill was an associate of **Dr. Harry J. Loman**, a professor of insurance at the Wharton School and dean of the American Institute for CPCU (AICPCU). One Saturday, Hill took Larry out to the Wharton campus, and it was there that he first met Loman and **Dr. Solomon Heubner**, who was instrumental in the founding of the AICPCU.

According to Larry, they were affectionately and respectively known as “Mr. Fire & Casualty” and “Dr Life.” Both Loman and Heubner strongly encouraged Larry to start his studies toward earning the CPCU designation when he returned home. Larry took their advice and earned the designation in 1951. That year, he traveled to Chicago for the Annual Meeting’s Conferment Ceremony. Larry was a very ambitious student, having taken three exams in one year. (When Larry was enrolled in the CPCU program, each course was a full year and exams were given only once a year.)

The Witmer-Kauffman-Evans Agency was primarily a commercial lines agency, with more than 80 percent of its volume in that line of business. The agency wrote many of the most prestigious accounts in Des Moines, among them the Des Moines School District; the Iowa Soybean Association and Younkers department stores. At one time the agency wrote

the group accident policy on all the school children in Iowa.

Larry mentioned that the biggest change he has seen in the industry is in data technology. When he started, everything was typed — a skilled typist was definitely a real asset. And he shared that the one thing that has not changed over the years is the need for education. Larry's clients often would ask him about the CPCU designation.

They were truly astonished to find out the level of commitment that Larry had made to obtain professional education in insurance. Larry stated that having the CPCU designation gave him the opportunity to exchange ideas with other insurance people who also wanted to know more about the means of their livelihood. His advice to younger individuals starting out in the business is to be a lifelong learner. "Get all the education that you can," he said, "and use it to further your personal and professional goals." Larry has followed his own advice. After his retirement, he returned to Drake University and took a variety of classes in courses such as history, world politics, literature and Chinese history.

Larry has always been a mentor to students of insurance in Des Moines. Young people coming into the insurance industry were individuals that he especially sought out. Larry taught insurance classes at Drake University after receiving his CPCU designation. He taught CPCU 2 and all three parts of the Institutes' Program in General Insurance (INS) series. Larry received his INS certificate after receiving his CPCU designation. Harry J. Loman called him up one day and asked him why he was taking INS classes when

he already had earned the CPCU designation. Larry replied, "If I am going to teach the classes, then I need to understand it."



Besides his many activities in the insurance industry, Larry has also been involved in many civic activities in the Des Moines community. He has been a member of Plymouth Congregational Church for more than 61 years, serving in a variety of leadership capacities. Larry has served as a board member of the Moingoina Girls Scouts Council, United Way of Central Iowa and Wesley Acres Retirement Services. He was a longtime volunteer at the Drake Relays, culminating in his service as "Clerk of the Course" at the 75th anniversary of the Relays in 1984. In all, Larry gave a total of 37 years' service to the Drake Relays. He received his 50-year certificate as a member of the Des Moines Rotary Club in June 2009 and is a Paul Harris Fellow. Larry was president of the Rotary Club of Des Moines in 1969. In 2009, Larry was recognized by his peers in the Iowa insurance industry by being inducted into the Iowa Insurance Hall of Fame.

Larry and his wife, Ruthie, have two sons: L.W. (Lorn) is a physician in Des Moines and Robert is an international pilot based in Chicago for American Airlines. He has three grandchildren. Although neither his sons nor his grandchildren followed Larry's career path, they are very

respectful of the wonderful career that Larry had in the insurance industry.

This quote from Larry's son Lorn Matthews, sums up how his father has lived his personal and professional life:

"He truly engaged in insurance in a day when it was very much a personalized service. I remember countless nights that he would leave the dinner table and go make house calls on people to look at their properties, their prize possessions, and reassure them about their safety. He worked numerous Saturdays, holidays and weekends as well, visiting with concerned clients about losses they had suffered. I know of no man who exhibits a greater degree of ethical conduct than my father, and I certainly believe his influence on the business community in Des Moines through his years of service has been significant."

The CPCU Society's Iowa Chapter salutes Larry Matthews, CPCU, for the outstanding service that he has provided to his fellow CPCUs, his industry, his clients and his community. ■

# *Your Senior Resource Interest Group presents ...*

## Financial Education and Counseling in These Challenging Times

**Monday, Sept. 27, 2010 • 10:15–11:45 a.m.**

**Daniel J. Eck, CPA, CFP®**, of Ernst & Young LLP, will discuss the present state of employee financial education and counseling programs at large companies as well as topics of current concern. Be sure to invite your CPCU friends and others to attend this highly informative session with you!

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## Senior Resource Interest Group Dinner

**Monday, Sept. 27, 2010 • 6:30–9 p.m.**

All are invited to attend the Senior Resource Interest Group dinner, to be held at the Orlando World Center Marriott. Keep checking the CPCU Society's Web site for details as they become available.



**CPCU: Your Bridge to the Future**

CPCU Society Annual Meeting & Seminars  
Sept. 25–28, 2010 • Orlando, Fla.



# Those Who Can ... Underwrite — Those Who Can't ...

by Jerome E. Tuttle, CPCU, FCAS, ARe, AIM



**Jerome E. Tuttle, CPCU, FCAS, ARe, AIM,** has personally investigated most of the teaching opportunities discussed in this article. He has written articles for the CPCU Society's Reinsurance and Personal Lines Interest Groups newsletters as well as several short stories of actuarial fiction. Tuttle is currently an actuary with Platinum Underwriters Reinsurance, and he is having a great time teaching an online math course with Bryant & Stratton College.

Those who can ... underwrite. Those who can't ... teach? Just kidding. Actually, the quotation is: "He who can, does. He who cannot, teaches," and is credited to playwright **George Bernard Shaw**. But seriously, for those of you with a little more time on your hands, have you ever considered teaching?

For CPCUs, perhaps a natural starting place is to teach an American Institute for CPCU /Insurance Institute of America (the Institutes) class. The Institutes make finding a class easy; you can find a public class or a public class sponsor on its Web site, [www.aicpcu.org](http://www.aicpcu.org). Select "Student Services" in the left menu and go to "Public Classes." Also, you can contact your local CPCU Society chapter or college to see what insurance courses they offer.

Perhaps you don't want to teach a whole class. Contact the instructor

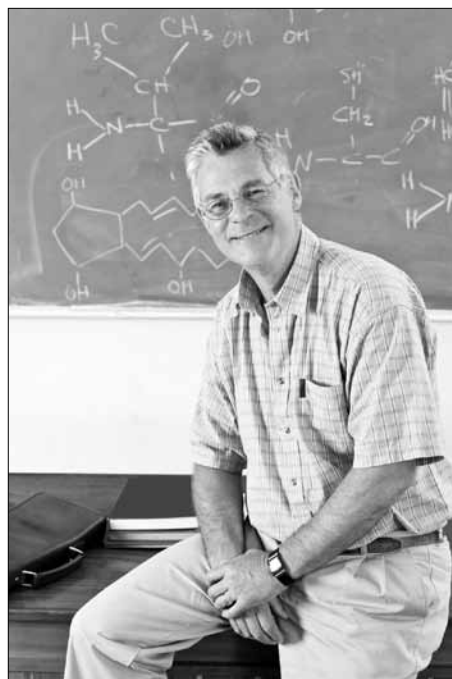
directly, and see if he or she is willing to let you teach part of the course. Those of you who remember the CPCU 1 course from the former CPCU 10-part series may recall that it had three somewhat mathematically based lessons. One CPCU instructor was thrilled when I offered to teach those lessons for him.

Have you ever thought about substitute teaching in your local public school? Requirements differ by state, but even for those of you without teaching degrees, the requirements may not be as burdensome as you think. In New Jersey, for example, you only need 60 college credits and a completed background check. You may find information about substitute teaching at the Teacher-World Web site, <http://www.teacher-world.com/substitute-teacher.html>. Keep in mind that substitutes usually receive per diem rates.

Some brave souls may have thought about teaching full time in a middle or high school. Again, requirements differ by state, and you should consult your state department of education for its licensing requirements. As an example, according to the New Jersey Department of Education, to obtain a Certificate of Eligibility for teaching high school math in New Jersey, which permits you to apply for a full-time teaching job, you need:

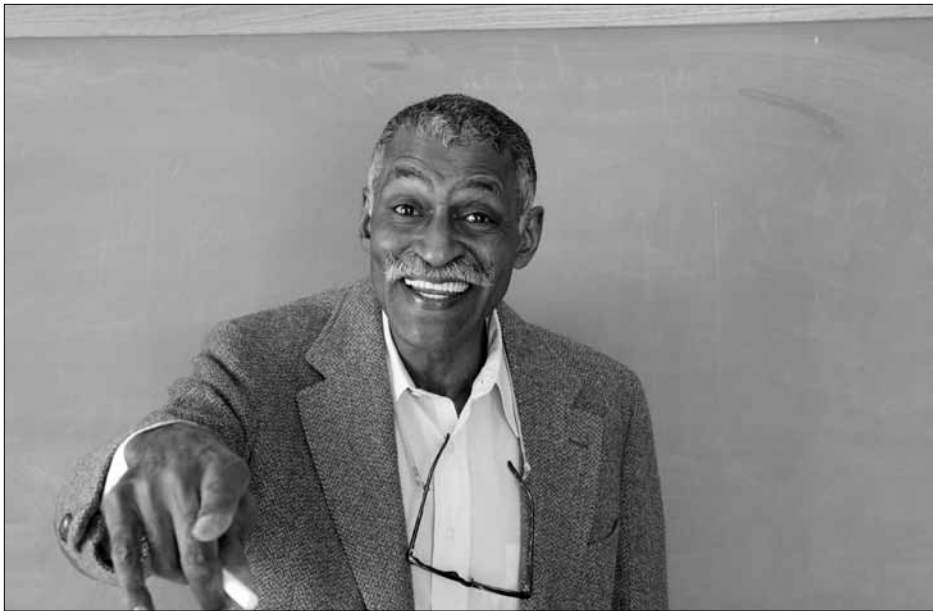
- A bachelor's degree from a regionally accredited four-year college.
- At least a 2.75 grade point average out of 4.00.

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# Those Who Can ... Underwrite — Those Who Can't ...

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- At least 30 credits in math.
- A passing score on the Praxis math test given by the Educational Testing Service.
- A passing score on a 35-question true/false test on basic hygiene.

Traditionally, states would license individuals as teachers only after they passed several education courses and served successfully as student teachers. However, now all states offer an accelerated option, called “alternative routes,” toward teacher licensing for those with degrees but without education courses. With this option, you take one or two education courses and then you complete the remaining requirements while you teach full time. Many colleges and universities, as well as organizations such as Teach for America and New York City Teaching Fellow, offer this option.

Perhaps you would like to teach at the college level. Full-time college teaching generally requires a doctorate, but some schools will

accept a master's degree for part-time or adjunct teachers. Adjunct teachers are typically paid by the course and do not receive benefits. Adjuncts often teach at community colleges.

Finally, a rapidly growing area is teaching classes online. Many traditional so-called “brick and mortar” colleges now offer online classes, but these teaching positions may require doctorates and may only be available to full-time faculty. As an alternative, however, there are a large number of accredited online colleges. The University of Phoenix®, which according to Wikipedia has the largest student body in North America, specializes in online college courses. Online courses may be asynchronous — the teacher and student are not necessarily online simultaneously — and much of the learning occurs over online discussion boards. The University of Phoenix is the largest primarily online college (and may be the most widely known after its stadium hosted Super Bowl XLII), but there are dozens of others that also offer potential opportunities

to teach online classes with only a master's degree. Some of these colleges prefer teachers with real-world work experience in the subject they teach.

So, if you've always wanted to teach, look into one or more of these possibilities. And you're not too old. Remember, as the slogan of the United Negro College Fund states, “A mind is a terrible thing to waste.” ■



**Watch your e-mail for an upcoming survey by the Senior Resource Interest Group.**

# Task for Today ... Become Immortal

by Donald J. Hurzeler, CPCU, CLU



**Donald J. Hurzeler, CPCU, CLU**, retired in 2008 after an insurance career that spanned some 40 years. As an officer with Allstate Insurance, Reliance National Insurance and Zurich Financial Services, he held positions such as chief underwriting officer, chief marketing officer, president of a charitable foundation, member of the board of directors, and CEO/president of a middle market insurance operation. Hurzeler was the 2004–2005 president of the CPCU Society. He is the author of *Designated for Success* and has just completed writing a second book.

**Editor's note:** This article first appeared in the January 2010 issue of the CPCU Society's Leadership & Managerial Excellence Interest Group newsletter.

I challenge each person who reads this article to become immortal. Sounds difficult, doesn't it? Kind of a super hero thing? Well, it is not all that difficult. You can and should take the steps necessary to become immortal. Here are some thoughts on how to do it.

Each and every one of us has gotten to where we are through the help of others as well as through our own hard work. We learned from teachers, coaches, mentors, role models and authors of books. And the net result is that we know stuff — important stuff that others can and should know. The trick is how will we pay it forward? How will we give others the kind of help and insights that have led us to whatever success we now enjoy?

The quick answer is that we help people at work and in our personal lives on a day-to-day basis. The problem is that this help stops pretty quickly when we do. When we walk out of the workplace for the last time or get carried down the center aisle of the church for the last time, our ability to help others often becomes the gift that no longer keeps on giving. It is over. Done. Finished.

One of the smartest leaders and managers I ever encountered quit abruptly one day ... and that was that. He had taught dozens, maybe hundreds, of us to lead and to manage. And, yes, others would and did benefit from his teachings through those of us he taught. However, the stuff he knew needed to be institutionalized for all future generations. He left not one single written article behind. When he was gone, his extensive knowledge and wisdom was no longer accessible by others. What a loss!

One of the lessons he taught me was to "suspect yourself." When things go wrong, suspect yourself. I promise you ... that thought had never occurred to me prior to his teachings. When I did learn to suspect myself, I got good at examining the communications preceding a failure and often found that my communications had not been clear. (Kind of sounds like part of the quality process doesn't it?) It became a very valuable lesson in my business and professional life. It taught me to be a better boss and a better human being — a great lesson that everyone needs to learn.

You are vested in an interest group devoted to leadership and managerial excellence. That alone tells me you are always looking for best practices and ways to foster continuous improvement. So, here follows a best practice that can advance continuous improvement — one that you personally can start on right now.

Write down the stuff you know and you think everyone should know. Yes, you probably got it from someone else. Give that person credit if you know who first introduced you to the concept or idea. Keep the writings in a folder, either an electronic one or an old-fashioned paper file. Visit the folder from time to time and add any new insights to your notes. Over time, you will build up the framework for a book. When you get to that point, contact me. I will help you write the book. Once the book is written and published, you, my friend, are immortal.

I have written two books. The first one, *Designated for Success*, was published and is now sold out. The second, *Twenty-Four Carat Careers*,

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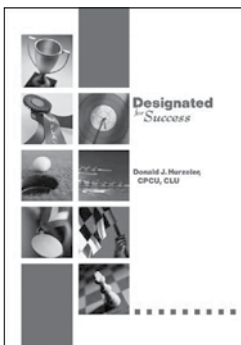
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## Task for Today ... Become Immortal

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has been completed and edited and is awaiting a publisher. So, let me just mention that first book for a moment.



When *Designated for Success* first came out, I got e-mails from readers just about every day. It is now four years later, and I still get e-mails

at least every week. The book has a life of its own, as it gets passed from reader to reader. I am happy to know for sure that some of the wisdom I gained during my 40 years in business has been put into a format that has already outlasted my career (I retired a year ago) and will also outlast my time here on earth.

So, the one and only person who can make you immortal is ... you. Write down those insights. Keep a file and update it on a regular basis. Don't worry about whether you are a good writer or not. (You can deal with that later on.) And I am serious, if you want to turn your insights and ah-ha's into a paper or book — something that will pay forward the investment that others made in you — drop me a note at [djhzz@aol.com](mailto:djhzz@aol.com), and I will get you on your way.

You have very valuable lessons to teach and to leave for others. Give serious thought about how you will do so. This is how we advance — each of us standing on the shoulders of those before us. Start that file today, and in the words of that great American philosopher, Larry the Cable Guy, "Get 'er done." ■

The Senior Resource Interest Group newsletter is published by the Senior Resource Interest Group of the CPCU Society.

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