

## 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.

**H**i, fellow CPCUs and especially seniors! Let me ask you to reflect on my opening greeting in this paragraph, specifically the usage of "hi" as opposed to "hello" or "good morning/afternoon/evening." Some people suggest the practice is generational. Younger people tend toward "hi" and seniors use "hello," etc. Verbal or written usage varies, too. How about you? Personally, I am trying to change to "hi." Wish me luck. Please give this some thought. Talk with your family and friends, and send me an e-mail at vvea@verzion.net.

### Staying in Touch

When seniors retire, a big change for them is in their networking relationships. Work gives many opportunities to be with other people and to regularly maintain sharing-time. These relationships are lost for many with retirement. Some replace

these quickly, but others struggle. Is there anything better than staying in touch with close friends and family? In this digital world, low-cost phone calls, e-mail, blogs, Facebook, Twitter, LinkedIn and mobility offer many ways to connect.

Some of these contacts keep us in touch with our career interests, travel, health issues, lifelong learning, hobbies, financial considerations, etc. Can the Senior Resource Interest Group (SRIG) help you fill this need of "staying in touch"? As retired (or soon to be retired) CPCUs, we form a nationwide and worldwide community of people linked by our designation. Can we use that connection to provide a way of adding value for you? Please offer your ideas on how we can do this.

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# Message from the Chair

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## Senior Resource Interest Group Survey

Thank you for responding to our survey, which was offered to everyone in the spring. We will share your input at a later date. If you missed responding, please contact me, and we will see if we can help out. Thank you.

## CPCU — Your Bridge to the Future

Our 66th Annual Meeting and Seminars will be held in Orlando, Fla., Sept. 25–28, 2010, at the Orlando World Center Marriott. Please join us to hear Sunday's keynote speaker, former Florida Governor **Jeb Bush**. We will sponsor a seminar on financial planning on Monday morning, Sept. 27, led by **Dan Eck**, CPA, CFP, of Ernst and Young LLP. Our SRIG dinner will take place that evening at 6:30 p.m., on-site at the Orlando World Center Marriott.

## LinkedIn

This social media network provides a way for professionals to exchange information, ideas and opportunities. Three points taken directly from the LinkedIn website:

- **“Re-connect:** Find past and present colleagues and classmates quickly. LinkedIn makes staying in touch easy.
- **Power Your Career:** Discover inside connections when you're looking for a job or a new business opportunity.
- **Get Answers:** Your network is full of industry experts willing to share advice. Have a question? Just ask.”

Our Senior Resource Interest Group is now on LinkedIn — for *Adding*

*Value* to CPCU Society members who choose to join — along with other CPCU Society interest groups. See our website to link to this free media network.

## HELP!

We can use your time and talents in several ways:

- To serve on our SRIG committee.
- To write articles for our newsletter, *Adding Value*.
- To work with our webmasters to extend the use of the CPCU SRIG website.

- To help us do webinars on subjects of interest.
- To help manage our use of SRIG LinkedIn networking discussions.

Please send me an e-mail at [vvea@verizon.net](mailto:vvea@verizon.net) if you are willing to help us.

## Thank You

We appreciate your CPCU Society membership, and thank you for your support. Please let us hear from you, as we like e-mail.

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

## *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!

### 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 website for details as they become available.

# Amazon River Cruise

by Richard A. Vanderbosch, CPCU, CLU, AIS



**Richard A. Vanderbosch, CPCU, CLU, AIS**, retired in 1999 after a 36-year career with State Farm. Named a CPCU Society Standard Setter in October 1998, he continues to be active in Society activities. Vanderbosch is a member of the Colorado Chapter and the Senior Resource Interest Group.



*Piranhas caught by the travelers for their lunch.*

Last summer, my wife, Norma, and I decided to go on an “adventure trip” to some remote exotic destination. After carefully researching all of our options, we settled on an Amazon River cruise. So, along with two other close friends, we embarked on this adventure in October 2009.

Upon arriving in Lima, Peru, we joined 20 other travelers from different parts of the country. Three days in Lima provided us the opportunity to get acquainted and tour the city, including a visit to a local fish market, the world’s largest shanty town, an archeological site (unearthing of a 1,500-year-old tribal village) and a local museum. From Lima, we flew over the Andes Mountains to the town of Iquitos, which can be reached only by air or water. Iquitos is a major shipping port at the mouth of the Amazon River and the starting point of our river cruise.

Our daily routine on the river cruise began at 6:30 a.m. with a nature ride on a small boat into the tributaries off the Amazon River. We observed

a large variety of birds, monkeys and fish. On one occasion, we fished for piranhas. We caught 50 of them, and they were cooked for our lunch. Delicious!

Every afternoon, we went into the jungle for a walk with our guide and local naturalist. It almost always rained (after all, it is a rainforest), with an occasional storm of thunder and lightning. It was very hot, with temperatures and humidity both in the upper 90s on most days.

One of the most enjoyable and educational parts of our trip was meeting the native people who live in self-made huts along the Amazon River. They live off the land and the river for life’s necessities. They are a seemingly happy people, who always welcomed us into their modest living environments. The river people have no electricity or modern conveniences, so they retire at dusk under their mosquito nettings and rise early in the morning to begin their days.

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# Amazon River Cruise

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We also visited a school that enrolled a total of about 30 students representing all elementary grade levels. They shared information about themselves, their families and their dreams. In turn, we all shared school supplies with the children that we had brought with us. It was a very inspiring experience.

One afternoon, we met with a Shaman (medicine man) in his large ceremonial hut in the rainforest. After explaining his role, he gave us his blessing for our safe travel. We also participated in a home-hosted meal. The host family comprised 11 members, the youngest only 26 days old. The family prepared and served the food for our noon feast, which consisted of wild boar and fish hunted and caught by the husband of the family. Fresh banana tree leaves were cut and laid on the floor for our table and the food preparations.

On one of our jungle walks, we traversed a rope bridge more than 100 feet above the jungle floor. While some of our fellow travelers were still on the bridge, a storm suddenly came up and felled a large

tree that we could all hear crashing through the jungle and onto the jungle floor. It was close enough that some small branches landed on our suspension bridge. Had the tree itself hit the bridge, it could have been tragic.

The food throughout our trip was very good. Most of our meals consisted of fish, chicken, rice, potatoes, salads and fresh fruit.

The crew on our river boat was outstanding, and they also doubled as musical entertainers after dinner. Accommodations aboard our river boat were adequate for such an adventure, with air conditioning in the cabins and dining room.

Overall, this trip turned out to be just what we had anticipated — a true adventure into the wilderness of the Amazon! ■



*Dick Vanderbosch poses with elementary school children holding the school supplies and treats his tour group supplied.*



*Self-made huts along the Amazon River.*



*A home-hosted meal placed on a “table” of banana leaves.*

# CPCUs of the Past — Then and Now!

## **Louis "Lou" P. Sigel Jr., CPCU, CLU ... Four Generations and Still Growing**

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.

**M**ention the name **Louis P. Sigel Jr., CPCU, CLU**, in and around the Philadelphia area, and you will learn that the Sigel Insurance Group has been serving customers since 1910. What makes Lou and his story unique is the fact that after he retired in 2001 at age 80, control of the agency was turned over to his son Eric, who is also a CPCU, along with Eric's daughter, Teresa, which made Sigel Insurance a fourth-generation agency.

Lou Sigel was born March 26, 1921, in Philadelphia, Pa. He had no brothers or sisters, but when asked what it was like being an only child growing up in the Philadelphia area, Lou said, "Philadelphia was a great place to be because it had plenty of opportunities for a high school graduate willing to learn."

After graduating from high school, Lou entered The Wharton School of the University of Pennsylvania, the world's first collegiate business school, established in 1881. But with the start of World War II in September of 1939, his educational endeavors would be put on hold. In 1939, Lou joined the Air Corps, as it was known back then (today we know that branch of service as the United States Air Force), as a pilot.



During his active military service duty, Lou served his country in China, Burma and India, during which time he was a B-24 pilot. He later served as an instructor pilot. The military pilot training Lou received while serving his country enabled him to also acquire his commercial pilot's license. Lou served his country in the military for a total of 20 years, both in active duty as well as time served in the reserves. While not one to discuss the many years he served in the military, Lou said that serving one's country in some form is the least a person can do for this great country of ours.

It would appear that Lou has always been involved with insurance and education. Academically speaking, one of his most important achievements was the degree he received from Wharton. As a side note, when a student at Wharton, he took classes from Professor **S.S. Huebner, Ph.D.**, a founder of the American College in 1927 and the American Institute for Chartered Property Casualty Underwriters in 1942.

After receiving his Wharton degree, Lou attained his CLU designation in 1951. He also taught at Wharton for a short period of time. On leaving Wharton, Lou went to St. Joseph's University, where he started an insurance program and taught all its courses, including insurance law, and continued teaching for 20 years. Interestingly enough, Lou was the first Lutheran to teach at a Jesuit University and found it a wonderful and rewarding experience. Many of

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## CPCUs of the Past — Then and Now!

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the students Lou taught went on to be very successful members of society.

The “CPCU movement,” as Lou calls it, started in the 1940s–1950s. Lou had become aware of the CPCU program while at Wharton, and in 1953, he received his CPCU designation. At the time, there were only about 1,000 industry professionals who had earned their CPCU designations. Today, the number of CPCU designations conferred since the program’s inception is nearly 65,000. After achieving his CPCU designation, Lou was asked to both teach and grade papers for the American Institute for CPCU.

During his working years, Lou was quite active within the insurance industry and the CPCU Society. At one time or another prior to his retirement, Lou had held the positions of president of the Pennsylvania Agents & Brokers Association; president of the Insurance Society of Philadelphia;

president of the Philadelphia Chapter; vice president and secretary/treasurer of the Society of CPCU; and a Board of Directors member of Pennsylvania Professional Liability Joint Underwriting Association (until 1995).

In addition to his many roles within the insurance industry, Lou has also been involved in many civic activities. He is a member of the Norristown Rotary Club, active on the Freedom Valley Girl Scout Council Golf Committee and with the United Fund of Collegeville–Trappe, and has served as property committee chairman for St. John’s Lutheran Church in Center Square, Pa. When asked which of his many and varied civic responsibilities have meant the most to him, Lou’s comment was that he has enjoyed all of his life’s experiences.

According to Lou, the biggest change he has seen over the years in the insurance industry is the advent of the computer. Back then, technology

meant being able to use a typewriter. Today’s CPCU needs to be computer literate. As far as what advice Lou would give a person starting a career in insurance today: “Obtain the CPCU and CLU designations, but not just for the sake of having the designations.” Lou says it’s the knowledge derived from the CPCU and CLU programs that is what is most meaningful to him — and the friends he has made in both associations over the years. In Lou’s own words: “Look at the vast number of designations today. The public looks at what you do for them. This is why my agency has lasted for four generations and is still growing today.”

Lou has been happily married to his high school sweetheart, Shirlee, for 66 years. They have three children — two boys (both are CPCUs) and a girl. Lou and Shirlee have 10 grandchildren and six great-grandchildren, all of whom are doing well and are successful in their own right. ■



*The city of Philadelphia at night.*

# The Panama Canal

by Mary King Barbieri, CPCU, ASLI, ARM



**Mary King Barbieri, CPCU, ASLI, ARM**, currently is an independent insurance consultant and trainer, having retired after 30 years of insurance experience with carriers, brokers, consultants and the surplus lines market. She is a past-president of the CPCU Society Orange Empire Chapter and the Los Angeles Chapter; and has served on the CPCU Society's Board of Governors. The three CPCU Society Los Angeles-area chapters presented Barbieri with the coveted Rie R. Sharp Insurance Person of the Year award in 2006.



*A ship entering the Panama Canal.*

In March, I took a 15-day Panama Canal cruise, originating in Ft. Lauderdale, Fla., with stops in Aruba, Colombia, Costa Rica and Mexico, and ending in Los Angeles, Calif. On March 27, our ship went through the Panama Canal. What an experience! Before going on this trip, I took the time to read historian **David McCullough's** *The Path between the Seas*. It is an excellent book on the building of the Panama Canal. The canal is a marvel for sure. I had been looking forward to this trip for quite some time, and it did not disappoint. It was even more exciting than I had expected.

The day of the crossing, I got up early in the morning to be sure I didn't miss anything — even though we were told it would take eight to nine hours to complete our journey through the canal. Did you know the Panama Canal runs north to south? I thought it went east to west. Oh, well. Anyway, we started our

journey on the Caribbean side; we entered the Gatun Locks and exited into the Gatun Lake. We then went through the Culebra Cut into the Pedro Miguel and Miraflores Locks and finally exited into the Pacific Ocean. The end of the trip through the canal is under the Bridge of the Americas, which was the original Pan American Highway.

I spent the day in various spots on the ship, mesmerized by what I was seeing. I watched a cargo ship



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# The Panama Canal

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parallel to us go through the canal, so I had a great view of what was actually happening to our ship. As I stood on the seventh deck of the ship, I could literally reach out and touch the concrete of the locks. It was amazing to stand on the deck and watch the locks get lower and lower — or rather our ship get higher and higher.

In 1907, under President **Theodore Roosevelt's** administration, the United States took over the building of the canal from the French. The original plan for the canal was for it to have been a sea-level crossing, similar to the Suez Canal, for example. The planning for the canal began in 1870, actual construction began in 1881 and its inauguration was held on Aug. 15, 1914. After lights were installed in 1963, the canal began operating 24 hours a day. It is a fresh water canal, and is 50 miles long. The total construction cost of the canal is estimated at \$375 million. The U.S. turned full control of the canal over to Panama in 1999.

The canal's three locks operate water lifts to elevate ships 85 feet above sea level to the level of Gatun Lake in the transit through the Continental Divide and then lower them back to sea level on the opposite side of the Isthmus. The water used in the locks comes from Gatun Lake, with the huge gates sealing the lock chambers and gravity draining the water to the lower levels. The lake is refilled by nature. Without the annual amount of rainfall the area receives, the locks could not operate as they do.

The vessels that pass through the locks use their own propulsion for most of the journey through the Panama Canal; however, when passing through the actual locks,

electric locomotives assist them. These locomotives work in pairs to keep the vessels in position within the lock chambers. Depending on the size of the ship, as many as eight locomotives can be used to guide the vessel through the canal. The locomotives travel on rails.

General Electric manufactured the locomotives until 1962, when the contract was awarded to Mitsubishi of Japan. These locomotives cost approximately \$2 million each. Tugboats are also used to assist vessels through the canal. There is a fleet of 24 tugboats, with the newer ones costing \$5 million each.

At present, the largest ship that the Panama Canal is able to accommodate is called a Panamax. Some of today's supertankers are too large to go through the canal, so an additional lock is being built to accommodate these ships. Panama approved the expansion of the canal in 2006, at an estimated cost of \$5.25 billion. The plan is to have the expansion project complete by the year 2014, which will mark the 100-year anniversary of when the Panama Canal first opened.

To be funded by tolls, the expansion project includes installation of two three-step lock structures, the construction of new approach channels and the widening and deepening of the existing channels and waterways. The canal is currently at full capacity — 14,000 crossings a year — so its expansion is definitely needed to increase the volume of traffic. The addition of a third set of locks will double the Panama Canal's capacity and allow it to accept vessels up to 1,200 feet long and 160 feet wide, with drafts up to 50 feet deep.

Dredging must be done on either side of the lock to accommodate the larger ships.

The Panama Canal Authority charges a toll to go through the canal. The least expensive toll ever assessed was 36 cents, paid by **Richard Halliburton** in 1928. He weighed 150 pounds and swam across the canal over a 10-day period. The pricing is based on market segmentation by type of vessel and tonnage. For some ships, the cost is determined by the size of the ship and amount of cargo carried. Tolls for passenger ships are based on maximum passenger capacity and tonnage. Our ship paid \$336,000 to cross. I guess I was considered both cargo and a passenger.

This was truly one incredible trip, and I would recommend it to anyone who has not yet done it. The Panama Canal is one of the world's engineering marvels. Keep in mind that the canal was completed nearly 100 years ago. Wow!!! ■



*Mary King Barbieri deckside aboard her cruise ship in the Panama Canal.*

# The Balancing Act — How Balanced Are You?

by Marsha D. Egan, CPCU, CPIW, PCC



**Marsha D. Egan, CPCU, CPIW, PCC, is CEO of The Egan Group Inc., an executive coaching firm. An International Coach Federation Certified Coach, Egan brings more than 25 years of corporate and volunteer leadership experience to her individual and organizational clients. A sought-after internationally recognized professional speaker who has appeared on countless television and radio shows and in magazines, her keynote addresses, seminars, teleseminars and webinars energize audiences to change and achieve greater success. Egan was the 1999–2000 president of the CPCU Society.**

**Editor's note:** Life balance can help or hurt you. Are you in balance? Read this article for tips on how to assess your balance and make the most of your life. This article is reprinted with permission. Copyright © 2009 Marsha D. Egan, CPCU, PCC. The Egan Group Inc. <http://marshaegan.com>.

## The Balance Wheel

**T**imes are tough right now. Businesses are faltering, families are struggling financially, employees are paranoid.

All this stress lays the groundwork for a real problem with balance — life balance.

As business leaders work 18 to 20 hours a day to save their businesses and workers address their fears of possible layoffs by working longer and harder, they risk the ability to be the best they can be by allowing themselves to throw their life balance out the window. They pay less attention to what is truly important, such as their families, recreation and their health, justifying it as a short-term imbalance. Unfortunately, these short-term imbalances can turn into long-term habits.

The reality is that balance energizes the ability to do good work. People who have a balanced lifestyle can generally give their best at work. So, how about you?

Here are some categories that allow balance in people's lives. Choose those that make sense to you, place them on a wheel and rate your satisfaction from zero to 10.

- **Family** — Are you enjoying your family time? Are you spending the time you want with your family? Do you make space for quality time with your loved ones?



- **Spouse/Significant Other** — How mutually satisfying is your relationship? Is it as enjoyable as you want? Do you make time for each other?
- **Friends** — Are you staying in touch with your friends? Are your friendships satisfying to you?
- **Health** — Are you in the physical shape you want? Do you eat a healthy diet? Do you get enough sleep?
- **Emotional Fitness** — Are you emotionally grounded? Do you minimize stress? Do you manage your attitude? Are you positive?
- **Finances** — Are your finances in order? Do you have liquid reserves? Are you managing your spending?
- **Purpose/Goals** — Do you have a sense of purpose or mission? Are you working on the legacy you want to leave? Do you have short, medium and long-term written goals?
- **Intellect/Creativity** — Are you intellectually stimulated? Are you keeping your brain challenged? Are you feeding your need for creativity and curiosity?
- **Career** — How satisfied are you with your career? Do you enjoy your work? Do you look forward to it? Is your career filling your intellectual and financial need?
- **Recreation/Fun** — Do you have fun? Do you participate in recreation that you enjoy? Do your hobbies re-energize you?

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## The Balancing Act

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- **Community/Volunteerism** —

Do you give back to your community? Do you volunteer in areas that are important and satisfying to you? Do you participate in community activities?

After you've rated each of the balance attributes, and drawn them on a wheel, you may see some areas that you'll want to enhance. Here are some suggestions on how to make the best of this exercise:

- **Write Goals** — Write down specific goals that relate to the attributes you want to balance. As an example, instead of writing "I want to lose weight," a more effective goal is "I will lose 15 pounds by May 1."

- **Eliminate Stuff** — One of your actions or goals may be to eliminate some of the activities you are currently doing so that you can make space for what is important. Many times, we end up just adding more and more and more to our plates and not taking anything away. Part of this exercise is to have you evaluate what you are doing that is not adding to your life balance and then eliminate it.

- **Keep Your Goals Present** —

Don't just write them and put them in a file; put them where you can see them often: on a bulletin board, in your PDA, in your day planner.

- **Share Your Goals** — Let those close to you know what you're working on. This action will not only motivate you but will give you accountability partners who care about you.

- **Weekly Review** — At roughly the same time each week, review how well you balanced the prior week. Make adjustments. Pat yourself on the back. Enjoy your newfound balance, and get ready for the week ahead of you. ■

## Timely Personal Risk Management Tips

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



**Robin K. Olson, CPCU, CRIS, ARM, AAM, ARP**, is director of training and education for the International Risk Management Institute (IRMI) and editor of IRMI's *Personal Lines Pilot*. He contributes articles on personal risk management and auto risk management to the Expert Commentary section of IRMI.com. Olson also serves as an adjunct professor at the University of North Texas, where he teaches risk management classes. Before joining IRMI in 1998, he was an underwriting manager for two national insurance companies, where his experience encompassed both personal and commercial lines.

**Editor's note:** The following two articles written by Robin K. Olson, CPCU, CRIS, ARM, are from the April 14, 2010, issue of *Personal Lines Pilot*, a free monthly e-mail newsletter published for personal insurance professionals by International Risk Management Institute Inc. (IRMI). You may subscribe to *Personal Lines Pilot* and other free risk management and insurance IRMI newsletters on its website, [www.IRMI.com](http://www.IRMI.com). Used with the permission of the publisher. Copyright © 2010 International Risk Management Institute Inc. All rights reserved. Further reproduction prohibited.

### Reduce Your Exposure to Water Damage Losses

With the arrival of spring brings disheartening news of major flooding in the water-weary Northeast, with Rhode Island being particularly hard hit. In fact, this state has experienced historic flooding in areas that have previously never flooded. Property damage losses are expected to be in the hundreds of millions of dollars.

What makes a bad situation even worse is the burdensome debt of the National Flood Insurance Program (\$24 billion), which U.S. taxpayers will likely have to forgive, and Congress's recent failure to reauthorize the program, which has prevented real estate closing of homes in flood zones and thwarted renewals of existing flood insurance policies. Similar lapses in coverage have occurred two other times in recent months. [Please see editor's note at the end of the article.]

Burgeoning flood losses (along with inadequate rates) that created this debt should give us reason to reconsider U.S. flood control policies and look at these issues from a holistic perspective. One city that has made tremendous strides in this realm is Tulsa, Okla.



Tulsa has undertaken a series of concerted actions during the last 35 years to reduce its vulnerability to flooding. One of its first steps involved the acquisition (with federal flood insurance money) of property with repetitive flood losses — an approach that later became national policy. Tulsa then razed the property and turned much of it into parks with hiking and biking trails, playgrounds and tennis courts. It also enacted a moratorium on building in floodplains. Other innovations included the following:

- An early alert and warning system.
- Relocation of low-lying mobile home parks to higher ground.
- Maintenance programs to clear out debris of major creeks, which improves the ability of these waterways to handle more rainwater.

Nationally, our entire levee system and mindset needs to be revisited. An old Army Corps of Engineering saying goes like this: *There are two types of levees — those that have failed and those that will fail.* Levees and floodwalls unnaturally constrict rivers within a narrow channel, causing the waters to rise higher and flow quicker than they otherwise would, leading to more potent and rapid flooding. If breached, the river or creek can explode through the dam or levee with deadly force. And these man-made structures often lure people into building homes in high-risk areas.

Rather than build higher and more extensive levees (all of which are costly to maintain), many experts argue for natural flood protection, including the following techniques.

- Controlling erosion by planting trees and plants in floodplains to anchor river banks.
- Protecting and reclaiming wetlands since they act as natural sponges, storing and slowly releasing floodwaters after peak flood flows have passed.
- Developing natural bayous that are wide and meandering to handle excess floodwaters.
- Our current risk management plan for this deadly peril in the U.S. is broken — as manifested by the NFIP's staggering debt. A more holistic and natural approach to controlling these escalating flood losses is urgently needed.

**Editor's note:** Congress has recently let the National Flood Insurance Program (NFIP) lapse temporarily on repeated occasions. As of the publication date of this issue of *Adding Value*, the NFIP expired on May 31.



## States Ban Cell Phone Use While Driving

**W**ashington joins 21 other states and the District of Columbia in banning novice drivers from using

any wireless communications device, effective June 1, 2010. Washington's current ban on text messaging and the use of hand-held phones by all drivers will be strengthened from a secondary to a primary law, meaning an officer will no longer need another reason to stop a vehicle.

A jurisdiction-wide ban on driving while talking on a hand-held cell phone is in place in seven states (California, Connecticut, New Jersey, New York, Oregon, Utah and Washington) and the District of Columbia. Utah has named the offense an act of careless driving. Under the Utah law, however, no one commits an offense when speaking on a cell phone unless they are also committing some other moving violation (other than speeding).

Local jurisdictions may or may not need specific state statutory authority to ban cell phones. Examples of localities that have enacted restrictions on cell phone use include: Oahu, Hawaii; Chicago, Ill.; Brookline, Mass.; Detroit, Mich.; and Santa Fe, N.M.

Cell phone use while driving a school bus is prohibited in 17 states and the District of Columbia. Text messaging is banned for all drivers in 20 states and the District of Columbia. In addition, novice drivers are banned from texting in nine states (Delaware, Indiana, Kansas, Maine, Mississippi, Missouri, Nebraska, Texas and West Virginia) and school bus drivers are banned from text messaging in one state (Texas). ■



# Senior Resource Interest Group

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*Adding Value*

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## Cross 'Your Bridge to the Future'

At the CPCU Society Annual Meeting and Seminars  
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Draw on the insights and experiences of insurance and risk management leaders to build a framework of new ideas and strategies for the future.

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### **Register today.**

For more details,  
visit [www.cpcusociety.org](http://www.cpcusociety.org).



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