



M A X I M I Z I N G
R E T U R N S

Invest in ...

Your most important asset — your employees. The CPCU Society is committed to “Insuring Your Success” by helping your employees stay informed on the latest developments in the industry, and by growing their leadership talent.

The CPCU® Designation

Provide your staff with a solid foundation for future success by supporting their efforts to obtain the prestigious CPCU designation.

- Encourage high-potential staff members to pursue the CPCU.
- Set an organization-wide policy to pay for your employees’ CPCU registration and exam fees, books and study materials.
- Consider rewarding staff for each CPCU exam passed, and offer a bonus or promote employees who have earned the CPCU designation.
- Incorporate the CPCU designation into employee objectives and career paths; make the CPCU a prerequisite or desired qualification for certain positions.
- Provide instructional staff and office space for CPCU courses.

CPCU Society Membership

Give your employees the tools they need to succeed, and demonstrate their value to the organization.

- Encourage CPCUs on your staff to join the CPCU Society; encourage staff who have passed four or more CPCU exams to take advantage of the Society’s discounted “candidate” membership dues.
- Set an organization-wide policy to pay for your employees’ CPCU Society annual dues.
- Offer to send your company’s new CPCU designees to the CPCU Society Annual Meeting and Seminars.
- Incorporate CPCU Society education and activities in employee objectives.

Leadership Development

Recognize and develop your top performers, and uncover hidden leadership talent.

- Encourage employees to volunteer for CPCU Society chapters, interest groups and committees, and provide time off.
- Send employees to the CPCU Society Center for Leadership for specialized leadership training.
- Pay for staff in CPCU Society volunteer leader positions to travel to the CPCU Society Leadership Summit, and attend leadership development courses at the Summit.

Continuing Professional Development and Education

Ensure your company remains competitive in today's and tomorrow's marketplace.

- Pay the registration fees for CPCUs and non-CPCUs to attend CPCU Society continuing education events, such as the Annual Meeting and Seminars.
- Make your entire staff aware of the educational programming offered by the CPCU Society, which are also open to members, CPCUs and non-CPCUs (group rates are available for some programs).
- Encourage your CPCUs to keep their knowledge current, and participate in the joint Institutes and CPCU Society Continuing Professional Development (CPD) program.

CPCU Society Chapter and Interest Group Participation

Increase your organization's visibility in the industry.

- Encourage and reward employees who are active in the CPCU Society.
- Sponsor a CPCU Society chapter meeting, featured speaker, luncheon or topical "Industry Day" (I-Day).
- Pay for CPCUs' chapter or interest group meeting expenses and provide time off to attend.
- Offer company facilities for meetings.
- Feature pertinent articles from interest group newsletters in internal newsletters or the company intranet.

Aligning Your Firm with the Highest Professional Standards

Demonstrate your dedication to the highest ethical and professional standards and set a strong example for your staff.

- Publicize CPCU Society events and services through your internal employee communications channels.
- Advertise in the annual *CPCU Society Yearbook* to support your new CPCU designees.
- Sponsor interest group symposia, CPCU Society Center for Leadership courses or a CPCU Society event at the Annual Meeting and Seminars.
- Post the CPCU Society logo on your organization's website and/or intranet.



Tap into a Community of Winners!

Improve employee retention. Enhance job satisfaction. Prepare for the future and capitalize on tomorrow's challenges. Create leaders. Enhance your organization's visibility locally or globally — wherever you conduct your business. These are just a few of the potential returns from investing in the CPCU Society.

The CPCU Society is committed to “insuring your success” with quality, affordable and accessible programs that examine the latest technical insurance, leadership and management issues. In fact, Society members can access educational programs at discounts that, over a year, can more than exceed the annual cost of membership.

Maximize ...

The return on the money, time and effort your organization and employees invest in the CPCU® designation and CPCU Society membership by taking advantage of:

- **CPCU Society Champions**

Champions are resource people in your organization you can call on to help promote professionalism, especially through the CPCU designation. They can help employees achieve success in the CPCU program, and take advantage of the continuing education opportunities the CPCU Society offers.

- **CPCU Society Candidate Membership**

CPCU students who have passed four or more CPCU exams are eligible to become “candidate members” of the CPCU Society. Candidates receive a discount from regular membership dues while enjoying access to virtually all member benefits. Studies have shown that candidate members are more likely to complete the CPCU program and earn the designation in a timely manner, accelerating the payback on their employer's CPCU investment.

- **Scholarship Programs**

CPCU Society chapters can access matching funds for local scholarships programs through the CPCU-Loman Education Foundation. The Institutes, as part of its President's CPCU Scholarship Program, awards scholarships to college students nominated by their company CEO or college president.

Start a conversation with the CPCU Society about your organization's ongoing professional development needs by visiting our website, www.cpcusociety.org.

