



CPCU CHAPTERGRAM

PHILADELPHIA CHAPTER
THE SOCIETY OF CHARTERED PROPERTY
& CASUALTY UNDERWRITERS

VOLUME 16, NUMBER 3

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REGIONAL OFFICERS CONFERENCE REPORT

Increased visibility and awareness of the CPCU designation was again a major focus of the Northeast Regional Officers Conference. The conference, attended by Chapter Officers Pete Palestina, Vince Phillips, Phil Spinelli, and Steve Graves, was hosted by the Baltimore Chapter, CPCU. Preceding the two-day conference was a one-day public relations workshop, which was also attended by Palestina, Phillips and Spinelli.

Over the past two years, the Chapter has made a significant effort to improve its public relations efforts. The attendance at the workshop should help to improve our performance.

One of the exciting new programs coming out of National will be a series of public service announcements which will feature the dynamic voices of John Facenda and our own Ed Harvey. The first series of these announcements will carry an arson awareness message. We plan to optimize the usage of these public service announcements as part of our CPCU visibility and awareness objective.

Also being made available is a film entitled "Report to Consumers." This documentary dramatically illustrates the contributions of insurance to the well-being of society. This film should enhance the capability of our speakers bureau.

The two-day officers conference revolved around four functional workshops, all structured to give vitality and support to the Society of CPCU. The workshop themes were:

- A progressive organization, which dealt with the establishing of long and short-term goals.

- Industry participation, involvement and contributions to industry and business activities.
- Fostering professionalism in insurance and risk management.
- CPCU visibility, promoting CPCU within the industry and business so that it is more readily recognized in terms of its professional stature.

As you will note in the President's Message, we have made significant accomplishments as a Chapter, but there is still lots to be done. The participation at the Regional Officers Conference will give us additional impetus to move forward.

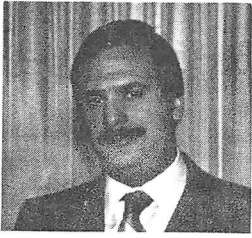


National President Frans Eliason (3rd from right) and President-Elect George Hill (back row) were somewhat reluctant to pose with the Philadelphia delegates but we made them an offer they couldn't refuse.



Here is former Chapter Officer Larry Klein. Larry did a commendable job in organizing the R.O.C. Somethings never change.

The President's Corner



Peter F. Palestina, CPCU
President

We are now more than halfway through the current fiscal year 1982-1983. Many things have been accomplished, but there is much work left to do. There is no doubt that this Board of Directors has already accomplished more than any other Board in our Chapter's history and will continue to do so before our terms expire on June 30, 1983. This is not meant to take away from the accomplishments of previous Boards, but rather to congratulate them because each year the Chapter has grown and its members are becoming more and more involved. The present Board is reflective of the accomplishments of previous Boards in that they set up the groundwork for us so that we were able to get where we are today.

It was a pleasure for me to be able to represent the second largest Chapter in the Northeast Region at the ROC. We brought some great ideas back with us and at the same time, left many suggestions for other Chapters to utilize.

You will be seeing a lot more public relations activity in the future, and I appeal to you to utilize our services and make reference to the Chapter and National Society whenever you can. One of our goals as CPCU's is to educate the public as to what we are all about and eventually to have the designation of CPCU be as well known as CPA and CLU.

One final note — I found from my meetings at the ROC that we are well-run, viable Chapter, compared to other Chapters; but I also realize that no matter how good you are, there is always room for improvement. We have had over 70 members involved in one fashion or another in this year's activities of the Chapter. We hope to get more members involved, especially in the research area. Please call a Board member or liaison to volunteer your services or to give us your ideas. Remember, your Chapter can only be as good as the members' participation in it.

BREAKFAST MEETING UPDATES:

Efficiency in operations was the theme of the address of David J. Prentiss, CPCU, (pictured below), at the December 16th Breakfast Meeting. Efficiency will be the cornerstone for both company and agency operations during the 80's, for only the most efficient will remain as a viable factor in the marketplace. And, the thrust for this change will come from the agents themselves. As they become more efficient in response to marketing conditions, they will demand better performance from their companies.

Mr. Prentiss, head of the CIGNA P & C Retail Division, also discussed the merger process between INA and C.G., and the positioning of the combined organization in the financial services marketplace.



January 27:

A Grant Sprechter, Esq., head of the litigation department of Obermayer, Rebmann, Maxwell and Hipple, addressed the January 27th breakfast meeting. His topic dealt with legal issues associated with the health care delivery systems. Medical malpractice awards have continued to increase and incidents involving large suits or judgments are eagerly reported to the media but judgments favorable to the defendants are literally ignored, stated Sprechter. The more sophisticated the health care delivery system becomes, the higher the standard of care expected from the medical profession. Hence, the potential for legal action is increased. Practically speaking, the public is not overly sympathetic to most defendants.

In spite of this scenario, malpractice claims are defensible. Education is the key. Practitioners, in concert with their insurance advisors, should go through an annual legal check-up to minimize severity through procedural controls and to eliminate gaps in coverage.

BALTIMORE CHAPTER, CPCU

Chaptergram Supplement

VOLUME ONE

NUMBER ONE

BALTIMORE CHAPTER HOSTS 1983 REGIONAL OFFICERS CONFERENCE

The Baltimore Chapter, CPCU, served as the host chapter for the Regional Officers Conference on January 13 thru January 15. The conference, which featured a record-breaking attendance, was well organized and very successful. Of course, it wasn't all work and no play. All of the out-of-town attendees were impressed with the environs of Baltimore City.

The highlight of the social activity was the non-tour of the Aquarium. This was followed by a stunning performance by the Baltimore Street Ballet Troupe. As the old adage goes . . . Come to think of it, how does it go?

Why the big smile from the Philadelphia group? Herb has just informed them that he had tickets to the ballet.



Scenes from the Regional Officers Conference



HERB THOMPSON PLANS CHAPTER NEWSLETTER

Baltimore Chapter members are in store for a real treat! Herb Thompson promised that the Chapter would have its own Newsletter published before the next Regional Officers Conference. The statement was made to a capacity crowd of cheering delegates, which at times, motivated by Herb's exhortations, resembled one of Cecil B. DeMille's mob scenes. We know that the undertaking will be a success as Herb charges forward with unbridled enthusiasm.

The sombering effects of the day after.



EDUCATION:

On a serious note, the Baltimore Chapter has done an outstanding job in terms of professional education. Establishing a self-supporting educational facility is quite an achievement and deserving of everyone's admiration.

Research Project

The Chapter officers and directors are very much interested in completing a research project. The following new CPCU's have volunteered their time for this effort: Al Woodward, Terry Macko, Tom Douglass, Mike McCarthy, Ed Levy, and Mike Donato. Other interested members should contact President Pete Palestina at 564-2800.

MBA Advanced Placement Offered at Lasalle College

LaSalle College offers a concentration in Risk Management and Insurance as part of their MBA program. Special features of the program give advanced standing in the MBA program for individuals who have successfully completed CPCU examinations.

No doubt we all recognize how complex our business is becoming. And, what better

way to become more sophisticated in our dealings with these business complexities than a process of continuing education. It is certainly very gratifying to receive graduate level credit for the significant accomplishments which we all share as CPCU's. For more information, contact the MBA office at LaSalle (215-951-1057).

*"The secret to success in life is for man to be ready to take advantage of his opportunities."
Disraeli*

Audio-Visual Documentary

The Chapter has available for your use a documentary VHS video cassette entitled "Report to Consumers." It dramatically demonstrates the contributions of the property/casualty insurance industry toward improving the quality of life. This will provide some welcomed consumer information which projects the industry in a very positive way and supplies our speakers bureau with a ready-made program for presentation to outside groups. For information, contact Chapter Public Relations Chairman Vince Phillips at 928-4592.

Election of Officers and Directors

A Nomination Committee has been formed for the selection of officers and directors for the 1983-1984 term. The committee consists of Iles Wauhop, Don Cook and Boyd Bruce. Their nominations will be presented to the membership at the April breakfast meeting. In accordance with the revised By-Laws, election will be voice vote. As has been the custom, nominations from the floor will be permitted.

Aside from the positions of President, First Vice President, Second Vice President, Secretary/Treasurer, three directors of the Board will be up for election.

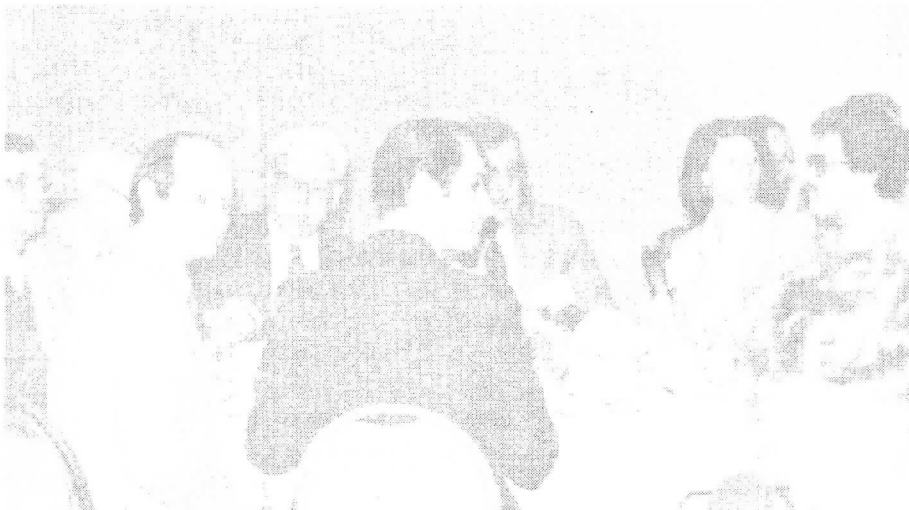
New Jersey Meeting Set for March 30th

Jack Kennedy, liaison for Southern New Jersey, invites all interested members to attend a meeting on March 30 at 7:00 p.m. The site is the Harleysville Branch Office located at 301 Fellowship Road, Building CS-12, in Morrestown. For additional information, contact Jack Kennedy (215-322-3025) or Joe Folz (609-234-3402).

A Few Statistics—Drinking and Driving

- Over half of all highway traffic fatalities are alcohol-related.
- One out of every 50 cars on the road has a drunk driver behind the wheel. On Friday and Saturday nights, that figure is one out of ten!
- 65 percent of all drivers who die in single care accidents are drunk.

This was the December 16 Breakfast Meeting Award Winning Table for Congeniality and Enthusiasm.



SHORT NOTES:

- Bonnie Rankin Cornell, CPCU, has been named Pennsylvania's recipient of the 1982 National Association of Mutual Insurance Companies' Merit Award.
- Welcome Home to previous Chapters members Len Brown and John McCue, returning from Seattle, and Ed McVey, returning from Dallas. Good to have you back.
- Joining the Chapter are former Hartford Chapter members Dave Prentiss, Howard Rogosa, Leon Ward, Dick McFaron, and Kevin Fatulip. All are associated with CIGNA.
- Candidate Development Chairperson Barbara Best is planning on organizing a review date for the June examinations. Interested volunteers should contact Barbara at 569-6189.
- The Board recently voted to approve the transfer of Chapter funds to the PSFS Money Market Fund. Previous Boards had been reluctant to do this in the past because of the lack of FDIC guarantees. This arrangement will enable us to take advantage of the high interest rates.
- The Chapter has a Speakers Bureau. If you know of any organization in need of a speaker, keep us in mind. We may have just the right person and topic.
- The "Philly" I-Day sponsors have been requested to include the Independent Agents and Brokers Association of Philadelphia and the suburbs as a participating partner of I-Day. Your Board was receptive to the proposal as long as the new designee diploma conferment remains an integral part of I-Day.

UNCLE PETE WANTS YOU!

Volunteers are desperately needed for various Chapter activities. We need members to assist in research projects. We are also looking for members who are in loss control or who have expertise in safety engineering. If you can qualify, please call Pete Palestina at 564-2800.

SPECIAL NOTICE:

Baseball has its "Baltimore Chop." Beer drinkers have their Baltimore Crabs, and now, Chaptergram buffs have their Baltimore Supplement. As an inducement to our neighboring chapter to the south to initiate their own Chaptergram, we are including a one-page Baltimore Supplement in this issue of our Chaptergram. Hope it does the trick!

FRANKLIN AWARD ESTABLISHED

By now, all of the membership should be keenly aware of the establishment of the Chapter's Franklin Award. The award is expected to be presented annually to a recipient who has made significant contributions or has had an impact upon our business. The recipient need not be a CPCU. The first award luncheon is scheduled for April 27 and will be held at the new Hershey Hotel.

We want this award to be a very prestigious, and the event as well. We solicit the full support of the membership and the insurance community in terms of nominations and award luncheon participation.

The Award Committee is composed of: Pete Palestina, CPCU, Chairman; Phil Spinelli, CPCU, Vice Chairman; Vince Phillips, CPCU; Art Blanch, CPCU; Brian Walsh; Tom McLaughlin; and Mike Herron. Iles Wauhopp, CPCU, has undertaken the responsibility of award design development.

CHAPTER DIRECTORY

The 35th Anniversary Edition of the Philadelphia CPCU Chapter Directory was mailed in the latter part of January. We hope that all the names and other particulars are correct. Unfortunately, some update responses were received after the cut-off date. If your mailing address has changed, you should notify National or our Chapter Secretary, Vince Phillips.

The cost of the printing of the directory was supported in total by The Walsh Company, 1700 Race Street, Philadelphia. Our sincere thanks and appreciation to Brian Walsh, president of the firm, for his generosity.

WORKSHOP SET FOR MARCH 16th

"Risk Management for small and medium-size Agents" is the topic of the one-day, jointly-sponsored, national Chapter workshop, scheduled for March 16, 1983 at the Franklin Plaza Hotel. This workshop is designed for the insurance agent who wants to learn the basics about the risk management needs of his client.

This workshop has received great reviews. Registration is open to non-CPCU's as well. For additional data, contact National (215-648-0440) or any Chapter officer.