



# CPCU

PHILADELPHIA CHAPTER  
THE SOCIETY OF CHARTERED PROPERTY  
& CASUALTY UNDERWRITERS

# CHAPTERGRAM

VOLUME 17, NUMBER 1

OCTOBER, 1983

## Expanding Horizons: The 39th Annual Meeting & Seminars

The Philadelphia Chapter was well represented in "The Big Apple" at the Society's Annual Meeting and Seminars, September 11-14, especially by many new designees. Those who attended were able to take advantage of many educational seminars and to hear a number of dynamic speakers, including Dr. Norman Vincent Peale and F. Lee Bailey. Another significant benefit to attending the Annual Meeting and Seminars is meeting many fellow CPCUs from around the country. Next year it's in Seattle!

President Phil Spinelli hosted a continental breakfast on September 14 for Chapter members, new designees, and spouses. Because there were more than 3,000 registrants and spouses, we saw some Chapter members for the first time that morning!

The Philadelphia Chapter received due notice at the Recognition Luncheon and Business Meeting on September 14: we received the Jay Gleason Award for Excellence in Public Relations and Certificates of Achievement for four research projects . . . no other chapter completed more than one . . . and we were one of five finalists in the large chapter category for the 1983 President's Award. These fine achievements are attributable to the efforts of many Chapter members. Congratulations are due Boyd Bruce, who is now the Northeast Regional Vice President.

## Philly I-Day Set for November 2nd

A new format will make I-Day more meaningful and enjoyable this year as plans for this annual event are announced for the November 2nd meeting at the Bellevue-Stratford Hotel at 8:30 a.m.

In the morning, beginning at 9:15 a.m., you can partake in numerous data processing exhibits and demonstrations, attend Megatrends, an exciting audio-visual display predicting the future, attend one or more one-hour seminars on the Impact of Stress, Boiler/Machinery Insurance, or Handling Catastrophe Loss, or a two-hour seminar on Managing Casualty Claims, Unbundling Insurers' Services, No-Fault Insurance, or Agency Future. The EDP display and Megatrends will also be available during the 11:15 to 12:15 cocktail hour.

After lunch, at the extraordinary conclusion of I-Day, Lacey H. Hunt, president of CM&M Asset Management Company, Inc. and author of "Dynamics of Forecasting Cycles," as well as numerous articles and economic studies, will lead a panel of distinguished insurance executives in a discussion of the economy. John J. Kelly, CPCU, ARM, is Chairman of I-Day. I-Day is sponsored by the Philadelphia Chapter CPCU, the Insurance Society of Philadelphia, The Independent Insurance Agents of Philadelphia and Suburbs, and the Delaware Valley Chapter of The Risk and Insurance Management Society.

Be There!

*President Phil Spinelli and his wife, Mary, with new designees Bruce McDonald, Jack Derrickson, and Ray Lindsey.*

*At President's Reception: mystery woman with Iles Wauhop, Walt Butterworth, and Homer White.*



# The President's Corner



Philip N. Spinelli, CPCU  
President

Time has a way of moving on. It seems incredible that we are over three months into the 1983-1984 fiscal year. Perhaps it was the hot, dry summer which created the expectation of autumn and a yearning for a quick passage of time. From my perspective, time always passes quickly during periods of good times, and I must admit that my first four months as president have been very enjoyable.

We have also been quite productive. On August 20th, we participated as a Chapter in the Channel 12 fundraiser. Our participation was quite successful, and I am most appreciative of the support received from the Chapter members and their families and friends. Among our other accomplishments was the formation of various operating committees and the appointments of committee chairpersons. An objective which we wanted to achieve this year was to develop some continuity from one Board to another. We have taken the first step through written definitions and responsibilities of each committee.

Another major accomplishment was the establishment of a permanent address. Our new address is: Philadelphia Chapter of CPCU, Suite 607, 1315 Walnut Street, Philadelphia, PA 19107. All of our correspondence and meeting coordination will occur through this office. This arrangement is a giant step forward and will go a long way toward achieving a professionally organized and operated Chapter.

And speaking of professionalism, we will never sustain professional status without membership involvement. I know all of you are very busy and, for some, committee participation is difficult. But involvement can occur in many forms, and attending our breakfast and joint-sponsored meetings is an excellent way to be involved in your Chapter. We have a commitment to make the membership meetings interesting and educational. Please give us your support.

It is very gratifying for me to have the opportunity to serve as president of this professional organization. I know I speak for the entire Board when I say we have a commitment to make this a very successful year.

## Transitions

News from Harleysville: Richard C. Gies, CPCU, CLU, AIM, has retired as Vice President for Human Resources. Dick also is a Past President of the Insurance Society of Philadelphia. Also, Chapter members, Dennis Hyland, William F. Norton, and Richard V. Strouse, have been promoted to Assistant Secretary.

## PCSCPCUPRC Is on the move!!!

Confused? You really shouldn't be! It's not an anagram. To save time, let me spell it out for you: Philadelphia Chapter, Chartered Property and Casualty Underwriters' Public Relations Committee is ON THE MOVE. That, my friends and colleagues, is a declarative statement.

No kidding! Your Chapter is on the move again, continuing to expand its public relations efforts in the Delaware Valley area. From WHYY telethons to radio PSAs . . . to Drunken Driving campaigns . . . to broadcast programs . . . to speaking engagements and article publications, we're ON THE MOVE. And, this is a movement that for the past two years resulted in the Philadelphia Chapter achieving the national Jay Gleason Award for Excellence in Public Relations activities.

### **We're excited. We're eager. And, we need your help!**

The Chapter needs writers, and more writers, CPCUs who are interested in assisting the PR Committee in our press releases and public service announcements as well as monthly news articles for publication in local and national magazines.

We need speakers, more speakers, CPCUs interested in developing topics and being available and committed to represent the Philadelphia Chapter to both industry and non-industry groups, colleges, service organizations, etc. Please complete the form on the back page to sign up for the Speakers Bureau. There is not a whole lot of time involved, but it IS an important activity for your Chapter. And, it can give you a great deal of personal exposure and gratification. . . and besides, it's FUN!

We need YOU. Call the Association office today at 735-5947.

## Breakfast Meeting Updates First Joint Meeting with Area CPAs

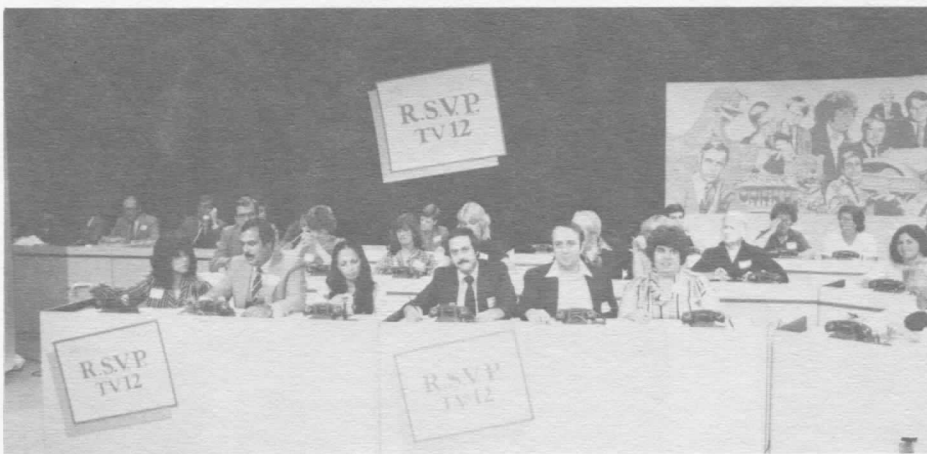
The joint dinner meeting June 9 with the Bucks County CPAs was well attended by our Chapter members. Guest speakers were Bob Amron of Deloitte, Haskins & Sells and Daniel Walsh, III of The Walsh Company.

Amron spoke on tax planning for executive compensation and Walsh addressed the integration of insurance on the executive's benefit package. The joint meeting, which met the continuing education requirements of both professional organizations, was held at the Buck Hotel in Feasterville.

*Pam Godwin and Phil Spinelli at the Joint Meeting with the Bucks County CPAs.*



## Channel 12, Fundraiser—PR at Work



Poised for action . . .



Phil Spinelli and Pete Palestina exhort the viewers.



A well-earned buffet break!

## Franklin Award

The Philadelphia Chapter is hopeful of selecting another qualified recipient of its prestigious Franklin Award. Our award luncheon is planned for March, 1984. It is not too early to start thinking about someone who you believe is deserving of recognition for outstanding contributions to the insurance industry within our business community. We will have more on this in a future announcement.

## Candidate Development

As you know, the Philadelphia Chapter last year began a sponsorship program. The purpose of this program is to provide a sponsor to any CPCU candidate presently studying for exams who feels they can use some help from someone who has completed the program.

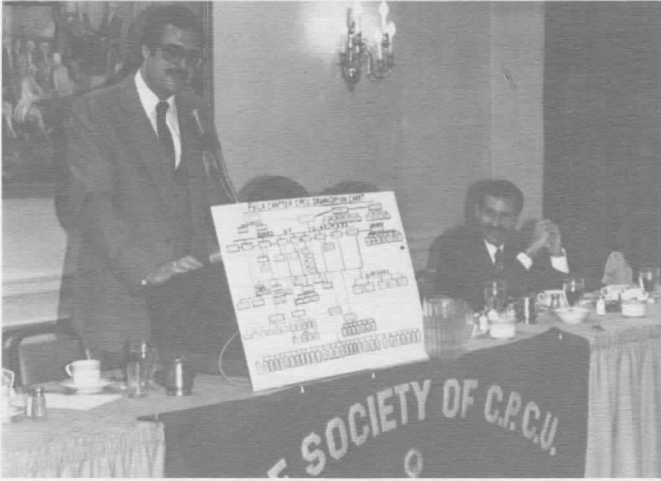
I am sure that many of you have friends and business associates who may be in the process of studying for their CPCU designation and who may benefit from the sponsorship program. Please forward the name of any such individual to the attention of Joseph McNasby, CPCU, % The Graham Company, 2124 Race Street, Philadelphia, PA 19103.

Further, we will be contacting those of you who were sponsors last year, and we hope that those sponsors will participate again this year. Anyone who was not involved last year but who would like to become involved this year is urged to contact Joe McNasby at The Graham Company.

## Congratulations, New CPCUs

Daniel Joseph Beitz, CPCU  
James T. Buysse, CPCU  
Glenn W. Clark, CPCU  
Deborah G. Davis, CPCU  
Edwin W. Elder, III, CPCU  
Carol A. Fitzsimons, CPCU  
James T. Frantz, CPCU  
Carol Elizabeth Hamilton, CPCU  
Arthur C. Hanebury, CPCU  
Montgomery Harris, III, CPCU  
Thomas S. Heckman, CPCU  
Wearn D. Heinz, CPCU  
Marla Irene Hines, CPCU  
John R. Longacre, II, CPCU  
Lawrence H. Lyons, CPCU  
Michael Irving Maguire, CPCU  
Michael Matlack, CPCU  
Doris D. Matthews, CPCU  
William M. Mayo, CPCU  
Bruce C. McDonald, CPCU  
Paul M. McShane, CPCU  
Robert D. Morgan, CPCU  
Constance M. O'Connor, CPCU  
Brian S. O'Neill, CPCU  
Oliver H. Paxson, CPCU  
William F. Pennartz, CPCU  
William J. Phelan, III, CPCU  
Mary J. Rounsavill, CPCU  
John Santulli, III, CPCU  
William C. Simcox, Jr., CPCU  
Mark T. Smith, CPCU  
Kennard J. Sotter, Jr., CPCU  
Susan C. Springer, CPCU  
Peter J. Tyler, CPCU  
Richard N. Vitullo, CPCU  
Barbara A. Zielinski, CPCU

# Annual Business Meeting—June 15, 1983



Outgoing President Pete Palestina reports on the 1982-1983 year.



Pete Palestina contemplates the President's Plaque.



National Director Boyd Bruce administers the Oath of Office to the 1983-1984 officers and directors.

## New Chapter:

Our sub-chapter has filed for and received approval to form an independent chapter, effective 1/1/84. The new organization will be known as the Greater Valley Forge Chapter. Membership in the new chapter will be by choice. All Philadelphia Chapter members will have the option to designate an affiliation on the next dues mailing from Malvern. Members may also elect to join both chapters, but this will require the payment of local dues to each. We wish the new Chapter every success as it embarks on this very substantial undertaking.

## CPCU SPEAKERS BUREAU

Dear Member,

Your local chapter is updating its current list of Speakers for various topics pertaining to risk and insurance and which is designed as an educational resource which will be available to non-profit, civic, business, professional and educational organizations in the Philadelphia area. In order to properly plan for these organizations which will require speakers at their various functions, it is necessary for us to be able to identify this talent that exists among us.

We certainly encourage you to offer your expertise and talent to the Speaker's Bureau which will certainly be an excellent way to increase the visibility and awareness of CPCU.

Please fill out the form below and return it to:

CPCU  
1315 Walnut Street, Suite 607  
Philadelphia, PA 19107

NAME \_\_\_\_\_

EMPLOYER \_\_\_\_\_

PHONE NO. \_\_\_\_\_

TOPIC(S) ON WHICH YOU WOULD LIKE TO SPEAK \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_