



CPCU

PHILADELPHIA CHAPTER
THE SOCIETY OF CHARTERED PROPERTY
& CASUALTY UNDERWRITERS

CHAPTERGRAM

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Philly "I-Day" Repeats Success Pattern

The Annual Philadelphia "I-Day" took place at the Bellevue Stratford Hotel on November 2, 1983 and was attended by more than 800 members of the insurance and risk management community.

This annual function of the Philadelphia CPCU Chapter serves several purposes and fulfills different objectives of your Chapter. First of all, in cooperation with other local organizations, it brings together insurance and risk management personnel to a forum in which attendees may discuss relevant subjects. Many Chapter members worked quite diligently to design and implement the various seminars, and the Chapter is extremely appreciative of their involvement. While there is always room for improvement in any program of this nature (and suggestions are always welcome), it was felt that the educational program was well-received.

In an effort to provide an opportunity for the CPCU to plan and execute a successful program in cooperation with the other co-sponsors of this affair, your Chapter was pleased to get to know and collaborate with the Delaware Valley Chapter, RIMS; the Insurance Society of Philadelphia; the Independent Insurance Agents and Brokers Association of Philadelphia and the Suburbs. The spirit of camaraderie among members of the sponsoring organizations made the project a most rewarding one for all participants.

And, certainly the program provided the Philadelphia CPCU Chapter with an opportunity to officially recognize and applaud the educational achievements of the new CPCU designees. It was a pleasure to welcome 37 such designees into the Philadelphia Chapter. The conferment ceremony was conducted by Dr. Norman Baglini, CPCU, CLU, AIU, Dean of the Curriculum at The American Institute of Property and Liability Underwriters and the Insurance Institute of America. His presence further heightened the degree of professionalism that was in evidence at the meeting, and the Chapter gratefully acknowledges his participation.

There is no question that Philly "I-Day '83" was an outstanding success, and plans are already in the works to make next year's even better. Your suggestions and participation can ensure that goal. Any interested CPCU should contact Fred Roe, CPCU, at 564-9530. As Chairman of the '84 program, he will welcome your comments and involvement.

December Meeting Update

Change and the Reinsurance Response was the topic of Edward Jobe, Vice President, American Reinsurance, at the breakfast meeting on December 13, 1983. According to Jobe, change causes the need for new responses. He cited examples of change in medical science, judicial interpretations and in high technology as creating significant impact upon the industry. Breakthroughs in these areas create new insurance requirements which necessitate change in traditional relationships between primary carriers and reinsurers in order to provide the right response. A way of accomplishing this is through the development of a working partnership between reinsurers and primary markets. Jobe presented five reinsurers' initiatives to bring about change in the heretofore traditional relationship.

1. Arson prevention, prosecution and publicity. Reinsurers need to become more active in this area, especially in the investigatory and prosecution areas.
2. Manage massive injury cases by immediate involvement and support by providing reinsurer rehab resources and expertise.
3. Management of litigation through the expansion of claim involvement; a proactive effort in managing the size of claim payments.
4. Management of new technologies so that expenses can be controlled through efficient systems and communications improved.
5. Participation in the primary companies' planning process so that mutual needs can be addressed; a forum to accomplish the initiatives.

In his summation, Jobe stated that initiatives such as those presented must be forthcoming if the industry is to manage the inevitable occurrence of change.

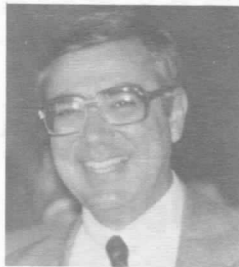
WANTED

The following CPCU's are wanted in connection with a very serious offense, the gravity of which defies all reasonable expectations of human behavior. They have not been to any of our breakfast meetings during the first half of the 1983/1984 fiscal period. Anyone having any knowledge of the whereabouts of the following individuals should do everything in their power to encourage them to attend the next meeting.

- Ernest F. Whalon, a/k/a Ernie, also answers to "Hey, buddy." Last seen in the vicinity of Walnut Street. Approach with caution, may try to give the impression of being a nice guy.
- Vincent A. Cardillo, Jr., a/k/a Vince, Vinnie or Vladimer. Don't let his good looks fool you; this guy is tough. Last seen directing traffic on JFK Boulevard.

We miss you folks. Come and visit with us.

The President's Corner



Philip N. Spinelli, CPCU
President

"And the days grow short when you reach December," the lyrics from the old standard aptly describe the waning of 1983. And short were the days for here we are in 1984, and perhaps left with a longing for December and all that unfinished business.

But, hey, no sense in being melancholy over the passage of another year. For 'tis the season to be jolly," and our thoughts should be of the festive activities of the weeks just ended. A time to sit back, acknowledge our accomplishments and look ahead to even bigger and better things. And look ahead we shall.

We look ahead to joint-sponsored meetings with the Philadelphia CLU Chapter and with the Delaware Valley Chapter of RIMS, and to an exciting new seminar program jointly sponsored with National. We look forward to the presentation of the Franklin Award to a deserving recipient at a luncheon scheduled for March 14 at the Bellevue-Stratford Hotel. We look forward to the continued excellence of our breakfast meetings and to an exciting Spring Social.

But most of all, we look ahead to increasing the visibility of the CPCU designation. We want to develop the instant recognition of *the* professional designation in the property and casualty insurance business. And we plan to do this through increased community involvement and service. We want to live up to our professional commitment.

But, alas, my time runneth out; for December days did grow short. And unlike some industries, this is a very busy time in the insurance business. So while you folks wrestle with those January expirations, I need to finish work on my 1984 plans. As we embark upon a new day in a new year, our wish to you is that 1983 was everything you wanted it to be and that 1984 brings a promise of health, happiness, and success to all.

Short Notes

- The Board of Directors voted to approve a \$1,000 grant to the new Valley Forge Chapter. This is in addition to the financial support given prior to the effective official date of 1/1/84.
- The Board also renewed its M Club membership in the Loman Foundation with a \$1,000 pledge payable in two annual installments of \$500.

CPCU Course Enrollment

Mariellen Whelan

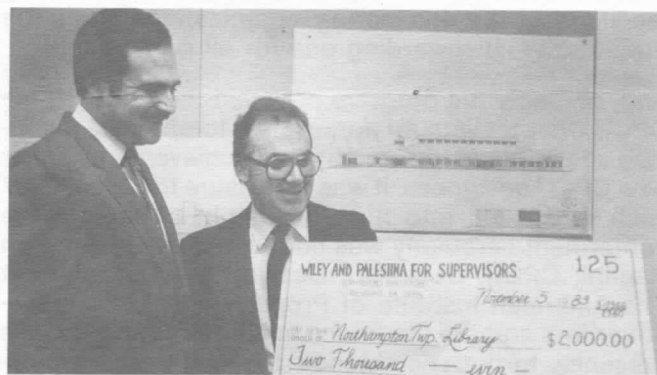
Executive Vice President
Insurance Society of Philadelphia

Enrollment in CPCU classes this fall has reached an all-time high, with 304 students registered. This figure represents an increase of 34% over the fall of 1982. The Insurance Society has experienced a comparable decline in Insurance 21 enrollment which is down from 177 students in 1982 to only 102 this past fall. The overall IIA/CPCU enrollment is up 6% from the previous year.

The Insurance Society has talked with the Insurance School of Chicago and the Insurance Education Association of California, and they have also reexperienced the decrease in Insurance 21 enrollment. Insurance 21 is the course that many entry level people take. The decrease in enrollment appears to be related to the constraints on hiring that pervade the industry.

The increase in CPCU may be related to the same trend. Companies and agencies are operating with fewer employees and possibly these employees are recognizing the need to be more competent and to develop broader knowledge. It is also possible that employees new to the industry are strong educationally, and able to start with CPCU study rather than INS study.

Enrollment patterns are fickle. The CPCU fall of 1983 enrollment is 63% greater than the fall of 1979. It is not a steady trend of increase, however. In 1980, there was a 4% decrease; 1981 a 34% increase; 1982 a decrease of 6%; and an increase of 34% this year. The five-year comparison indicating a 63% increase in CPCU students may be the most significant fact in terms of defining norms and expectations of enrollment, while the semester-by-semester fluctuations may be less significant.



Last year's president, Pete Palestina, ran for the office of Township Supervisor in Northampton Township, Bucks County. We are pleased to say that Pete and his running mate were victorious. Pete did something unusual. He and his running mate contributed the majority of their campaign funds to the Northampton Library during a recent groundbreaking ceremony. Pictured here are Pete Palestina, CPCU and Albert Wiley presenting their check for \$2,000.