

# CHAPTERGRAM

Chair E. Polster's 1990 Year in Review

December 1990

## 1990 YEAR IN REVIEW DIDN'T START WELL

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Members of the chapter, including Chair E. Polster, are seen here at a recent meeting. Photo by [Name].



## The President's Corner

- GET INVOLVED
- SET THE STANDARDS
- BE RECOGNIZED

Art Hanebury, CPCU President

Congratulations, you're reading this Chaptergram that allows you to become associated with one of the largest and best run chapters of the Society of CPCU. For many years, the Philadelphia Chapter of CPCU has been recognized by "National" as one of the more innovative groups of professionals within the organization. It's time, however, to branch out and be recognized not only by our peers but by the public, as concerned professionals. Rick Katten, current President of the Society of CPCU, initiated the theme for our organization "CPCU Visibility - It begins with you." The Philadelphia Chapter will be focusing on this objective by emphasizing the further development of the Public Relations Committee and the Membership Committees.

Our venture into public relations will take several forms. We are developing, with the aid of the Insurance Society of Philadelphia, an active speakers bureau. We are setting up a communications system to the press so that articles about our chapter's activity will be published regularly. Ed McAndrews, our PR Chairperson, has his hands full, but with the help from all of you, it can be a job made easy.

Jack Derrickson has worked diligently to review our membership list for accuracy and completeness. We will continue this effort along with encouraging membership involvement in the Society and our chapter by telephone calls and letters. BEING A MEMBER IS VERY GOOD - BEING AN ACTIVE MEMBER IS EVEN BETTER.

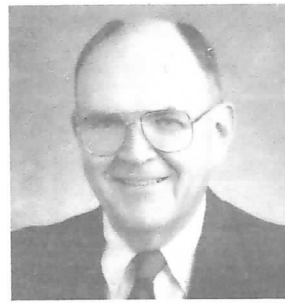
In addition to Jack's efforts, T. C. McDonnell, our New Designee Chairperson, is planning several events designated to draw the new designees into active membership. His first step was to initiate an introduction to our organization by the present chairpersons at our April, 1990 breakfast meeting. His next effort is to invite the new designees to a small reception following our "Newly Formatted" I-Day. During October of 1990, Steve Paris will take over as President of the Society of CPCU. The mission statement for the Society and for our chapter will remain:

**THE SOCIETY OF CPCU IS AN ORGANIZATION OF INSURANCE PROFESSIONALS COMMITTED TO PROVIDING EDUCATION AND OTHER SERVICES TO ITS MEMBERS. THE SOCIETY PROMOTES PERSONAL AND ORGANIZATIONAL PROFESSIONALISM AND RECOGNITION OF CPCU AS THE PRE-EMINENT DESIGNATION IN THE PROPERTY AND CASUALTY INDUSTRY AND RELATED SERVICES.**

Steve's slogan for the 90-91 year is. "Set the Standards - Project Professionalism". This slogan and theme will be realized locally by our participation in "Ethics Week" by having our joint meeting between CPCU/CLU held on December 13, 1990. In addition to topics about ethics, special courses about ethics are being encouraged. Steve has also encouraged community involvement such as answering phones on public television, participating in the Special Olympics and/or honoring those in our profession who exemplify those characteristics found in our mission statement we already do this through the Franklin Award Committee.

Certainly, we will be continuing our exhaustive efforts in other areas such as Candidate Development, Chaptergram, Careers, etc. As mentioned earlier, our chapter enjoys an excellent reputation in these areas as a result of fine work done by our existing chairpeople and their able assistants. It's always great to be associated with a winner.

I look forward to a very busy year of maintaining Philadelphia's reputation among our peers and increasing our visibility through professional and ethical conduct by our chapter and its members.



## National Director's Corner

Robert M. Campbell,  
CPCU National Director

First of all, I want to congratulate the Chapter on its level of activity during the past year, and particularly emphasize the exceptional amount of effort that went in to qualify for the Presidential Award. I enjoyed the number of occasions that I spent with your Chapter during the year, and the only negative one being that you lost the first Challenge Golf Match between Greater Valley Forge and the Philadelphia Chapter. Honestly, even though I was a guest of the Greater Valley Forge Chapter, I had very little to do with the outcome. My playing partner from Valley Forge is their incoming president - Paul McShane who is an excellent golfer. I think it is a great annual and I hope it continues on for years.

Looking forward to the next major event of CPCU -- the Annual Meetings October 7 - 10 at the Sheraton Washington Hotel will focus in on insurance industry challenges. Twenty-six (26) educational sessions and seminars will offer solutions to problems, insights to key issues, and strategies for dealing with the myriad of professional challenges. Pennsylvania politics offers us a very challenging environment to maintain our professional image. I feel sure that you will gain much from attending the Annual Meetings and Seminars in D.C.

The meeting will open with official ceremonies on Monday, October 8, 1990, followed by a keynote address to be delivered by Admiral William J. Crowe Jr., former chairman of the Joint Chiefs of Staff.

In the general session that follows, industry leaders will discuss "Recovering from Catastrophes." Monday afternoon's program will open with an address by featured speaker James J. Meenaghan, chairman, president, and CEO of The One Insurance Company, New York, NY.

Four concurrent seminars will examine specific topics of interest to attendees. "Should Insurers be Society's Safety Net?" will explore the extent to which insurers are responsible for minimizing such dangers as unsafe products, unhealthy work environments, and irresponsible business practices.

"Claim Services: Keeping the Bargain" is sponsored by the Society's Claims Section. In "Who Takes the Risk?" panelists will examine such alternatives to traditional insurance markets as self-insurance, risk retention groups, and alternative funding arrangements.

"Catastrophe: Is Your Agency Ready?" Experts on this panel, sponsored by the Society's Agency Administration Section, will present ways to minimize problems and increase service potential.

Four concurrent seminars follow on Tuesday morning.

"Must Social Change Bring Ethical Crisis?"

"Mitigating the Litigation Nightmare"

"Reducing Expense Ratios Responsibly"

"Setting Personal Priorities in the Fast Lane" will explore ways to balance a fast-track career with personal values.

Staying Productive: Retirement CPCU Style," sponsored by the Society's Senior Section, will focus on the productivity, happiness, and a financial security of retired CPCUs.

Developing employees through education and career pathing is the topic of "Cultivating Human Resources."

"Locating Your Global Niche," will address successful business strategies in Europe.

Barbara S. Haugen, director of federal affairs, National Association of Insurance Brokers, Washington, D.C., will moderate "Leveling the Legislative Playing Field," focusing on the challenges insurance industry lobbyists face.

The effects of regulation on the traditional underwriting function will be the focus of "Regulation and the Underwriter."

"Controlling the Costs of Workers Compensation Insurance" will discuss successful loss control and rehabilitation programs.

"Cleaning up Environmental Liability" will examine the current status of the environmental coverage market.

"Strategies for Profit in a Changing Marketplace," focusing on maintaining flexibility and stabilizing profits during soft and hard markets.

-- continued on page 7 --

# 1989 - 90 ANNUAL REPORT TO CHAPTER MEMBERSHIP

Prepared by Karen D. Paleologus, CPCU

## 1989 / 90 CHAPTER PRESIDENT - JOSEPH MCNASBY, CPCU

For the Philadelphia Chapter, the past year has been a very exciting one. The preliminary work that was done over the spring and summer of 1989 set the foundation for strong and smooth functioning committees over the course of the year. The value of the Chapter's activities is tied directly to the quality of the committees that make up the Chapter. We believe that each of our committees have reflected their hard work by their award submissions.

### AWARDS

At the October 1989 Annual Meeting we received three awards for the 1988 - 89 term. In the spring of 1989 we established another new committee to monitor each of the committees to see how they were doing relative to their objectives. This overseeing committee also was able to make a determination, if any, of the committees that were bogged down and what additional resources they needed to continue their progress. This enabled us to correct a couple of potential problem areas before they got too far behind. This committee was headed up by Elayne Markee, CPCU.

### PUBLIC RELATIONS

The Chapter has an active public relations committee under the direction of Chairperson, Ed McAndrews, CPCU.

This committee not only prepared press releases for Chapter activities, but has also worked hard during the past year to develop additional areas where we can increase the Chapter's public visibility. They are in the process of setting up liaisons in the different communities within our overall Chapter area. These liaisons will provide Chapter activity information to many of the local papers and have public service articles printed.

The Chapter has a Speakers Bureau which also came under the direction of the Public Relations Committee. The Speakers Bureau presently has twenty-five speakers and there were thirteen documented speeches during the 1989-90 period.

### FIRE ESSAY CONTEST

We sponsored our annual Safety Essay Contest with the Council Rock School District during National Fire Protection Week, with awards being presented at the School Board Meeting and again at the Northampton Board of Supervisors Meeting. Pete Palestina, CPCU once again coordinated this activity.

### I - DAY

The Chapter participated with several other professional organizations including the Independent Insurance Agents of Philadelphia and Suburbs, Insurance Society of Philadelphia and the Risk and Insurance Management Society of Delaware Valley, in Philly I-Day which was attended by over 1,200 people on November 13, 1989. Pete Raymond, CPCU was Co-Chairman representing the Chapter.

The "Keynote Address" was a panel discussion of current insurance topics from the viewpoints of a legislator ( Stephen Freind ) an insurance regulator ( Constance Foster ) and a consumer advocate ( George Idelson ). Philly I-Day has grown from under 700 attendees in 1985 to about 1,200 in 1989. A change in meeting facilities greatly enhanced the ability to handle this number. The 1989 Philly I-Day was an educational and financial success.

### SOCIAL

The Philadelphia and Greater Valley Forge Chapters co-sponsored a Golf Outing/Social on June 22 at Eagle Lodge. We plan to do it again in 1990. The Function was coordinated by Ron Vogrin, CPCU.

### CONTINUING EDUCATION

We conducted a seminar on May 17, 1990 entitled: CPCU Update: "Business Interruption Exposures and Their Treatment." We were the first Chapter in the country to present this Update including the exam for Continuing Ed credits.

Larry Klein, CPCU headed up our Seminars.

The Chapter should qualify for the Continuing Professional Development Award. We have increased our CPD Qualifiers dramatically by 38% to a total of 106 during this past year.

### EDUCATION

The Philadelphia Chapter supports the educational efforts of the Insurance Society of Philadelphia (ISOP) with the overwhelming majority of teachers and many graders being CPCU members of the Philadelphia Chapter. Through the Insurance Society of Philadelphia, courses are given at some nine different satellite locations and involve classes for CPCU, IIA, and Workshops. The Chapter has qualified for the E. Adrian Teaf Memorial Award. Elayne Markey, CPCU was our continuing Education Coordinator.

### OFFICER CONFERENCE

It was our intent to get Active Members who are relatively new involved early on so that they might be exposed to a variety of ideas that would be beneficial to the Chapter throughout their involvement. It is also beneficial for them to have a good understanding of Chapter operations, so we sent a record number of six CPCUs to leadership seminars this year.

### MEMBERSHIP

The Chapter this year for the first time had a very active membership committee under the direction of Mr. Jack Derrickson, CPCU.

We began our activities early in the year assigning non-member CPCUs residing in our area to individuals within the Board of Directors so that they might make personal contact. We then developed a series of letters that were addressed to different groups. Consequently, we mailed out a total of 151 letters to these non-members.

Our objectives were to secure more members for the Chapter, and also to get a better handle on the non-members who decided against joining. We were interested in learning how many of those people might have been retired, moved away from the area or for whatever other reason, would no longer be considered as a prospective member.

For those in particular who are retired, we made them aware of the Seniors Section as a further attempt to get them involved.

### RESEARCH

The research committee is under the direction of Karen Paleologus, AAI, CPCU.

We are extremely proud of AIG Employees headed up by Earl Page whose resulting research project is entitled "Crisis in Your Backyard" which deals specifically with underground storage tanks and the pollution crisis. We are confident that this project will be a strong contender for this year's award.

# ANNUAL REPORT . . . . CONTINUED

## SECTIONS

The Chapter has established liaisons with each of the National Sections. We are going to work with Sections to develop two programs that will be presented next year. Also, as noted, in our membership drive we tried to publicize the New Seniors Section to retirees. The program includes intense training on basic skills. Headed up by Mariellen Whelan, President of the Insurance Society.

## PROGRAMS

The Chapter had eight regular Chapter Breakfast Meetings during the year held at the Hershey Hotel in Philadelphia, PA. The following is a listing:

SPEAKER	DATE	TOPIC
Richard Harburg Swartz Campbell & Detweiler	9/14/89	"Managing Workers' Compensation Medical and Vocational Costs"
Henry Hager Insurance Federation of PA	10/12/89	"Is Proposition 103 Moving East?"
Ken Scott Wilson Elser Moskowitz Edelman & Dicker	12/14/89	"Pollution and the Environment"
Daniel J. Ziegler, Ph.D Dean, Graduate School Liberal Arts & Sciences Villanova University	1/11/90	"Managing Stress Before It Manages You"
R. Jane Hill Senior Vice President Sedgwick James' Production Services Group	2/8/90	"Cash-Flow Programs - 1990 Issues"
Eli Dabich Coopers & Lybrand	4/12/90	"Fraud in the Insurance Industry"
S. David Fineman Attorney at Law Fineman & Bach, P.C.	5/10/90	"Inside the Jury Room - The Jessica Savitch Case"
Ken Wolensky Director of Bureau Licensing & Financial Analysis Pennsylvania Insurance Dept.	6/14/90	"Satisfying Educational Requirements for Pennsylvania Agents' Licensing"

In order to encourage membership attendance at these meetings, two years ago we began selling individual season tickets to members at a discounted price.

That program has met with success in that we now have 21 individual season ticket holders. This year we expanded the concept to corporate season tickets. We solicited the major insurance companies and agents for them to buy three or four season tickets to distribute to their employees. As a result of those efforts, 53 corporate season tickets were sold.

All in all, we have increased our average attendance from approximately 90 last year to 125 this year. With the season ticket concept, we have established a sound base for our meetings and we expect that base to grow each year.

The Chapter, this past October, had over 100 attendees at the National CPCU annual meeting in Anaheim, CA. We held our annual reception for new designees which also was well attended. Ron Vogrin, CPCU was our Program Chairman.

## NEW DESIGNEES

The Chapter has an ongoing New Designee program which during this past year was under the direction of Mr. T. C. McDonnell, ARM, CPCU who began the year by inviting all new designees to attend our Chapter hosted reception in Anaheim and outlined the Chapter's activities in a specially prepared handout.

He was also instrumental in setting up a session at the end of one of our Breakfast Meetings, specifically for new designees. Each of our committee chairpersons gave a brief verbal description of their activities and objectives and was available after the meeting to speak directly with members. This concept was mentioned in the May, 1990 Edition of the National CPCU **Idea Exchange**.

The Philadelphia Chapter conducted their local CPCU confirmant at Philly I-Day in November. At a luncheon, in front of 1,200 or so Delaware Valley Insurance Industry attendees, each individual is called to the stage and recognized.

## CANDIDATE DEVELOPMENT

This year the Chapter had a very strong candidate development committee under the direction of Mr. Frank Mason, CPCU. The Chapter's Candidate Development Committee has applied for the Edwin S. Overman Candidate Achievement Award for Excellence.

Within the candidate development committee, they have conducted a total of nine personal insurance presentations in the Philadelphia insurance community. The average attendance at each of these presentations was thirty. Our program was rewarded with a record of personal sponsorship awards.

We continued the tradition of setting aside our April Breakfast Meeting to not only give out personal sponsorship awards but also to recognize the other sponsors who participated in the program as well as to recognize all completers of five or more CPCU parts and to encourage them to continue on. This also was noted in the May, 1990 Edition of The National CPCU **Idea Exchange**.

## CAREER DAY

We have given several talks at Careers in Insurance Days at high schools, colleges and now for the very first time, to a second grade class. Yes, one of our members developed a little program for second graders to explain insurance via use of coloring books, our Chaptergram cartoon character, and real money. The responsible member was Pete Palestina, CPCU.

We are negotiating and have submitted outlines to several more school districts in order to expand our careers in Insurance Days at the high schools. Bob Hedges, Ph.D., CPCU is the Chairman.

The Insurance Society Of Philadelphia has a program with the Philadelphia School District where certain students are selected for inclusion in a very worthwhile educational program that is sponsored by the members of the Insurance Society.

# ANNUAL REPORT 1989-90

## MEMBERSHIP

The 1989-90 membership year was a record for the Society. The total membership for the year was 1,000 members. This was an increase of 100 members over the previous year. The increase was due to a combination of factors, including a successful recruitment drive and a high level of retention.

The membership committee has been working hard to ensure that the Society remains a vibrant and active organization. We have introduced a number of new initiatives, including a new membership drive and a new membership survey. We are confident that these initiatives will continue to help us grow and improve.

## MEMBERSHIP COMMITTEE

Chairman: [Name] Vice-Chairman: [Name]

Members: [List of names]

Members: [List of names]

Members: [List of names]

Members: [List of names]

## MEMBERSHIP PROGRAM

The membership program for 1989-90 was a success. There were four Chapter Meetings held in 1989, December 1989, March 1990, June 1990 and September 1990. The program included articles on Chapter Meetings and a special report to our Chapter Members. The program also brought pages. Since it has been so successful, we intend to expand and improve it next year beginning with the September 1990 issue. We are pleased to continue on a quarterly basis.

The "Beyond Beyond" Cartoon contest was a success. We have been publishing it in their own magazines as a condensed piece. As a result, we are pleased to know that we continue to be a part of the life of our members around the country or the globe.

## PHILADELPHIA CHAPTER 1989 - 90 TERM

### CHAIRPERSONS

- JOSEPH M. McNASBY, CFCU
- ARTHUR C. HANEBURY, CFCU
- RONALD E. VOGRIN, CFCU
- GRACE L. KELLY, CFCU
- LARRY L. KLEIN, CFCU
- JOSEPHINE BATTISTE, CFCU
- BARBARA D'APOLITO, CFCU
- BOCK DERRICKSON, CFCU
- WILLIAM W. ENGLER, CFCU
- KAREN D. PALEOLOGOS, CFCU
- MAFIE BOWER, CFCU
- RAYMOND E. LINDSEY, CFCU

### VICE CHAIRPERSONS

- EDMUND ANDREWS, CFCU
- LARRY L. KLEIN, CFCU
- PETER F. PALESTINA, CFCU
- BOCK DERRICKSON, CFCU
- JOHN A. HEDGES, PhD, CFCU
- JOHN M. DONNELL, CFCU
- LARRY L. KLEIN, CFCU
- ELAYNE MARKEY, CFCU

### MEMBERSHIP CHAIRPERSONS

- PETER F. PALESTINA, CFCU
- PETER F. PALESTINA, CFCU
- RON VOGRIN, CFCU
- ED KOSTYK, CFCU
- KAREN D. PALEOLOGOS, CFCU
- JOSEPHINE BATTISTE, CFCU
- PHILIP N. SPINELLI, CFCU
- PETE RAYMOND, CFCU
- TERRENCE O. CARLIN, CFCU
- BENJAMIN W. GETCHEL, CFCU
- CHARLES J. WILLIMANS, M.D., CFCU
- PETER F. PALESTINA, CFCU
- FRANK J. MASON JR., CFCU
- RON VOGRIN, CFCU

## MAY MEETING RECAP: INSIDE THE JURY ROOM - THE JESSICA SAVITCH CASE

By: Ed McAndrews, CPCU • Public Relations Chairman

The May breakfast meeting was by all accounts one of the more interesting sessions of the year. We were fortunate to have as our guest speaker, Mr. S. David Fineman, Attorney At Law, partner in the Philadelphia law firm of Fineman & Bach, PC. The topic was: Inside the Jury Room - The Jessica Savitch Case.

Mr. Fineman explained that he was called into the litigation as defense counsel for one of the primary defendants. The case had received a great deal of notoriety since Ms. Savitch was a TV broadcaster for NBC, whose career developed substantially during the years she was in local TV here in Philadelphia. She was killed in an unusual auto accident when the car in which she was a passenger went into the Delaware River near New Hope and she and the driver both drowned.

The liability of the several defendants was not a real issue as to Ms. Savitch. Rather, the key element in a trial of the case would be the amount of damages awarded her estate. To assist the defense in evaluating the likely verdict potential, Mr. Fineman worked with a market survey firm to create a mock jury made up of citizens who would constitute a "typical Philadelphia jury."

After extensive survey work, two juries were assembled and a mock trial was conducted presenting evidence and argument for both deliberations of the juries. It was a fascinating exhibition that most of us present seldom have a chance to experience first hand since an insurance occupation will usually lead plaintiff attorneys to remove such people from juries.

There was no question that Ms. Savitch's earnings were large, at least \$300,000 per year, and that the verdict potential was in the millions. A key issue centered on whether her career had peaked leading to a possible decline in her future earning capacity.

The interpersonal dynamics of the jury were critical in determining their mock award. Several jury members seemed to have problems with basic math and threw large numbers around with abandon. The two juries each came up with a mock verdict of around 7.5 million dollars. The process was successful in assisting the defense in evaluating the exposure and the case was settled prior to trial.

The subject of large jury awards and settlements stimulated a lot of interest from the audience and there were many questions and comments following the film. Altogether, it was a pertinent and interesting presentation. Mr. Fineman and his partner, Jay Harris, are to be commended for their time effort.



S. David Fineman, ESQ. gave a presentation of trial preparation by researching the behavior of a mock jury at our May 10th meeting.



National Director Bob Campbell did the Swearing In Ceremonies of the Chapter's New Officers and Directors at our June 14th meeting. Pictured above ( L ) to ( R ) Elayne Markey (Director), Bill Engler (Treas.), Ron Vogrin (Director). Rear, Bob Campbell (National Society Director), Karen Paleologus (Secretary), Art Hanebury (President), Larry Klein (2nd V.P.), Bruce Kelly (1st V.P.).

## FROM THE EDITOR'S DESK SPECIAL INVITATION

The Chaptergram welcomes letters from readers expressing their opinions on insurance issues of the day. Contributions to the Chaptergram are always welcome. Articles, opinions, insurance news, notices, cartoons, or any other items of interest should be given or sent to the editor.

SEND TO: Pete Palestina, CPCU  
c/o Posse - Walsh, Inc.  
Four Sentry Parkway  
Blue Bell, PA 19422

OR FAX IT: (215) 834 - 2078

## MOVING NOTICE

The Philadelphia Chapter Society of CPCU has moved to a new mailing address, and we now have our own phone number. Please feel free to contact any Officer or Committee person through this address, or send general correspondence to the Chapter at the following:

P.O. Box 1499  
Philadelphia, PA 19105 - 1499  
(215) 592 - 9959



Some of our members at the May 10th meeting watching a mock jury in action.



## FROM THE EDITOR

### Pennsylvania Act 6 What a Mess as Confusion Abounds

Peter Palestina, CPCU Editor

I hope that by the time you read this in early September, the confusion surrounding the PA Act 6 Motor Vehicle Responsibility Law Reform will become more clear. As I write this article in early July, I have come to the conclusion that this whole thing is a mess for the companies, the agents and the insured. Perhaps the only ones who will make out on this new set-up are the lawyers.

Our cartoon in this issue depicts well, the confusion in filling out the forms and options selection. The problem seems bad enough with Personal Lines Automobile, but when you consider that Commercial Lines Auto is also involved, you need something akin to the Racing Form to keep track of who's doing what, when and how. Unfortunately, we don't have a racing form type tout sheet to help us.

Most of us in the industry will agree that we need a true no-fault system to keep rates at their lowest level. With true no-fault, rates will still increase, but not at the pace we have experienced in the past. The new law we now operate under is probably the most confusing in the country. Along with mandated rate rollbacks, there is more paperwork, E & O exposure, telephone calls from clients, mailing costs and cuts in agents commissions, just to name a few.

Will we survive this mess? We should have a better gauge come September. Meanwhile, I hope you had a pleasant summer in spite of this. Enjoy the Chaptergram.

#### THE ON-GOING SAGA OF "SEEPY SEEYOU"



*I've been working on this PA Auto Reform Option Form for over an hour now and I still can't make up my mind, let alone understand it. Can I stack underinsured motorists if I don't stack uninsured motorist limits?*

#### NATIONAL DIRECTORS CORNER (cont. from page 2)

"Exploring the Unknown: Questions to Ask," sponsored by the Society's Excess/Surplus/Specialty Lines Section, will discuss questioning non-rated insurers about their financial status.

"Retaining Clients in Fluctuating Markets." This seminar will advise CPCUs on how to maintain a high level of service and a predictable level of income.

"Insurance Regulation: What Lies Ahead" reviews the present regulatory agenda and discusses what the industry can expect from state and federal legislatures and regulators in the next year.

"Dealing With Substance Abuse Costs" will examine substance abuse in the workplace as a problem for insurers as risk underwriters and employers.

In "Reinsurance in this Decade: The Shape of Things to Come," panelists will consider the effect of catastrophe losses on the reinsurance market as well as the role of the reinsurance industry in the overall insurance market.

In "Portraying and Industry: The Press Speaks Out," business editors, writers, and reporters will offer advice on how the industry can improve its image and make better use of the media to convey its message.

If you have not registered, use the hot line # 215-251-2750

CONGRATULATIONS TO THE CLASS OF 1990!

## William Bailey to be Keynote Speaker at Philly I-Day

By: Terrence O. Carlin, CPCU • I-Day Co-Chairman

Insurance Industry Day, scheduled for October 16th, will have a new format and feature an opening address by industry attorney William Bailey. The first session will be a discussion of recent legislative actions which have affected the pricing of insurance, particularly personal automobile insurance. The talk will deal with the conflict between government mandated price reductions and the industries ability to set premiums which affect their profitability.

The format has been changed to have six special interest sections in the morning in lieu of the split, morning and afternoon seminars held at previous I-Day functions. Following the Keynote address there will be two one-hour sessions with three different subjects in each of these time slots. Lunch will start at 1:15 p.m. and shall conclude the I-Day events.

Topics to be featured this year include new developments which will affect the insurance industry over the next few years. The schedule this year will cover Workers Compensation, International Insurance issues, Reinsurance of Alternative Market Business, Employee Benefits, Changing Agency/Company Relationships, and the Insurance Industry in the year 2000. Speakers will be chosen from various fields representing agents, consultants, and company officers.

Sponsored by the Philadelphia CPCU Chapter, RIMS Chapter, Independent Agents' Association, and the Insurance Society of Philadelphia, Philly I-Day is an educational forum designed to present current issues in the insurance industry. Attendees may choose one of three seminars in each of two sessions scheduled to start at 10:30 a.m. and 11:45 a.m. The Keynote address will be delivered at 8:15 a.m.

At lunch a representative of the National CPCU Society will present diplomas to local recipients of the CPCU designation. Designees will be honored at the luncheon which is expected to draw over 1,000 people for this annual event. The revised format will allow more individuals to attend the morning seminars, so early registration is encouraged.



## PROGRAM CHAIRMAN REPORTS ON 1990 / 91 UPCOMING MEETINGS

Larry L. Klein, CPCU  
2nd Vice - President

I am looking forward to serving as your Program Chairman this new Chapter year. Since this is going to press in July, I'll let you know what I have in mind at this time knowing that it could change by the time you read this in September. However, you will be getting the individual monthly announcements at the appropriate time so be sure to double check your dates.

During 1990, we will continue our Breakfast Meetings the second Thursday of every month, when another major meeting is not held. Also, we will continue to start the meetings at 8 a.m. sharp, with the breakfast buffet at the Hershey Hotel - same place as last year.

DATE	SPEAKER AND / OR TOPIC
September 13, 1990	Mechlin Moore, President, The Insurance Information Institute, New York, NY
November 15, 1990	John H. Stehman, Tax Manager, Price Waterhouse
December 13, 1990	Joint Meeting with the Philadelphia Chapter of CLU & ChFC; Ethics in Insurance
January 10, 1991	White Collar Crime
February 14, 1991	Joint Chapter Meeting with the Delaware Valley Chapter of RIMS
April 11, 1991	Thomas C. Cox, CPCU, Temple University; Statistical decision making in the underwriting process
May 9, 1991	To Be Determined
June 13, 1991	To Be Determined

## JUNE MEETING RECAP: CONTINUING ED. REQUIREMENTS FOR PA. AGENTS

By: Ed McAndrews, CPCU  
Public Relations Chairman



The June meeting featured the installation of new officers with Art Hanebury assuming the President's mantle from Joe McNasby who has done a fine job this year. Bob Campbell, Eastern Regional National Director, swore in the new officers and directors.

Our guest speaker was Mr. Ken Wolensky, Director of Licensing and Financial Analysis for the Pennsylvania Department of Insurance. Ken received his Master's Degree in Public Administration at the University of Delaware and worked as Managing Intern in the governor's office before assuming his present position.

His role within the Department includes responsibility for licensing the 100,000 plus Pennsylvania insurance agents and brokers in various lines including property and casualty as well as licensing the insurance companies authorized to do business in the Commonwealth. Solvency issues are also in his domain.

Ken spoke on the topic of Continuing Education Requirements for insurance agents. In 1987, Commissioner Foster appointed a task force to develop recommendations in the areas of licensing and continuing education. The group had ample representation from the insurance industry through its many associations and major companies. The recommendations resulted in a bill which has been passed by the General Assembly and awaits action in the Senate where it is expected to be approved and sent to the governor.

The bill authorizes the Insurance Department to establish Single Licensing for agents and brokers. Only one license will be issued by the department which will be valid for two years. It will establish a minimum of 48 hours of classroom instruction in approved courses as a requirement to secure an agent's license. Thereafter, 24 hours of continuing education will be required during a two year period for license renewal.

Courses offered by industry associations including IIA, CPCU and others will qualify as will many "in house" training programs established by carriers, etc. These organizations, and many others, are working with the department on the creation of a Continuing Education Advisory Board which will have an important role to play in making recommendations to the department as to course content and approval.

Under the bill, instructors for the courses will be required to meet one of three criteria: three years of experience in the subject, a degree in the subject, or a combination of two years of experience as an agent and three months experience in the area being taught. The bill will likely be implemented in 1993 or 1994. We appreciate the fine presentation Ken made on this important subject of critical interest to our members.



*Speaker Ken Wolensky of the Pa. Insurance Department discussed educational requirements upcoming for Pa. agents at our June 14th meeting.*



*Outgoing Chapter president Joe McNasby ( L ) is presented with a plaque and gavel by new president Art Hanebury at our June meeting.*



*Incoming Chapter president Art Hanebury addresses the Chapter members at our June meeting.*

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