

**Editor's Note:** The views and opinions of the authors of the articles appearing in the Chaptergram are his or her own and not necessarily shared by the officers and members of the CPCU Society and the Philadelphia chapter.

## Gerald Isom Receives Franklin Award

by: Val Ullman Katz, CPCU

The Franklin Award Luncheon honoring Mr. Gerald Isom was a resounding success with approximately 300 chapter members and others of the Philadelphia Insurance community attending the event. Mr. Isom was visibly moved by the homage paid to him by the Philadelphia Chapter of CPCU. He gave a resounding tribute to the CPCU Society and the Institutes for promoting life long continuous education for the insurance professional.

Pitch hitting for Mayor Rendell, who had cancelled his appearance due to having to be in California to do the Tom Snyder Show, our keynote speaker was Benjamin Hayllar, Director of Finance for the City of Philadelphia. Mr. Hayllar spoke about the concern he has for the economic development of Philadelphia emphasizing the need to maintain industry within Philadelphia. He sited the need for review of the City's tax program with an eye towards greater participation from the suburban communities including the South Jersey Philadelphia suburb.

The concern expressed by Mr. Hayllar is over the reduction of the city wage tax which decreased the funds so needed by the city. This causes a greater dependency on state aid, which may be diminished in the future depending on the legislators in Harrisburg. He is hopeful that the suburban legislators realize the value and interconnectivity of a healthy Philadelphia. Mr. Hayllar also discussed the need for continuous improvement of the Philadelphia schools and the monetary challenges that this would bring to the state and the city. Mr. Hayllar briefly touched on the innovation of the city's workers compensation program, which was revised early in the Rendell administration and saved the city millions of dollars in premiums.

After concluding his remarks, he presented a proclamation from the Mayor in recognition of the Chapter, the Franklin Award and our recipient Gerald Isom. (See tribute to the right).

*Mr. Isom is a member of the Board of Trustees for the American Institute for Chartered Property and Casualty Underwriters and the College of Insurance.*



Jo Battisti presents the Franklin Award to Gerald Isom.

## City of Philadelphia *Tribute*

Since its founding in 1944, the Chartered Property and Casualty Underwriters Society (CPCU) has grown to more than 29,000 members and 160 chapters across the nation. Headquartered in Malvern, Pennsylvania, the CPCU Society promotes and supports continuing education, professionalism, research, high ethical standards, and community service among property/casualty insurance professionals.

The Philadelphia CPCU Chapter inaugurated its "Franklin Award" on April 27, 1983 recognizing a person, organization or group for outstanding achievement and contribution to the insurance industry in the Delaware Valley. On Thursday, March 19, 1998, the Chapter will present its 16th annual "Franklin Award" to Gerald A. Isom, President of CIGNA Property and Casualty Company headquartered here in Philadelphia.

The award highlights Philadelphia as a thriving insurance center and the headquarters of some of the nation's leading insurance companies. These companies and their employees have contributed to the well-being of our city by assisting many worthwhile charitable and civic endeavors.

It is fitting and appropriate, therefore, that the City of Philadelphia officially recognize with this Tribute the

### *Philadelphia Chapter of the CPCU Society*

and applaud its many contributions to the insurance industry and for promoting our city as a great insurance center.

- Edward G. Rendell, Mayor



An elated Gerry Isom says "Thank you" after being presented the 1998 Franklin Award.

# The President's Corner

by: Anne Kopanski, CPCU



Create  
a  
Legacy!

How would you like to be remembered? When someone mentions your name now...what would you like to have said about you? That you are fair, wealthy, have integrity, tough negotiator, ethical? What are your outstanding characteristics or traits?

Perhaps it's time to think about adding a new dimension to your life. Are you a mentor, sponsor, coach or guide? A mentor helps you to acclimate and grow in your organization or in the Chapter. A CPCU Sponsor provides tutorial or perhaps encouragement to a student pursuing CPCU studies. A coach may be outside of your organization and provides you with information to improve your personal effectiveness. A guide can provide spiritual direction on your personal path to higher energy and growth.

Think back over your career and the people who touched your life in a special way. Who helped you to become the person you are today? How did they help you? How did they inspire you to reach beyond your horizon? What vision did you see through their eyes? How have you exceeded your hopes and dreams? What problems did you solve and grow through? How did your life change?

Think about someone who could use your special ideas and gifts. You may be saying "Who me?" Yes! Each of us can inspire, empower, and motivate, each other, a peer or protegee. A word of praise for a job well done or perhaps encouragement when things are not going well, might be the small gestures that opens the door to a dialogue and foundation for a new relationship. A new relationship can form that will enrich both of you as well as your organization.

What are your concerns about this kind of relationship? Too much time? Begin a discussion with the person you want to groom. Find out what this person needs. Clarify what each of you expects from each other. Set rules for the relationship. Are there subjects or issues that are off-base? Find out what the other person thinks or expects from you. Define what you are willing and not willing to do. Set objectives or goals for each meeting or call. Let the other person know how much time you have for a call or meeting. Be honest with one another so there will be honor in the personal growth you give to one another. The relationship should be rich so that you as a mentor gain new points of view or perceptions. This kind of relationship is not one sided but rather symbiotic to enrich both parties.

If you are interested in more information about special relationships, I suggest "The Tao of Coaching" by Max Landsberg and "The Power Principle" by Blain Lee. Both are powerful books containing new ways and rules for improving relationships that are mutually beneficial and not based on one-upmanship or manipulation. "The Tao" is written for immediate practical application in the office, Landsberg describes real problems in real settings with realistic people and a workbook approach. I read this coming back from State College and found immediate applications. "The Power Principle - Influence with Honor" is so rich, I'll read it again and again. Blain looks at power and how we can share it in every sort of relationship.

Encourage people to accept challenges, to say yes, to read the next assignment. Many little steps, over time, are a journey in personal growth. And setting and reaching goals. I encourage you to be a sponsor, mentor, coach or guide so that our Chapter and organizations continue to flourish and grow as we groom our new leaders and help to shape the future!

I wish each and everyone health, happiness and joy. Thank you for a great year.

- Anne

# the alternative market comes to philadelphia!

The answers can be found at the CPCU Society symposium entitled "The Alternative Market", which will be presented on Thursday, June 18th and Friday, June 19th at the DoubleTree Hotel in Philadelphia.

**What's the "alternative market", and what does it mean to you as an insurance and risk management professional?**

The alternative market now represents more than a third of the U.S. commercial property and casualty insurance market, and despite the soft market continues to grow. Many professionals feel that it will dominate the U.S. commercial market by the year 2000.

The first generation of The Alternative Market symposium was well received and this edition has been substantially updated to incorporate the latest developments in the field of risk securitization. This evolving consolidation of the capital and insurance markets will have significant implications on the commercial insurance market. Every

insurance and risk management professional must keep abreast of this and other developing trends in the alternative market in order to ensure survival.

The Alternative Market was developed and will be presented by Donn McVeigh, CPCU, ARM, Dick Rupp, CPCU (CPCU Society directors for the Western Region) and Lee Lewis, CPCU, AAI.

The program will run on Thursday, June 18th from 10:00 until 5:00 p.m. and on Friday, June 19th from 8:30 until 12:00 p.m.

The symposium has been approved for 10 CE credits in Pennsylvania, 9 in Maryland, and 6 in New Jersey. It has also been approved for 22.5 CPD credits.

For details, please contact John J. Kelly, CPCU, Interest Sections Manager: Direct Dial 610-251-2773, Fax: 610-251-2775 or E-Mail: jkelly@cpcusociety.org.

## Philadelphia Chapter Officers and Directors Elected for the 1998-99 Year

The following Directors and Officers were elected at our April 16th meeting. The term of office will begin July 1st and they will be sworn in at the chapter's June annual business meeting.

President . . . . . Sandra L. Loeb, CPCU  
First Vice President . . . . . Bernadette Fuller, CPCU  
Second Vice President . . . . . Val Ullman-Katz, CPCU  
Secretary . . . . . Larry Gross, CPCU  
Treasurer . . . . . Richard J. Lee, CPCU  
Director (2 Year Term) . . . . . Cindy Wolkiewicz, CPCU  
Director (2 Year Term) . . . . . James Jones, CPCU  
Director (2 Year Term) . . . . . Rina Williams, CPCU

N.B. We have three Directors who have one year remaining on their terms: Josephine Battisti, CPCU, Richard Ventura, CPCU and Maria Perez-Freedman, CPCU.

# The Changing Role of The Insurance Professional

## FEBRUARY MEETING RECAP

by: Sam A. Meek, CPCLA

Three insurance leaders borrowed the stage setting from popular game-shows to talk about strategies for winning in the field of career and jobs. Using "Wheels of Fortunes," question cards and other devices, hosted by mock game show host Pete Palestina, CPCU, the three executives drew their audience into the theme.

The panel members, who have all excelled in their own right, included Anita Bourke, CPCU, Vice President of Strategic Planning for Willis Coroon Corporation, who is the first woman president of the CPCU Society; Sharon Helldorfer, Senior Vice President, Workers' Compensation claims, CIGNA Property & Casualty, who chairs the Board of Directors for The Integrated Benefits Institute; and Paulette Blake, Account Manager, CIGNA Group Insurance, who has the honor of serving as the President of The Philadelphia Chapter of The National Insurance Industry Association.

Bourke responded to one question about whether insurance leaders are frequently coming from other business sectors by noting that the intermingling of insurance, banking and investment banking has created the need for broadly based financial executives. This trend should alert the insurance professional to the need to strengthen on any of their financial skills to compete in the future. Helldorfer reflected that as our products evolve toward cash flow concepts, less value will naturally be placed on narrow insurance technical knowledge and more emphasis on innovative risk treatments.

On the subject of how rapid advances in technology will affect insurance careers, Bourke and Blake suggested that we become intimate with the internet and world-wide web. These devices will become an integral part of the distribution channel of the future. Helldorfer reminded us that though technology will advance machines cannot match humans as innovators and creative thinkers. She said that so much of what we do requires "feel". The machines are not as instinctive.

Another question dealt with creative firms in the insurance industry brainstorming to reinvent the business. Bourke recommended that today's workers should vary their work experience to protect against inevitable mergers and consolidations. She referred to the zigzag career path replacing the old straight line career ladder. If there is no career path, the professional must be able to create one and sell it to management. Blake said that, "You need to be able to sell yourself as if a product." Those that take career risks and will move among jobs are in the long run minimizing future career risk. Network, network, network is the key. Learn to be indispensable to someone, like your customers.

How important are teamwork and working from home? Bourke believes that many jobs today require less interaction with co-workers and less supervision. Everyone is too busy to take the time that teams require. Bourke and Helldorfer expressed a different view. Helldorfer views interdepartmental and inter-divisional collaboration as the cornerstone of future products. Bourke felt that organizations that can reward shared knowledge will attain superior results.

Do insurance industry managers listen enough to employees? Bourke stated that if senior management does not listen to their employees, especially those closest to the customer, then they are doomed. Sharon's experience with Gerry Isom, President of CIGNA Property and Casualty Companies is that leadership and listening are two sides of the same coin. Blake urged us to speak up. Those willing to give their opinion will be heard.

All panelists urged audience members to be their own career managers. No one else will do it.



Panelists Paulette Blake, Manager, Group Insurance CIGNA, CPCU Society President Anita Z. Bourke and Sharon Helldorfer, VP Workers Comp Claims, CIGNA were the panelists as well as the game show contestants at the Philly Chapter February 19, 1998 meeting.

Philly Chapter Tries Something Innovative at the February Meeting...Place Your Bets and Ask Your Question..Maybe You'll Win a Prize!



Program Chair second VP Bernadette Fuller, CPCU, can't help but grin at tuxedo clad, mock Wheel of Insurance Fortune game show host and Chapter Director Pete Palestina CPCU. Bernadette pulled off a very different type of breakfast meeting in February whereby members got to spin the wheel for prizes and ask questions of the panelists. Everyone seemed to have a fun time and learned a lot from the panelists. The concept may be carried forward to future meetings but Pete wanted too much money to renew his contract. Is Monty Hall still available?



Some of the members at our February meeting.



Society President Anita Z. Bourke, CPCU, stayed after the February 19th breakfast meeting, in which she was a panelist, to sit in with the Officers and Directors of the Chapter during their board meeting.



Society President Anita Z. Bourke, CPCU enjoys a cheery moment with Chapter President elect Sandra Loebs, CPCU at the February meeting.



# The West COLC

by: Val Ullman Katz, CPCU

I had a unique opportunity to attend the West Chapter Officers Leadership Conference from April 23rd through April 25th. The COLC was hosted by the Minnesota Chapter who did a spectacular job for all of us out-of-towners.

## Anita Bourke, current president of the Society spoke reiterating the Society's goals:

1. Education and Research
2. Promotion of the CPCU Designation
3. Ethics
4. Member Services

Anita emphasized that the Annual Meeting is a career builder for every CPCU and encouraged attendance by all CPCU members. Our attendance helps us to earn CPD credits, network within our industry and helps others by sharing our knowledge and expertise.

A new initiative undertaken by the Society is "Connections." This program is aimed at our employers. Anita has met with several employers to help encourage their promotion of the CPCU designation. Anita was invited to speak on Ethics in South Africa this year.

Jim Marks, Executive Vice President spoke second on the agenda. Jim talked about the new strategic plan and structural reorganization that the Society will implement in 1999. Jim remarked that some of the changes were symbolic - changing the name of the Board of Directors to Board of Governors to underscore the community of CPCU. Added to the Board of Governors will be three section seats, a seat for an international participant and two seats for non CPCUs, recognized as industry leaders. An overview of the plan was given to the participants.

Our President-elect, Bill Sleeper, shared his goal for his administration, "Celebrating CPCU Excellence." Bill is challenging each Chapter to work constructively towards assimilating new members, making guests feel welcome at our meetings, thanking our employers and planning to increase active membership within the Society.

The balance of the conferences consisted of workshops on membership, visibility and education and research. At the workshops I was able to discuss planning for jumbo sized chapters, listen to how other large chapters manage their meetings, learn about creative ways to encourage participation and laugh at our common mistakes.

The Society hosted a "Tool Box" which was a room full of exhibits and speakers who were available to share ideas, brainstorm and offer support and encouragement.

Attendance was very worthwhile. My time was well spent and utilized. I would encourage yearly participation at the East or West COLC for all members who are interested in chairing committees, or becoming an officer or director in our Chapter.

# Some Interesting Facts from The Internet or Not So Interesting.....You Be the Judge

- The only two days of the year in which there are no professional sports games (MLB, NBA, NHL, or NFL) are the day before and the day after the Major League All-Star Game.
- In every episode of Seinfeld there is a Superman somewhere.
- Average life span of a major league baseball: 7 pitches.
- A duck's quack doesn't echo, and no one knows why.
- In the 1940s, the FCC assigned television's Channel 1 to mobile services (Two-way radios in taxicabs, for instance) but did not re-number the other channel assignments. That is why your TV set has channels 2 and up, but no channel 1.
- The San Francisco Cable cars are the only mobile National Monuments.
- The only 15 letter word that can be spelled without repeating a letter is uncopyrightable.
- "Hang On Sloopy" is the official rock song of Ohio.
- Did you know that there are coffee flavored PEZ?
- The reason firehouses have circular stairways is from the days of yore when the engines were pulled by horses. The horses were stabled on the ground floor and figured out how to walk up straight staircases.
- When opossum were playing 'possum, they are not "playing". They actually pass out from sheer terror.
- The Main Library at Indiana University sinks over an inch every year because when it was built, engineers failed to take into account the weight of all the books that would occupy the building.
- Each king in a deck of playing cards represents a great king from history. Spades - King David, Clubs - Alexander the Great, Hearts - Charlemagne, and Diamonds - Julius Caesar.
- $111,111,111 \times 111,111,111 = 12,345,678,987,654,321$
- If a statue in the park of a person on a horse has both front legs in the air, the person died in battle; if the horse has one front leg in the air, the person died as a result of wounds received in battle; if the horse has all four legs on the ground, the person died of natural causes.
- Clans of long ago that wanted to get rid of their unwanted people without killing them used to burn their houses down - hence the expression "to get fired."
- Only two people signed the Declaration of Independence on July 4th, John Hancock and Charles Thomson. Most of the rest signed on August 2, but the last signature wasn't added until five years later.
- "I am." is the shortest complete sentence in the English language.
- The term "the whole 9 yards" came from WWII fighter pilots in the Pacific. When arming their airplanes on the ground, the .50 caliber machine gun ammo belts measured exactly 27 feet, before being loaded into the fuselage. If the pilots fired all their ammo at a target, it got "the whole 9 yards."
- Hershey's Kisses are called that because the machine that makes them looks like it's kissing the conveyor belt.
- The phrase "rule of thumb" is derived from an old English law which stated that you couldn't beat your wife with anything wider than your thumb.
- An ostrich's eye is bigger than its brain.
- The longest recorded flight of a chicken is thirteen seconds.
- The Eisenhower interstate system requires that one mile in every five must be straight. These straight sections are usable as airstrips in times of war or other emergencies.
- David Prowse was the guy in the Darth Vader suit in Star Wars. He spoke all of Vader's lines, and didn't know that he was going to be dubbed over by James Earl Jones until he saw the screening of the movie.
- The name Jeep came from the abbreviation used in the army for the "General Purpose" vehicle, G.P.
- The Pentagon, in Arlington, Virginia, has twice as many bathrooms as necessary. When it was built in the 1940s, the state of Virginia still had segregation laws requiring separate toilet facilities for blacks and whites.
- The cruise liner, Queen Elizabeth II, moves only six inches for each gallon of diesel that it burns.
- Cat's urine glows under a blacklight.
- The highest point in Pennsylvania is lower than the lowest point in Colorado.
- Nutmeg is extremely poisonous if injected intravenously.
- If you have three quarters, four dimes, and four pennies, you have \$1.19. You also have the largest amount of money in coins without being able to make change for a dollar.
- No NFL team which plays its home games in a domed stadium has ever won a Superbowl.
- The first toilet ever seen on television was on "Leave it to Beaver."
- Only one person in two billion will live to be 116.

# More Photos from the Franklin Award



Gerry says hello to Anthony Tutoni, Res. VP, Royal Insurance at the welcome reception.



Chapter President Anne Kopanski kicked off the ceremonies by introducing the head table (l to r) Jo Battisti, Franklin Chairperson, recipient Gerald Isom, wife Lucille Isom and keynote speaker Benjamin Hayllar, Dir. Finance, city of Philadelphia.



CIGNA employee and past chapter President Phil Spinelli, CPCU shown here with Gerry Isom and his wife Lucille.



Benjamin Hayllar spoke about the good things the city has accomplished during the Rendell administration.



Past chapter President Bruce Tuttle (right) passes on a comment to Mr. Isom.



Some of those 300 that attended the Franklin Award to honor Gerry.



Past Franklin Award recipient Jim Bryson stops by to extend congratulations to Gerry.



More of those who gathered at the luncheon.



Past Franklin Award recipients on hand to honor Mr. Isom were (circular, left to right) Norm Baglini (1995), Peter Palestina (1996), Gordon Heile (1990), Eugene Fidel (1988), John Topoleski (1987), Edwin Overman (1983), George Head (1986) and James Bryson (1991).



Showing the award one more time at the close of the ceremony with Chapter President Anne Kopanski, Franklin Chair Jo Battisti, and Chapter Secretary Val Ullman Katz.

# april meeting recap

## Norm Baglini Speaks on Ethics

by: William C. Wares, CPCU

President Kopanski, presented CPCU Sponsor Awards, to the following people for the involvement and dedication in assisting others in the pursuit of career development: Karen Engels, Rina Williams, Sharon Erhardt, Joe Thomas, Maylene Gilligier, Kathryn Horne, Sandra Loeb, Kenneth Shannon, and James Fryer.

Bernadette Fuller introduced Norman Baglini, CPCU for the keynote presentation. Norm the Chairman of the American Institutes, the Insurance Institute of America and the Insurance Institute for Applied Ethics, is also a CLU, and Assc. in Reinsurance. His topic "Hard Choices, Ethics Awareness" was informative and direct regarding the role of CPCUs in representing our profession and making the "right" choices. This newsletter cannot capture all of the excellent information presented, merely the highlights.

Norm began by discussing how our experience shapes our ethical values, and that the code of all CPCUs is "to do the right thing", regardless of the circumstances. The first CPCUs in 1942 were charged with making a difference and bringing trust back into the business.

Norm posed some interesting questions which caused the group to reflect and participate. Among those questions were, "Is business less ethical now than it was a decade ago or are we more aware of the importance of ethics?" "Does the term ethics tend to cause confusion and inaction because it means different things to different people?"

Additional topics presented included how trust is the overlooked principle of insurance. For example, how can we expect a valued client to stay with us if they have reason to suspect we can't always be trusted to do what is right? We must avoid little white lies that lead to further consequences. Those in attendance will remember the "pumpkin pie story." Principles are like compasses, they point the way. If we know how to read the principles we won't get lost, confused or fooled by conflicting visions or values. Principles are self evident-self validating natural laws, they don't change or shift.

Three further discussion points centered on ethical problems introduced by advances in technology (more private information available), the globalization of international business (cultural differences) and the effect of increased competition (achieve goals at any cost).

Norm then led a discussion of case studies designed to illustrate the ethical decisions we face daily in our business. Each table was assigned a case, discussed appropriate ethical decision, elected a spokesperson and shared their opinion with the group.

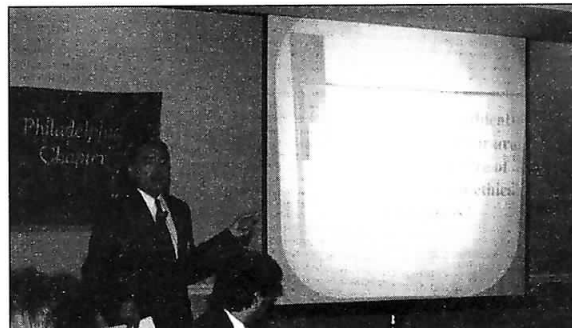
The conclusion of the meeting was a presentation by Ann Kopanski, to Norm officially thanking him for his support of the Philadelphia Chapter through a resolution recognizing his outstanding contribution. See reproduction below.



Some of the members at our April 16th meeting.



Is this a stick-up? No, it's just Norm Baglini making a point at the April meeting where he discussed "Hard Choices/Professional Decisions."



"Is business less ethical than a decade ago or are we just more aware of the importance of ethics in Business?" is the slide shown on the screen presented by Norm Baglini at the April meeting.



Norm Baglini admires plaque presented to him by President Anne Kopanski at the April meeting where Norm was the keynote speaker. The plaque recognized Norm for his many years of service as CEO of the Institutes. Norm recently accepted a position with Temple University and has been a long time chapter member.



Chartered Property  
Casualty Underwriters

Philadelphia Chapter of the CPCU Society  
Resolution of Appreciation  
**Norman A. Baglini, Ph.D., CPCU, CLU, AU, ARe**  
Chairman and Chief Executive Officer  
American Institute for Chartered Property Casualty Underwriters  
Insurance Institute of America, Insurance Institute for Applied Ethics

Whereas, the Philadelphia Chapter of the CPCU Society wishes to recognize formally his outstanding contributions to the field of insurance and risk management education; and  
Whereas, he has served on the staff of the American Institute for CPCU and the Insurance Institute of America for 25 years, the last 10 as Chief Executive Officer; and  
Whereas, under his guidance, the CPCU curriculum was revised to include the formal study of the role of ethics insurance transactions, highlighting its importance for insurance professionals; and  
Whereas, under his leadership, the Institutes founded the Insurance Institute for Applied Ethics, the Center for Advanced Risk Management Education, and helped to create the Institute for Global Insurance Education; and  
Whereas, he was instrumental in establishing the Institutes as a provider of in-residence executive education programs in a partnership with The Wharton School at the University of Pennsylvania; and  
Whereas, he has been an active member CPCU Society, serving as an ex-officio member of its Board of Directors, speaking at the regional and national CPCU meetings, and working to further the mutual goals of the Institutes and the Society; and  
Whereas, he was selected as the 1995 recipient of the Philadelphia CPCU Chapter's prestigious Franklin Award, which recognizes persons who have made a contribution to the insurance industry in the Delaware Valley that is both broad-based and reflective of high standards; and  
Whereas, he has promoted the elevation of ethical standards in the insurance and risk management industry through exhibiting outstanding leadership, tireless dedication, and the highest personal and professional standards;  
Now, therefore, be it resolved that this tribute and expression of gratitude to Norman A. Baglini be presented on this Sixteenth day of April, Nineteen Hundred and Ninety Eight.

## Previous Franklin Award Recipients

Edwin S. Overman, Ph.D, CPCU	1983
Mariellen Whelan, Ph.D.	1984
Thomas Finley	1985
George Head, Ph.D., CPCU, CLU	1986
John Topoleski, CPCU	1987
Eugene Fidel	1988
MADD (Mothers Against Drunk Driving)	1989
H. Gordon Heile, ARM	1990
James H. Bryson	1991
Robert A. Clair, AAI	1992
H. Wayne Snider, Ph.D., CPCU, CLU	1993
Curt Weldon, (US Representative)	1994
Norman A Baglini, Ph.D., CPCU, CLU	1995
Peter F. Palestina, CPCU	1996
Lawrence G. Brandon, CPCU, AIM	1997



## From the Editor

by: Peter Palestina, CPCU

### LETTERS, we get letters

Since I received one of those few "letters to the editor", I thought I would devote my space this issue to make room for the following letter written by Barbara Miller-Richards. Thanks Barbara, we appreciate the comments. Meanwhile, I'd like to wish each of you a great summer, enjoyable vacations and the best of health. See you in September!

April 18, 1998

Mr. Peter Palestina, CPCU, Editor  
Philadelphia Chapter CPCU

Dear Mr. Palestina,

A note to let you know what great things are happening with InVEST in Philadelphia. I recently had the pleasure of attending a workshop organized by Anne Kopanski and Barbara McCreery who run the InVEST program at Germantown High School. I was truly amazed at what they are able to accomplish at this urban high school in Philadelphia.

Anne is the president of the local CPCU Chapter and Barbara is a longtime business instructor at Germantown. Through their hard work and dedication they have implemented one of the best InVEST programs in the country. What is even more incredible is that they have accomplished all of this at a school that is severely lacking in resources and where students can only dream of leaving the welfare system behind. The school's attendance levels can drop as low as thirty-five percent in the Spring and Fall. Barbara's attendance levels for the InVEST program rarely drop below ninety-five percent. This program is truly making a difference in young people's lives and offering them the skills they need to secure meaningful employment with the opportunity of advancement.

Anne and Barbara took their commitment to an even greater level by organizing this week's workshop to share their success with other teachers in the area. They garnered support through an array of resources; financial funding from Philadelphia CPCU and a RIMS grant, supplies from National InVEST, in-kind donations for area businesses and Philadelphia insurance companies. At least ten speakers from various fields in the insurance industry volunteered to speak to the workshop attendees. Barbara and Anne spent nights and weekends developing the materials and organizing the workshop that they held during the Spring break. Even students volunteered to give up time during their break to attend the sessions and tell others what they have learned in the InVEST program. Attendees included teachers from the Philadelphia school system, school administrators and teachers from the Camden, New Jersey school system as well as an agent from Allentown who is interested in starting an InVEST program there.

It was quite remarkable to see what a difference these two people have made in the lives of young people and how the InVEST program has opened the door of opportunity in this school. Many of the graduating students secure employment in the local insurance community and go on to become productive and dedicated insurance professionals. I have offered continued support from the National InVEST office and hope that the other participating organizations will continue to aid in the effort to foster the growth of this outstanding program. Should you have any questions or suggestions on how we can work together, please let me know.

Sincerely,  
Barbara Miller-Richards  
Director National InVEST and Young Agent Programs



At the April meeting and holding their Certificates of Appreciation for being sponsors of CPCU candidates were the following chapter members. Front row (l to r) Sharon Ehrhardt, Sandra Loeb, Rina Williams, Val Ullman Katz. Back row: Joe Thomas, Karen Ingalls, Kenneth Shannon, Jim Fryer and Anne Kopanski, chapter president who presented the certificates.

### Thank You Sponsors!

Our Sponsors were recognized at our April Breakfast Meeting receiving Certificates of Achievement. The Sponsor Program is a national program which provides personal guidance to CPCU candidates by member of the Society. Twenty-one of our current members have taken the initiative to mentor CPCU candidates though the rigorous program. Our heartfelt congratulations for your efforts!

<b>Gerard Chiorazzo</b>	<b>George Whitford</b>	<b>Robert Williams</b>
<b>Barbara Linde-Borow</b>	<b>Sharon T. Woll</b>	<b>Robert Kelly</b>
<b>Cindy W. Tidwell</b>	<b>James Fryer</b>	<b>Kenneth J. Shannon</b>
<b>Sandra L. Loeb</b>	<b>Cynthia Ruth Zeigler</b>	<b>Karen L. Ingalls</b>
<b>Lynda D. Guest</b>	<b>Kathryn R. Horn</b>	<b>Jeffrey S. Estabrook</b>
<b>Boyd Bruce</b>	<b>John W. Hunt</b>	<b>Noram A. Maccoll</b>
<b>Chas J. Willmann, Jr.</b>	<b>Linda M. Incao</b>	<b>Joseph A. Wisniewski</b>
<b>John C. Pinto</b>	<b>Mayleen Gallagher</b>	<b>Joseph S. Thomas</b>
<b>Sharon E. Ehrhardt</b>	<b>Patricia A. Rakowski</b>	<b>Jeffrey Robert Sori</b>
<b>Rina Williams</b>	<b>Val Ullman Katz</b>	

If you wish to sponsor a candidate or are a candidate in need of a sponsor, please contact Val Ullman Katz, CPCU at 215-761-3876.

## YOUR FUTURE IS IN YOUR HANDS!

(Helpful Advice from the Membership Committee)

### NETWORKING TIPS

#### Networking: When DO YOU have time to DO IT?

by: Bill Wares, CPCU

Networking in today's fast paced insurance world, has become essential for survival. The number of company mergers and acquisitions is expected to continue as companies seek to find a critical mass of premium volume that maximizes the cost of providing products. No longer is a "Victim" of "downsizing" or "rightsizing" (the more politically correct term) considered an inferior employee. However, few of us have not been personally impacted by this trend and if you have not been impacted, you should prepare for it in the future.

The time to prepare is now. Here are some critical techniques that you should start today:

- Make a list of past associates who now work for different companies
- Develop a plan to call 1 to 2 of these people every week to renew your relationship. Inquire about their firm, their type of products and how they are doing. Be frank about the purpose of your call. You are renewing business associates contacts, to be prepared for unknown future events.
- Become active in professional associations. There is no better way to keep up with company changes and people than being active in your CPCU chapter.
- Attend national events to broaden your network of contacts.
- Develop a relationship with Insurance Recruiters. Feed them information on candidates that you know who might fit roles that the recruiter is attempting to fill. This relationship can pay off if you need the recruiter's services.
- Pay attention to our industry news. Trends in results will provide clues about the direction of markets and companies desire for growth or reductions.
- Watch the insurance "Employment" section of your local paper. This will tell you who is hiring, and possible even the demand for certain skills. You might find that your skills are particularly marketable and you should investigate some of those opportunities.
- Pay attention to your own organization. Don't wait until it is too late to look outside your company. It is the rare circumstance that company actions are not "Telegraphed" well in advance. You just have to pay attention.

Networking is an over-used term that is meant to describe "take care of yourself, because no one else will." Make a life-long commitment to begin some of the techniques listed above. I am sure you will think of other ways to stay in touch with your company and your industry if you make a concerted effort to do so.

# january meeting

## Banks in Insurance recap

by: Anthony Sgobbo, CPCU

The January meeting of the Philadelphia Chapter of CPCU was given a presentation by Barry R. Midwood, CPCU, Comptroller, Personal Insurance Direct Marketing of CNA Insurance Company.

The title of Mr. Midwood's presentation was: *What Business Are We In?* The subject matter concerned itself with the ever expanding involvement of the banking industry into insurance.

Mr. Midwood first gave a general background of what has transpired in the past with the somewhat limited involvement of banks in insurance in the United States and commented on the heavier involvement of European banks in insurance.

When asked, (by a showing of hands), most attendees believed that banks should not be in the insurance industry but it is inevitable that they will be.

The speaker postulated several, company and agency issues surrounding a greater involvement by banks in the insurance business and outlined the premise that an expanding relationship between the two industries could be a winning situation for all involved.

The speaker paid close attention to the increased access to potential customers based on a bank's close relationship and extensive knowledge of their clients. He also discussed the costs related to acquiring new customers and retention of business through excellent customer service. Potential economies of scale were also discussed.

The conclusions of Mr. Midwood's remarks are that an increasing relationship between the Insurance and Banking industries can present a Win...Win...Win...situation for agents, insurance carriers, and banks if each group looks at the perceived "inevitable" change as an opportunity.

Please note that there is a very good article in the Winter 1997 CPCU Journal about this topic and it makes for interesting reading.

*Barry R. Midwood, CPCU,  
Comptroller-Direct  
Marketing CNA Personal  
Insurance talked about  
"Banks in Insurance" at our  
January meeting.*



*Some of the many who attended an interesting  
January meeting on "Banks in Insurance."*

## Membership Committee Asks.... Are You Nearing Retirement?

by: James P. Jones, CPCU, Membership Committee

For those members who are lucky enough to have their company pay their annual membership dues, some simple planning prior to retirement will enable you to secure lifetime (national and chapter) membership at a significant savings. How? By simply coordinating the company paid dues payment in the year you take retirement along with a additional payment of twice the then current Society dues, a combined one time payment of 300 percent of the then current Society dues, provided that the applicant has been a regular member for 10 consecutive years prior to application for lifetime status, is all that is required to qualify....You now have achieved lifetime membership status in a prestigious national professional organization with all of the benefits and privileges that go along with it, and have managed to save a few dollars towards your retirement in the process. It's that easy!



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